

Application for Change of Licensed Premise
No Fee Required. Due at 12 Noon two weeks before ALRC meeting.
Routed: City Zoning
Building Inspection Unit – Permit Counter

MAR 03 2009

MADISON CITY CLERK

Applicants must appear before the ALRC. Detailed floor plans (no larger than 8-1/2 x 14) must accompany this form, or request will not be presented to the committee.

Please contact City Zoning (Municipal Building LL-100, 266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.

Corporate/Owner Name _____ Madison Mallards _____

DBA _____ Madison Mallards _____

Address _____ 2920 N Sherman Ave Madison, WI 53704 _____

Agent _____ Vern Stenman _____

Capacity _____ 7,500 _____ % Alcohol 40 % Food 60

Description of Expansion Plans:

Prior to the start of the 2009 season on May 27 we hope to make the following changes:

1. Duck Blind Area #1:

- a. In response to a survey we did last fall that told us 65% of fans who attended the Duck Blind thought the one thing we could do to improve it would be to provide more seating. To accomplish this we would like to change the perimeter fence of the Duck Blind to provide more seating on the Duck Blind (deck area located in RF).
- b. We currently have a capacity of 1242 in this area & have physical seats for less than 700 people.
- c. We would like to add 125 seats in the space provided by moving the perimeter of the Duck Blind fence (indicated in attached photo).
- d. We are not requesting a change to the total capacity of the Duck Blind area
Capacity would stay the same as 2008.

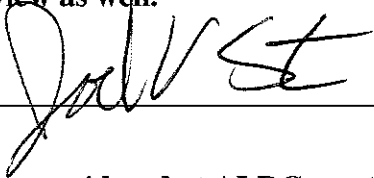
2. Duck Blind Area #2

- a. In 2008 we added a new area to the Duck Blind with a capacity of 111 people directly behind the foul pole in the RF corner
- b. In 2009 we would like to turn this area into a more exclusive area called the Duck Blind Club.
- c. The only change would be that we would like to serve beer & food directly in this area vs forcing people in this area to go to the normal Duck Blind concession area (see attached photo for location).
- d. This change is in response to customers requesting this type of space.
- e. This area would only be sold to groups who purchase a minimum of one 8 seat picnic table & the price will be increased for the 2009 season

3. LF Family Area

- a. We currently have a family area in the LF corner of our park.
- b. We are planning to move the bullpen area beyond the outfield wall to allow us to move a bleacher in closer to the field in this area (photo attached).
- c. We would also add a "beach" area to this section to make it even more attractive to families.
- d. Beer is not encouraged to be consumed in this area, but we do not have a policy against it.

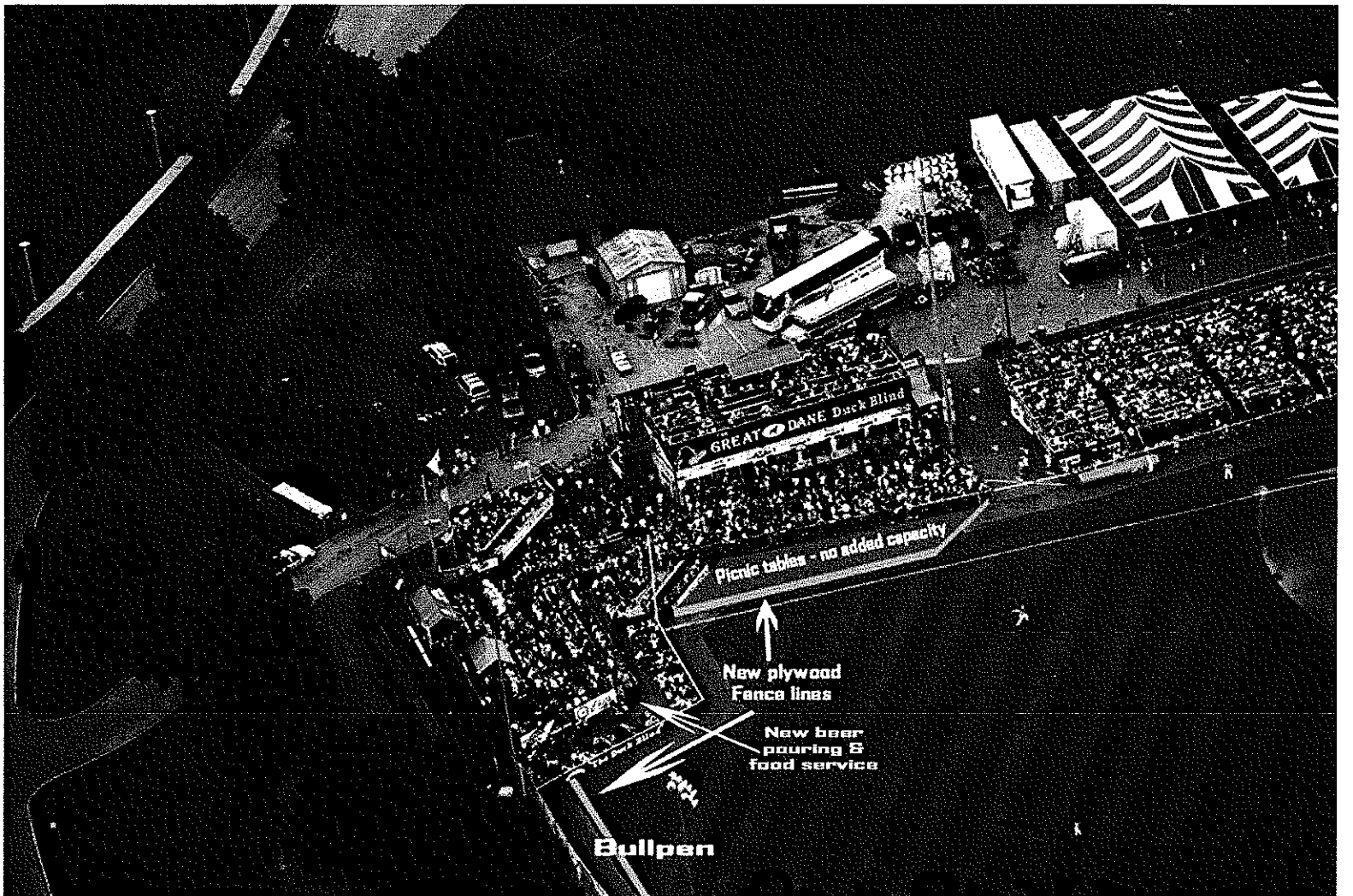
- e. Beer is never sold in this area.
4. None of these changes would change the total capacity of the stadium (7,500) or the capacity in any of the specific areas.
 5. We have attached a copy of our Responsible Alcohol Action Plan for 2009 for your review as well.

Signature of Applicant  Date 3-3-09

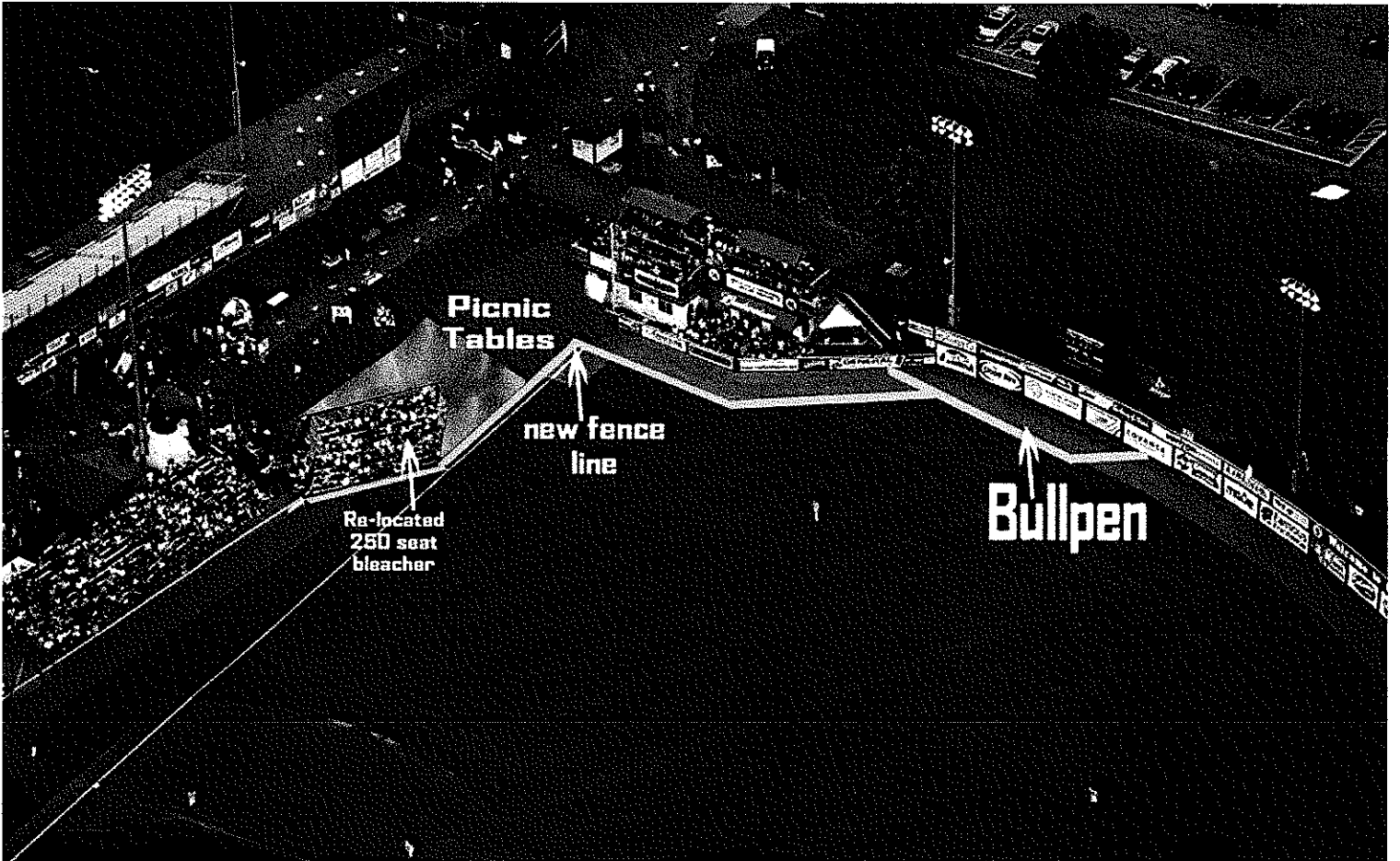
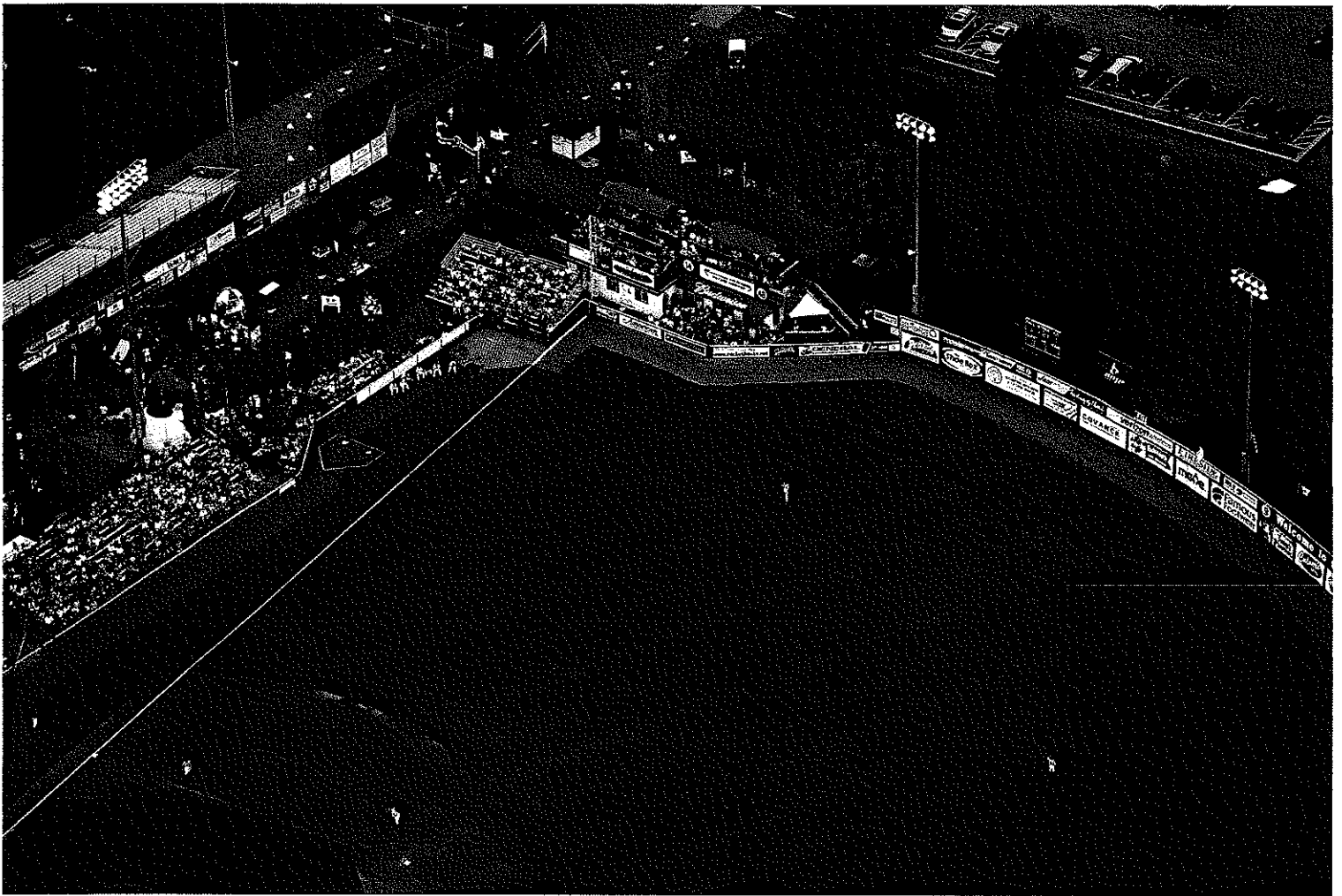
To be considered at ALRC meeting of 3/18/09
and Common Council Meeting of 3/31/09

License Type _____ Class B Beer _____ License # 56305 Legistar # _____

Approved Disapproved
Madison Police Department
Aldersperson RHODES-COMWAY



Duck Blind Changes



LF Family Area Changes



Madison Mallards Responsible Alcohol Consumption Action Plan for 2009

In 2009 the Mallards are making the following additions to our alcohol plan:

1. The Mallards have developed the following Duck Blind rules for 2009 & beyond:

Great Dane Duck Blind Conduct Rules

Proposed

- 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 control yourself at all times
- NO smoking

Offenses punishable by ARREST:

- Underage Drinking
- False identification – attempting to use fake ID's
- Disorderly Conduct in the Great Dane Duck Blind Area
- Entering the field of play

This establishment does NOT allow parents or legal guardians to supply minors with alcoholic beverages

2. The rules will be posted at the entrance to the Duck Blind & be placed on email confirmations of all Duck Blind tickets purchased online.

Over the last two years the Mallards made several changes to the Duck Blind (all you can eat & drink 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 at the end of the 8th inning every night.
 - b. Provide/hire 5 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. We will post our entire Responsible Alcohol Consumption Action Plan on our website – Mallardsbaseball.com.
4. Price has been increased 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



Madison Mallards Baseball Club

2920 N. Sherman Ave, Madison, WI 53704
www.mallardsbaseball.com

Phone: 608-246-4277
Fax: 608-246-4163



5. 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 & 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. This will also help deter any minor consumption in the stadium.
6. 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.
7. We anticipate that more private/corporate parties will attend the Duck Blind each year 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 in the stadium.
4. Secret shoppers looking for problems with ID checking, & whether or not our beer servers are 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. Union Cab phone # on all stadium beer cups used in stadium.
9. ID everyone that appears under 30 & they receive a wristband.
10. 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.
11. Incentive program for beer vendors to look for people that appear under 30 & are drinking beer in the stands.
12. Have state ID books on hand for all people checking ID's.
13. In 2009 we are planning on adding a video board to the stadium. We will be able to utilize this highly visible signage to promote several safe consumption messages & programs.

South Division Champions: 2004 • 2005 • 2008

Northwoods League Champions: 2004



"Baseball Like It Oughta Be."