

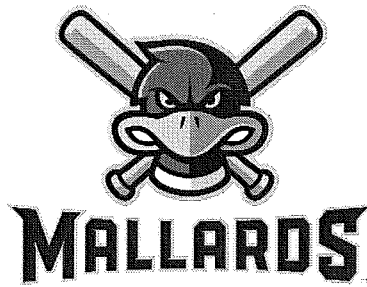
Madison Mallards Responsible Alcohol Consumption Action Plan for 2012

After a major renovation to the ballpark in 2011, the Mallards are excited to continue to improve the facility while maintaining alcohol related policies that have worked in previous years. Proposed 2012 improvements, pending Parks Commission approval, include:

An **outfield seating berm (hill - rendering attached)**, that will be located behind the LF/CF wall. The area will accommodate approximately 400 fans on a grass covered hill directly behind a re-built OF wall. The area will be very attractive to families and offer the most affordable seat in the stadium. In 2011 26 of the Mallards 34 games were sold out in a main seating area, which pushed fans to standing room only areas of the stadium, which do not provide very good sight lines and overall experience. This berm seating area will be a much more attractive space for overflow seating, while not increasing the overall capacity of the stadium (6,750). The total number of standing room only tickets will be reduced accordingly. Additionally the area behind the rest of the OF wall will become open to fans walk through during games, making the entire perimeter of the baseball field accessible during games.

Two 15-20 person private suite areas (rendering attached) will be added directly behind home-plate on the concourse level of the ballpark. These suites will basically take advantage of existing space in the new stadium that was under-utilized during our first year. This project will not increase capacity, it will just continue to reduce standing room only capacity. The suites will be served by Mallards wait staff throughout the night - there are several similar areas in the ballpark and they all include food and beverage for the group along with the private space.

A change to the Great Dane Duck Blind is necessary due to the construction of the new seating area in 2011. The view from approximately 250 seats has become severely or partially obstructed due to the new geometry of the main seating area (fly-by picture attached showing the area impacted). The Mallards propose building a new 200-person deck above the existing RF bullpen that would be connected to the existing Duck Blind area. Capacity would not change under this plan. Additionally tickets in the new area would be sold at a premium price as part of a reserved picnic table offering for either groups of 4 or 8 people at a price of \$43.75/person. There is currently an area that is reserved for these picnic table groups and that space will be turned into general admission (GA) Duck Blind seating to help improve sight lines for those on the Duck Blind. Additionally GA price on the Duck Blind will increase to \$33/person, which should continue to positively impact behavior in the area. The additional square footage in the area will allow more space for fans on sold out nights, which should have a positive impact on the environment/safety as well.



The Mallards will continue to execute the following Responsible Alcohol Consumption Action Plan, and in furtherance of that Plan have developed the following "Duck Blind" rules:

Great Dane Duck Blind Conduct Rules

- Do NOT use inappropriate language
- Do NOT disrupt other fans
- Do NOT throw any objects/items
- Always obey instructions of Mallards staff & 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

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

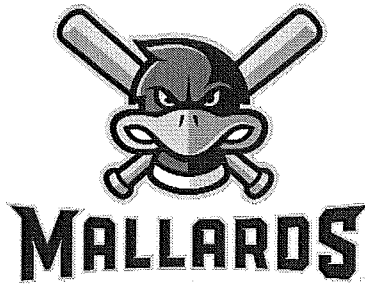
- Underage Drinking
- False identification - attempting to use fake ID's
- Disorderly Conduct or unsafe conduct in the Great Dane Duck Blind Area
- Entering the field of play at any time without the express invitation/permission by Madison Mallards Senior Management

The Mallards establishment 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.

1. These rules are prominently posted at the entrance to the Duck Blind & are placed on email confirmations of all Duck Blind tickets purchased online.

Over the last several years the Mallards made several changes to the Duck Blind all you can eat & drink area ("Area") these have become part of our plan & will be part of it for the foreseeable future.

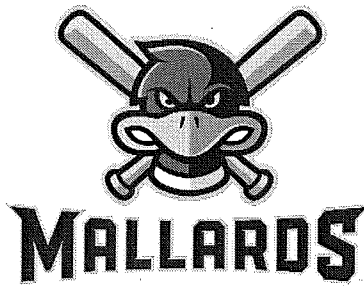
1. The Mallards voluntarily agree to:
 - a. End beer distribution as part of the all-you-can-drink Duck Blind Area at the end of the 8th inning every night.
 - b. Provide/hire 4 off duty city of Madison Police officers Sun-Wed & 6 Thurs-Sat.
 - i. The # of officers will be reviewed monthly by the North District Police Captain & the Mallards will always employ the # of off duty officers recommended by the Captain.
2. All Duck Blind attendees that appear under 30 will have their ID scanned to gain admission to the area.



3. The Mallards will post the entire Responsible Alcohol Consumption Action Plan on Mallardsbaseball.com.
4. Price has been increased for every Friday thru Saturday home game to \$33 a person for an all inclusive food & drink admission to the Duck Blind. The Duck Blind is subject to the natural "supply & demand" logic. This will temper attendance, and when people are paying a higher price for a privilege they tend to treat the privilege with more respect.
5. The Mallards 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 use to procure beer in the Area for that night. This will reduce the amount of beers a person can receive each time thru the line & will make it easier to cut people off for Mallards staff as the cup will be taken from anyone that is cut off & their friends will not be able to bring additional beverages to those people. This will also help deter any under-age person's consumption in the stadium.
6. Anyone who provides alcohol to an under-age person shall be ejected from the stadium, and may be subject to prosecution by local law enforcement authorities.
7. In working with the Madison Police Department the Mallards propose having a minimum of one off-duty officer permanently stationed on the Duck Blind for every Thursday thru Saturday game.
8. The Mallards anticipate that more private/corporate parties will attend the Duck Blind each year because and the Mallards 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 the Mallards have had the following procedures in place & will continue to enforce them in the future:

1. Beer service on the Great Dane Duck Blind stops at the end of the 8th inning.
2. Stringent ID checking program by Mallards staff including incentives for finding false ID's.
3. Mandatory pre-season training for all beer pourers by the City of Madison Police Department, Mallards Management staff, & external experts.
4. Licensed bar tender on staff at each pouring location in the stadium.
5. Secret shoppers looking for problems with ID checking, & whether or not Mallards beer servers are serving more beers per trip than limit.
6. All beer pourers wear "WE ID" pins.
7. Good Sport program where all designated drivers receive free soda for the night & get registered to win an authentic Mallards uniform.
8. Union Cab phone # on all wristbands (needed to attend the Duck Blind).
9. Union Cab phone # on all stadium beer cups used in stadium.
10. ID everyone that appears under 30 & they receive a wristband if they want to purchase beer.
11. All attendees in the Duck Blind area will have their ID checked upon entrance into the area & receive a wristband that will indicate whether or not they are 21.



12. Incentive program for beer vendors to look for people that appear under 30 & are drinking beer in the stands.
13. Have state ID books on hand for all people checking ID's.
14. The Mallards will utilize our video board to promote several safe consumption messages & programs.
15. In 2010 the Mallards started running :30 anti-drunk driving messages provided by the WI DOT after the 7th inning to discourage drinking & driving.
16. No under-age person will ever be allowed to drink in the stadium, even if they are accompanied by a parent or guardian. State law does allow under-age people, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy not to serve those individuals & the Mallards will not serve these individuals under any circumstance.
17. For the safety of fans, the Mallards organization reserves the right to refuse to alcohol to anyone it determines has had too much to drink.
18. The Mallards organization also reserves the right to refuse service to anyone who is found to be in violation of these rules at any time during the baseball season.