

Memorandum

TO: Madison Park Commission
FROM: Steven Doniger, Community Services Manager
DATE: April 7, 2010

RE: Request to sell beer at Breese Stevens Stadium

I received a letter (enclosed) from the Madison 56res Soccer Club requesting permission to sell beer during soccer games at Breese Steven Stadium.

Excerpt from City Ordinance 8.24:

Alcohol Beverage Control and Container Control on Certain Public Property

(1) Prohibition. It shall be unlawful for any person to sell, give away, possess or consume any alcohol beverages as defined in Chapter 125.02, Wis. Stats., on any of the following City properties:

(b) Breese Stevens Field, except that alcohol beverages may be sold, possessed or consumed therein with the prior approval of the Common Council;

Process for Approval Includes:

- If Park Commission approves, staff requests city attorney to draft ordinance amendment.
- If Park Commission denies, applicant can appeal to Common Council for approval. If Council approves they direct city attorney to draft ordinance amendment.

Staff Recommendations

I do respect the program the 56ers are producing for the community and will state that they have been good advocates for soccer with a positive community following and reputation. However, after much consideration I do not recommend approval of the request based on the following considerations;

Additional Revenues Generated: The 56ers Club states that *“Although soccer continues to grow, we need to attract more people to our adult games to meet the cost of national competition. The comment has often been made that fans would like to watch the game and have a beer ...”*

There has been no financial data provided. What is not clear is the amount of alcohol that will have to be sold at each event to create a positive economic impact i.e. after paying for vending permits, product, staff, etc. I am concerned that the volume of alcohol that would have to be sold would not provide a positive net income.

Atmosphere: Breese Stevens is truly a community venue used primarily for High School and College soccer. Allowing other groups to sell alcohol creates a negative message for athletes and families. I do recognize that the Warner Baseball Stadium sells alcohol, but it is a very different set-up associated with a professional vendor providing “entertainment” with occasional youth sports.

Facility: Breese Stevens Stadium has just undergone massive renovations improving interior facilities such as locker rooms, bathrooms, and accessibility to stadium seats, etc. I have concerns with the lasting effects associated with beer stains and smells (particularly in the lower levels of the stadium) that may cause loss of the parks charm. Additionally, the concession area is very small only providing for limited access and would be quite congested with beer sales.

Conditions and Operations for a Beer Garden/Sales in a City Park:

Beyond the standard City Conditions (enclosed) if approved I would request that the Park Commission base it on the following conditions:

Madison 56ers Soccer Club is responsible for at their cost:

- Cleaning for the facility including power washing interior areas associated with concessions and stadium seats/areas that have been stained and or areas where beer smells persist.
- Provide the Park Department with account information including volume sold, revenues generated and net income.
- Advertisement for all alcohol sales be approved and installed/removed with supervision of Park Staff.
- Provide detailed vending and security plans