

Dane County Coalition to Reduce Alcohol Abuse

Sunset Date:

- Research presents compelling evidence that increasing number of outlets selling and serving alcohol in a concentrated area will increase alcohol related crime and violence. When originally recommended, the Public Safety Committee suggested a 7 year sunset.
- After just three years, the ALDO has resulted in significant reductions in serious alcohol related problems such as assault. **ALDO should be made permanent. (12)**

Entertainment Venue/Exceptional Circumstances:

- If the allowable ceiling for alcohol revenue increases from the existing 25% to 50% AND a new category for entertainment venues are both created, it creates numerous opportunities for new establishments selling and serving alcohol to open downtown. (4)(c)&(4)(d)
- The likelihood of alcohol related crime and violence occurring is related to the number of alcohol outlets within a concentrated area. The simple presence of additional licenses will raise the level of alcohol related problems – undermining the effectiveness of the ordinance.

Entertainment Venues

- **To be a true “entertainment” venue, gross alcohol revenues should be less than 50% annually.** A higher ceiling increases the likelihood that a business model will be based upon alcohol revenues contributing to over concentration of alcohol outlets downtown. (4)(d)(i)
 - Proponents of this provision have never demonstrated a single document or entertainment option that was barred from the downtown area by the ALDO.
- There is no reason for an **entertainment venue to be eligible for a Class A – off premises sale alcohol licenses. That language should be deleted. (5)(a)(iv)**
- **Entertainment venues should not be able to seek increases in licensed capacity.** Allowing such increases simply adds to the existing alcohol related problems downtown. (6)(b)
- **If a special category is created for Entertainment Venues, the alcohol revenue ceiling for “exceptional circumstances” should remain capped at 25%.** Entertainment venue designation allows for a narrower interpretation of “exceptional” while still permitting licenses for retailers such as *Fromagination*.