

2016 Breese Stevens Responsible Alcohol Consumption Action Plan

Big Top Events, as part of their management of Breese Stevens Field, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on a similar plan that the Madison Mallards have had in place since 2008 at the Duck Pond at Warner Park and is the result of working with Madison Parks, the Madison Police Department and receiving input from various other sources. Big Top Events is committed to working with the Tenney-Lapham neighborhood and district Alder on any issues that arise related to alcohol consumption.

General event alcohol related policies and practices:

1. Stringent ID checking program by Big Top Events staff including incentives for finding false ID's.
2. Mandatory pre-event training for all beer pourers by Big Top Events management staff, and/or external experts.
3. All bar tenders are 18 or older.
4. Licensed bar tender on staff overseeing each beer pouring location at each event.
5. No more than 2 beers per person, per trip at any beer stand at each event.
6. Secret shoppers looking for problems with ID checking, and whether or not Big Top Events beer servers are serving more beers per trip than limit.
7. All beer pourers wear "WE ID" pins.
8. Everyone that appears under 30 will be required to show identification and they will receive a wristband if they want to purchase beer.
9. Have state ID books on hand for all people checking ID's.
10. No under-age person will ever be allowed to consume alcohol events whether or not they are accompanied by a parent or guardian. State law does allow under-age persons, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy decision not to serve those individuals and Big Top Events will not serve these individuals under any circumstance.
11. For the safety of attendees, Big Top Events reserves the right to refuse alcohol to anyone it determines has had too much to drink.
12. The Big Top Events organization also reserves the right to refuse service to anyone who is found to be in violation of these rules at any time.
13. Big Top Events will work with the Madison Police Department to staff events with officers to provide additional security when requested by MPD.
14. Big Top Events plans on serving liquor at select events, but will only serve liquor to private parties (i.e. weddings and corporate functions) and will not serve intoxicating liquor to the general public at events at the facility.
15. Big Top Events will have an approved ID scanner on site and in use for all events that offer alcohol.
16. Alcohol incident record, if there ever is an occurrence of dealing with minor or intoxicated guest. These records will be kept on file at all times.

Breese Stevens policies and practices

The following conduct rules are posted prominently at the entrance to Breese Stevens:

Conduct Rules

- Do NOT use inappropriate language
- Do NOT disrupt other attendees
- Do NOT throw any objects/items
- Always obey instructions of event staff and security personnel
- NO drinking games or card games
- Be able to safely control your behavior and physical movement at all times
- NO smoking
- Public safety is a primary objective
- No minor consumption, even if accompanied by parents/guardians

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage Drinking
- False identification – attempting to use fake ID's
- Disorderly Conduct or unsafe conduct

Breese Stevens does NOT at any time or for any reason allow parents (or legal guardians) or any other person to supply, provide or permit consumption of alcoholic beverages to any person under the age of 21, at any time or for any reason.