

RISK MANAGEMENT GUIDELINES

for Serving Alcohol at Community Events



PREVENTION NETWORK
of Washington County

Working to Prevent Youth Substance Use



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Introduction

Community events are a great way to bring people together to celebrate their shared culture as a community. These events have the potential to provide a safe space for families and friends to gather and enjoy all their city, village or town has to offer. They are events many anticipate every year. However, they can also pose problems for the community and the people who attend them if underage or illegal alcohol sales are allowed to take place. By making a conscious effort to plan for policies and protocols around alcohol sales at your event, you can help to ensure that your event is safe for everyone.

Created in partnership with the Prevention Network of Washington County and the event planning staff, this guide can help to reduce risks and potential harms associated with alcohol sales and consumption. It includes research-based best practices. Our hope is that it will protect patrons and event planners as well as ensure a safer community for all. By implementing the protocols in this guide, you can help to reduce liabilities and the potential for negative consequences for all.

If you are looking for additional guidance and support to host a safe community event, please contact Ronna Corliss rcorliss@elevateyou.org.

Policies and Procedures

Security

Having security in place at an event is vital to keeping patrons, staff and others safe. In addition to having adequate security staff, these individuals should be well-trained and knowledgeable of the rules and their authority to enforce them.

Consider the following practices:

- Hire an adequate number of security staff
- Assign security to designated areas
- Monitor for intoxicated individuals
- Monitor for underage drinking
- Monitor for alcohol being brought into the event
- Respond to and support alcohol servers if they are called upon to refuse service to a patron who exhibits symptoms of intoxication, is underage, or is not wearing a wristband

Servers

Servers have an important role in enforcing rules and laws about alcohol service. Servers need to know and understand their responsibilities so that patrons, other staff and vendors remain safe throughout the event.

Consider the following practices:

- All alcohol servers must be over 21 years of age
- Alcohol servers should be trained and/or knowledgeable of policies and procedures prior to serving. Require that they have attended or will attend alcohol awareness training
- Alcohol servers are not allowed to drink alcohol while working
- Alcohol servers are not allowed to serve anyone under the age of 21, even with parental permission
- Alcohol servers can refuse service to and report anyone to security who is visually intoxicated, underage, or not wearing a required wristband

Signs and Posters

Signs and posters should explicitly state the rules of the event. Signs and posters also contribute to the development of social norms around alcohol use. Are the signs meant for Adults, or Children?

For instance:

- Advertisements for alcohol brands/sponsors should be posted at 5 feet (approximately eye level) or higher as this type of sign should be directed at Adults
- Post signs to discourage drinking and driving
 - Make phone numbers for taxi/Uber visible
- Post signs that explicitly state that IDs will be checked
- Post signs that explicitly state that wristbands are required for an alcohol sale to be made
- Post signs that explicitly state that there is a limit of one drink per ID/Wristband

Entrance to Designated Area

Designated entrances to areas where alcohol is served, that are monitored and include appropriate signage, can help prevent underage youth from obtaining alcohol at events. A designated area can also help alleviate server's stress as they will not need to check ID's prior to every service.

Consider implementing the following practices:

- Make sure all event staff are knowledgeable about the wristband checking policy
- Have clearly marked signs indicating that a wristband is required to purchase or possess alcohol
- As an ID is checked, the wristband should be put on by staff immediately
- Wristbands identifying patrons of legal age to consume alcohol, should be clearly marked indicating the ID has been checked

Designated Area

Having an area that is specifically designated for serving and consuming alcohol can help to prevent underage youth from obtaining alcohol at community events. Having a designated area also promotes alcohol-free family and friend interactions in other areas of the event.

Consider the following practices:

- Have a designated area where alcohol is served. Require that alcohol be kept within that perimeter
- Make sure the designated area is fenced in and secure
- Security should be present at all entrances/exits to the area
- The designated area should be placed away from family areas
- Use cups that clearly distinguish alcoholic beverages
- Require wristbands to purchase or possess alcohol
- Deny service to anyone under 21, even if accompanied by a parent or guardian

Alcohol Booth

Alcohol Booths help prevent against over consumption by patrons and also reduces the likelihood that underage youth can obtain alcohol at events. Having rules and guidelines for Alcohol Booths can also help to ensure that event goers cannot bring alcoholic beverages in to the event.

Consider the following practices:

- Limit alcohol sales to a specific area of the event
- Sell alcohol and food separately
- Sell only non-alcoholic drinks at events specifically for youth
- Distribute wristbands for those 21 and older
 - Utilize separate booth for distribution of wristbands
 - Require ID and have event staff apply wristbands
- Limit one drink per ID/wristband at a time
- Serve alcohol in original or clear containers
- Price non-alcoholic drinks at a lower cost than alcoholic drinks
- Limit hours of alcohol sales (ex. “Two for One Deals”)

Appendices And Resources

Appendix A

Event Checklist

Security:

- Adequate security has been hired
- Each security officer has a designated location
- Each officer know the policies and procedures

Servers:

- All servers are over 21
- Servers know the policies and procedures

Signs and Posters:

- Post all signs for servers in visible location
- Posters are visible for event attendees and are at an appropriate height

Entrance to Designated Area:

- ID checking guide
- Tally counter
- Wristbands
- Posters
- Policy manual

Designated Area:

- Secure Fencing
- Security at each entrance

Alcohol Booth:

- Policy manual
- ID checking guide
- Incident report form
- Cash box
- Easily distinguishable cups

Appendix B

Questions to Address for Alcohol Policy Manual

1. What are your community ordinances?
2. What will be done to ensure event attendees do not carry-in-alcohol?
3. What are your hours of operation?
4. What time will alcohol sales start and end?
5. How many drinks may customers purchase at one time?
6. Where will alcohol be allowed
7. Who will be allowed to serve alcohol?
8. Where will the designated are be?
9. Who will be allowed in the designated area?
10. Who will monitor access into and out of the designated alcohol area?
11. How will admission into the alcohol area be controlled?
12. What steps will be taken to check the identification of those purchasing alcohol?
13. What procedure should event staff follow if they spot a fake ID?
14. Who will be selling alcohol? How have they been made aware of the alcohol policies and procedures? Are they reliable and trustworthy?
15. What are the steps for reporting underage drinking?
16. What procedure should a vendor follow when refusing to sell to an impaired person?

Appendix B Continued

17. When should a vendor refuse to sell to an event attendee over the age of 21?
18. How should impaired persons be reported?
19. Who is providing your enforcement? Who will ensure they have copies of the alcohol policies and procedures?
20. Who is providing emergency medical services? Who will provide them copies of the alcohol policies and are they prepared to handle alcohol related emergencies?
21. Who will monitor vendors and crowd for violations?
22. How will you distribute your alcohol policies and procedures manual among volunteers and other personnel?

Appendix C

Sample Community Event Alcohol Policies and Procedures Manual

Preventing Underage Sales

- I. Wristbands will be used to identify people 21 and older.
- II. Alcohol servers will sell alcoholic beverages only to customers with a valid wristband.
- III. Limit the number of alcoholic beverages that can be purchased at one time.
- IV. Alcohol sales and consumption will be restricted to the designated alcohol area.
- V. Access to the alcohol area will be restricted to those with wristbands.
- VI. Alcoholic beverages will be served in cups that are easily distinguishable from non-alcoholic beverages.

Preventing Intoxication

- I. Alcohol servers will not sell to any customers appearing obviously intoxicated.
- II. Alcoholic beverages will be served in single serving size cups (12 oz. for beer and wine coolers, 5 oz. for wine).
- III. Food and non-alcoholic beverages will be sold inside and outside of the designated alcohol area.
- IV. Alcohol sales will stop 30 minutes before closing.
- V. Drink promotions, bucket specials and pitchers will not be offered?

Staff and Management

- I. All alcohol servers are required to attend alcohol awareness training.
- II. All alcohol servers must be 21 years or older.
- III. Security will be contracted to monitor alcohol consumption, alcohol sales and entrance to the designated alcohol area.
- IV. All event staff must be sober while working.
- V. All staff, including contracted staff, must sign a form indicating that they have read and will uphold these alcohol policies and follow these procedures to the best of their ability.
- VI. All staff will be given a copy of these policies and procedures.
- VII. All staff must record all questionable incidents on an incident report form.
- VIII. All staff will meet before the festival begins to discuss rules and ways to prevent/handle problem situations.
- IX. Alcohol sales will be overseen by at least one licensed bartender at all times.

Protecting the Community

- I. Staff will monitor parking lots and surrounding property for suspicious activities to ensure pedestrian safety.
- II. Parking areas will have adequate lighting for secure monitoring.
- III. Alcohol industry sponsorship is prohibited.
- IV. All sales will comply with local ordinances.
- V. The designated alcohol area will be placed away from family activities, restrooms and food vendors.
- VI. Event attendees will not be allowed to carry in alcohol.
- VII. Alcohol policies will be displayed at the event and advertised prior to the event.

Procedures

- I. **Checking Identification:** Identification must be shown in order to purchase alcohol and/or obtain a wristband. No ID, no service. Wristband distributors, and occasionally alcohol servers, must check ID's for authenticity and age. If a customer does not want to comply with these rules, wristband distributors or servers may refer them to law enforcement or security personnel.
- II. **Reporting Underage Drinking or Impaired Persons:** If an underage person is caught drinking or impaired persons are spotted, they should be referred to law enforcement or security personnel and escorted out of the event premises. The event coordinator should be notified.
- III. **Refusing Sales:** Servers reserve the right to deny sales for any reason. If a customer does not want to comply with these rules, servers may refer them to law enforcement or security.
- IV. **Medical Emergencies:** In the event of a medical emergency, 911 should be called and security personnel and the event coordinator should be notified.

Appendix D

ID Verification and Alcohol Wristband Orientation Sample

ID verification and Alcohol Wristband Orientation:

Policy:

- Any adult who wants to purchase or possess alcohol is required to wear a wristband
- All adults who want to purchase or possess alcohol need to provide a government issues photo ID in order to obtain a wristband

Anyone born on or before today's date: _____ is 21 years of age or older

Process to follow when checking IDs:

- Compare the person to the picture on the ID:
 - Is it the same person (Consider shape of face, eye color, approximate height/weight)
 - If in doubt, try asking them: What is their address & zip code on the ID or What is your middle name? (Watch for hesitation or nervousness)
- Are they of age? According to the ID:
 - WI driver's licenses will list the date someone turns 21 under their picture if 18-21
 - WI licenses: Over 21; printed horizontally, under 21; printed vertically (exception may be someone who just turned 21 and doesn't have their new license yet). Date they turn 21 will be in RED below their picture
- Is the card legitimate?
 - Is the surface smooth, especially around the picture?
 - Check for holograms of the state seal. If the ID was issued after March, 2012 it will have 2 hologram pictures of the person in addition to their main picture.
 - Is any printing (such as date of birth) a different style than the rest of the print (may be altered)?
 - Does the back have the 2 different kinds of bar coding?
 - If the card says "duplicate", ask for a second form of ID.
- If you have any doubts about the person's age or identity, you are NOT REQUIRED to give them a wristband. Trust your intuition, especially if the person seems nervous.

Appendix D Continued

- If anyone gives you difficulty, use the radio to have Law Enforcement or Security assist you.
 - Legally, you can keep the ID until the officer arrives, but if the person is agitated, remain calm and give the ID back if you feel it's unsafe to keep it.
- Wristbands:
 - Apply to wrist, leave only a small amount of space between arm and wristband so it can't be slid off.

**The Wisconsin Department of Transportation ID Verification Card titled "The F.A.B. ID Check" is available at <http://bit.ly/171jhSr> or contact Ronna Corliss rcorliss@elevateyou.org

Appendix E

Event Food and Beverage Guidelines Sample

All guidelines must be followed while selling food and beverages at an Event.

1. Anyone wishing to purchase alcohol MUST be wearing a wristband. Absolutely no exceptions!
2. All people working at the concession stands need to be at least 21 years of age.
3. Smoking is not allowed while serving food and beverages.
4. Drinking alcohol while working is NOT allowed. After end of shift, alcohol consumption may happen outside of work areas.
5. Keep all coolers stocked with ice and beverages while working.
6. Do not open un-needed stock of beverages.
7. All food and beverage served must be paid for. This includes ALL food and beverages consumed by individuals working at the concession stand must be paid for.
8. Contact the event personnel that is in charge of concessions when product or information is needed.
9. A cashier and cash box will be provided.
10. The cashier will have a radio for communication with the event personnel that is in charge/Police/Emergency Personnel.
11. At the end of the day empty and clean coolers of product. Help event personnel put product in the locked trailers for the night.
12. At the end of the day put the skirting up on the tent before leaving for the night.

Preventing Underage Sale of Alcohol

1. Wristbands will be used to identify individuals who are 21 and older.
2. Check identification and wristband of all individuals wishing to consume alcohol.
3. Use distinguishable cups for all alcohol served.

Prevention of Intoxication

1. No sales of alcohol to obviously intoxicated customers.
2. Limit cup size.
3. Sale of alcohol stops at 11:45pm or earlier if decided by event personnel.

Thank you for helping make this event as safe and successful as possible. We appreciate what you do for the community.

Appendix F

Responsible Party and Accountability Statement (Sample 1)

Responsible Party: Read and Sign

I understand that our community event is dedicated to the sale and responsible sale and service of alcohol.

I will not knowingly serve alcohol to an underage or obviously intoxicated person. I will report any signs of illegal activity to the event coordinators.

I will not consume alcoholic beverages while on duty.

I have read and understand the policies. I recognize that my failure to follow these policies may result in negative consequences for my organization.

I will provide copies of event policies to all servers, staff, volunteers, and security before the event.

I have trained all servers of alcohol for our organization in the event policies and procedures, ID verification and incident reporting requirements.

Signature

Date

Appendix F Continued

Responsible Party and Accountability Statement (Sample 2)

Letter Format

Company or Organization Name
City, State, Zip

Dear:

Thank you for requesting to hold/participate in (specified event).

Your company/organization is scheduled to host/work on (day, date, time and location). Enclosed with this letter you will find a copy of the rules and regulations for distribution of concessions. It is important that these rules are distributed to and abided by all people working with your group during their designated shifts. Noncompliance could jeopardize your group's future ability to host/participate in (specified event). Please sign and return the acceptance letter upon review of the guidelines.

Thank you in advance for your assistance. Please contact me with any questions you may have.

Regards,

PN2020 Representative/Event Coordinator

Appendix F Continued

Responsible Party and Accountability Statement (Sample 2)

I have received, read and attest that my group will abide by the concession selling rules required by the event space. By signing and accepting this contract, I hereby agree that I will be responsible for the distribution of these rules to all volunteers and staff under my control. I further agree to accept responsibility to ensure that the volunteers and staff understand and will follow the rules.

Signature and Date

Accepted By:

Print Name and Date

From:

Organization/Civic Group

Acknowledged By:

PN 2020 Representative Signature

Appendix G

Incident Report Form

Reported by: _____

Date: _____ Time: _____ Location: _____

Guest Name and Description: _____

Description of Incident:

Alcohol related Incident: Yes _____ No _____

Was Security Required: Yes _____ No _____

Were Policies and Procedures Followed: Yes _____ No _____

If Policies and Procedures were not followed please explain:

Witness of Incident: _____

Resolution:

Signature of Person Reporting Incident: _____

Contact Number: _____



Sample Signage

We ID

**Please make
sure to have
your ID ready**

**Se les solicitará
evidencia de mayoría
de edad a aquellos
que desean comprar
alcohol. Procure
presentar
identificación válida
cuando compre alcohol**

**INTOXICATED
PERSONS WILL
NOT BE
SERVED**

Appendix I

Local, County and State Alcohol Laws

City, Township, Village Code/Ordinance	Link to Code/Ordinance
City of Hartford	http://www.ci.hartford.wi.us/DocumentCenter/View/268/Municipal-Code-Chapter-35-PDF?bidId=
City of West Bend	https://www.ci.west-bend.wi.us/municipal%20code/12%20Chapter%20Municipal%20Code.pdf
Town of Addison	https://addisonwi.org/?s=picnic+alcohol+license
Town of Barton	https://townofbarton.net/?s=picnic+alcohol+license
Town of Erin	http://www.erintownship.com/index.php/general-code.html
Town of Farmington	https://town.farmington.wi.us/ordinances-resolutions/
Town of Germantown	https://townofgermantown.wi.us/
Town of Hartford	https://townofhartfordwi.com
Town of Jackson	https://town-jackson.com/CMS/files/2019/at-315f,%20App.%20for%20Temp%20Class%20B,%206-2016.pdf
Town of Kewaskum	http://townofkewaskum.com/
Town of Polk	https://townofpolk.com/
Town of Trenton	https://townoftrenton.info/liquor.php
Town of Wayne	http://www.townofwayne.org/index.php/book-of-ordinances
Town of West Bend	http://townofwestbend.com/forms-and-permits
Village of Germantown	https://library.municode.com/wi/germantown/codes/code_of_ordinances?nodeId=CH12LIPE
Village of Jackson	https://www.villageofjackson.com/vertical/sites/%7BD4E639E0-08E4-4DA7-8985-CD98B86913E8%7D/uploads/AT-315_Temporary_Class_B_Picnic_License_09-2019.pdf
Village of Kewaskum	https://library.municode.com/wi/kewaskum/codes/code_of_ordinances?nodeId=PTIIMUCO_CH6ALBE_ARTIILI_S6-66AP
Village of Newburg	https://codelibrary.amlegal.com/codes/newburg/latest/newburg_wi/0-0-0-1967
Village of Richfield	https://www.ecode360.com/16177216
Village of Slinger	https://ecode360.com/31155476

County Codes and Ordinances

Washington County: Chapter 172 alcohol related ordinances

<https://ecode360.com/33442893>

Resources of the State of Wisconsin Laws

State of Wisconsin Alcohol Beverage Laws

Chapter 125 <https://docs.legis.wisconsin.gov/statutes/statutes/125>

State of Wisconsin Underage Drinking Laws

Chapter 125.07 <https://docs.legis.wisconsin.gov/statutes/statutes/125/l/07>

State of Wisconsin Operating Under the Influence Laws

Chapter 346.63 <https://docs.legis.wisconsin.gov/statutes/statutes/346/X/63?view=section>

Thank You and Acknowledgments

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