

Appendix **G**

Madison Mallards Responsible Alcohol Consumption Action Plan for 2007

As the Mallards continue to evolve coming into our seventh year here in Madison we are voluntarily planning on implementing the following changes to the Great Dane Duck Blind in 2007:

1. Increase price for every Thursday thru Saturday home game to \$30 a person for an all inclusive food & drink admission to the Duck Blind. The Duck Blind of course is subject to the natural "supply & demand" logic. We feel this will temper attendance, but we have also found that when people are paying a higher price for something that they tend to treat it with more respect.
2. We will issue each attendee of the Duck Blind one cup as they enter the area. This will be the only cup that they will be able to get beer in for that night. This will reduce the amount of beers a person can receive each time thru the line (last year we capped it at two per person per trip) & will make it easier for us to cut people off as we'll take the glass from the anyone we cut off & friends will not be able to bring additional beverages to those people as easily.
3. In working with the Madison Police Department we propose having a minimum of one off-duty officer permanently stationed on the Duck Blind for every Thursday thru Saturday game in 2007.
4. We anticipate that more private/corporate parties will attend the Duck Blind in 2007 because we will be reserving larger pieces of the deck for these private parties. Private parties are typically better behaved because they are out as part of a work outing.

Additionally we have had the following procedures in place & we will continue to enforce them in the future:

1. Stringent ID checking program by our staff including incentives for finding false ID's.
2. Mandatory pre-season training for all beer pourers by the City of Madison Police Department, Mallards Management staff, & external experts.
3. Licensed bar tender on staff at each pouring location.
4. Secret shoppers looking for problems with ID checking, & serving more beers per trip than limit.
5. All beer pourers wear "WE ID" pins.
6. Good Sport program where all Designated Drivers receive free soda for the night & get registered to win an authentic Mallards uniform.
7. Union cab phone # on all wristbands (needed to attend the Duck Blind).
8. ID everyone that appears under 30 & they receive a wristband.
9. Incentive program for beer vendors to look for people that appear under 30 & are drinking beer in the stands.
10. Have state ID books on hand for all people checking ID's.

