

# Madison 56ers Alcohol Plan- Breese Stevens Stadium

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## Overview

In 2012 the Madison 56ers would like to continue to enhance the fan experience at the recently upgraded stadium by adding one beer pouring location and point of sale. (see Appendix A)

The Madison 56ers believes in providing high quality soccer in a safe and family friendly environment.

The Madison 56ers will institute a responsible alcohol consumption action plan and continue to refine it with Madison Police and Madison Parks Departments as needed.

This proposal is limited to a maximum of 17 Madison 56er Premier League games per year at Breese Stevens Stadium.

The proposal has the strong support of the Tenney-Lapham Neighborhood Association and Alder Maniaci. (see Appendix B)

## About the Madison 56ers

The Madison 56ers Soccer Club was founded in 1956 and continues to be an important community institution to Madison today. Since inception, the club has had men's women's and youth teams that have competed and earned success at all levels of play.

National Premier Soccer League: The highest level of play that the Madison 56ers participate in is the National Premier Soccer League. The National Premier Soccer League is the highest level of men's soccer comprised of players holding amateur status (high school, collegiate and former professional athletes), showcases players who aspire to move to the professional level. The League has a low entry cost while still providing a competitive environment. .

Schedule and Attendance: The Madison 56ers play their home games at Breese Stevens in Madison and typically have 8-12 home games per year. Average attendance at Madison 56ers home games is approximately 550 people. Below is a typical schedule as played by the 56ers in 2011.

<b>Saturday</b>	<b>May7</b>	<b>7:00 PM</b>	<b>Croatian Eagles U23</b>	<b>Madison, Breese Stevens</b>
<b>Saturday</b>	<b>May14</b>	<b>7:00 PM</b>	<b>Quad City Eagles</b>	<b>Madison, Breese Stevens</b>
Saturday	May21	5:00 PM	Minnesota Kings	St. Paul, MN
Sunday	May22	1:00 PM	St Paul Twin Stars	St. Paul, MN
<b>Saturday</b>	<b>May28</b>	<b>7:00 PM</b>	<b>Chicago Fire NPSL</b>	<b>Madison, Breese Stevens</b>
Saturday	Jun4	5:00 PM	EC Aris FC	Eau Claire
<b>Friday</b>	<b>Jun10</b>	<b>7:30 PM</b>	<b>Latino All Stars</b>	<b>Madison, Breese Stevens</b>
Sunday	Jun12	2:00 PM	Quad City Eagles	Davenport, IA
<b>Tuesday</b>	<b>Jun14</b>	<b>7:00 PM</b>	<b>Lamar Hunt Open Cup</b>	<b>Madison, Breese Stevens</b>
Saturday	Jun18	7:00 PM	Milwaukee Bavarians	Bavarian Field, Milwaukee

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Tuesday	Jun21	7:00 PM	Chicago Fire PDL	Madison, Breese Stevens
Wednesday	Jun22	4:00 PM	Chicago Fire PDL	Madison, Breese Stevens
Saturday	Jun25	7:00 PM	St Paul Twin Stars	Madison, Breese Stevens
Sunday	Jun26	3:00 PM	Minnesota Kings	Madison, Breese Stevens
Saturday	Jul2	7:00 PM	EC Aris FC	Madison, Breese Stevens
Sunday	Jul3	4:00 PM	Chicago Fire NPSL	Toyota Park, Chicago
Friday	Jul8	7:30 PM	MSA All-Stars	Madison, Breese Stevens
Saturday	Jul16	7:00 PM	Milwaukee Bavarians	Madison, Breese Stevens
Saturday	Jul23	7:00 PM	Croatian Eagles U23	Madison, Breese Stevens

## Game Day Parking

Parking during Madison 56ers games is available on side streets, street parking on East Washington, and neighborhood businesses where consent is achieved. In addition, additional public parking may soon be available at the adjacent Don Miller site, depending on redevelopment bids currently being considered by the City of Madison.

## Secure Alcohol Point of Sale Site

1. Great Dane Brewery to provide sale of alcohol via their approved beer wagon at the Central Point near the middle stairs. (See Diagram below)
2. Great Dane Brewery to arrive 30 minutes before the game starts and enter through the NE Gate.
3. Beer to be priced at standard sale price or higher based on the belief that regular or higher priced beer provides for people providing more respect to the item as they are paying a higher price for it.

## Safety and Security Plan

1. Beer service at the Great Dane Station stops 15 minutes before the conclusion of the game.
2. Stringent ID checking program by Great Dane staff/bartenders. *The Great Dane staff is well trained in complying with these protocols and has experience working events.*
3. Licensed bar tender on staff at the pouring location in the stadium. *Provided by the Great Dane.*
4. All beer pourers wear "WE ID" pins.
5. Union Cab phone # posted at point of sale locations and exits from the stadium.
6. ID everyone that appears under 30 & they receive a wristband if they want to purchase beer.
7. Designated Madison 56er staff to look for people that appear under 30 & are drinking beer in the stands.
8. Have state ID books on hand for all people checking ID's.
9. Announcements made during the game providing anti-drunk driving message starting after half time to discourage drinking & driving.
10. The Madison 56er alcohol consumption action plan will be posted to the Madison 56ers website and the alcohol rules (listed below) will be posted to the website and each alcohol point of sale.

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11. No minor will ever be allowed to drink in the stadium, even if they are accompanied by a parent or guardian. State law does allow minors 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 and the 56ers will not serve individuals under any circumstance.
12. Provide security in the form of off duty Madison Police Department personnel. Personnel will also be located near the point of sale on a regular basis. *The Madison 56ers goal is to provide the best and safest experience possible and are committed to adjust off duty personnel as mutually determined with the appropriate Madison Police Department personnel.*
13. Security will be provided at exit gates to the stadium to ensure no carry-ins are occurring.

## **Madison 56ers Fan Responsibility and Alcohol Consumption Rules**

1. No minors will be served alcohol, even if provided by parents or guardians.
2. Any person who appears 30 or under will have to provide ID.
3. No unduly loud or vulgar behavior is allowed.
4. Poor behavior is grounds for removal of offenders from the game and at the discretion of Madison 56ers and Madison Park's personnel.
5. Alcohol sales will end 15 minutes prior to the conclusion of the game.
6. No gambling allowed.
7. No carry-outs allowed outside the stadium at any time.
8. All current City and Park rules remain intact and must be followed at all times. Rules to be posted at point of sale.

## **Additional 56ers Fan Conduct Rules**

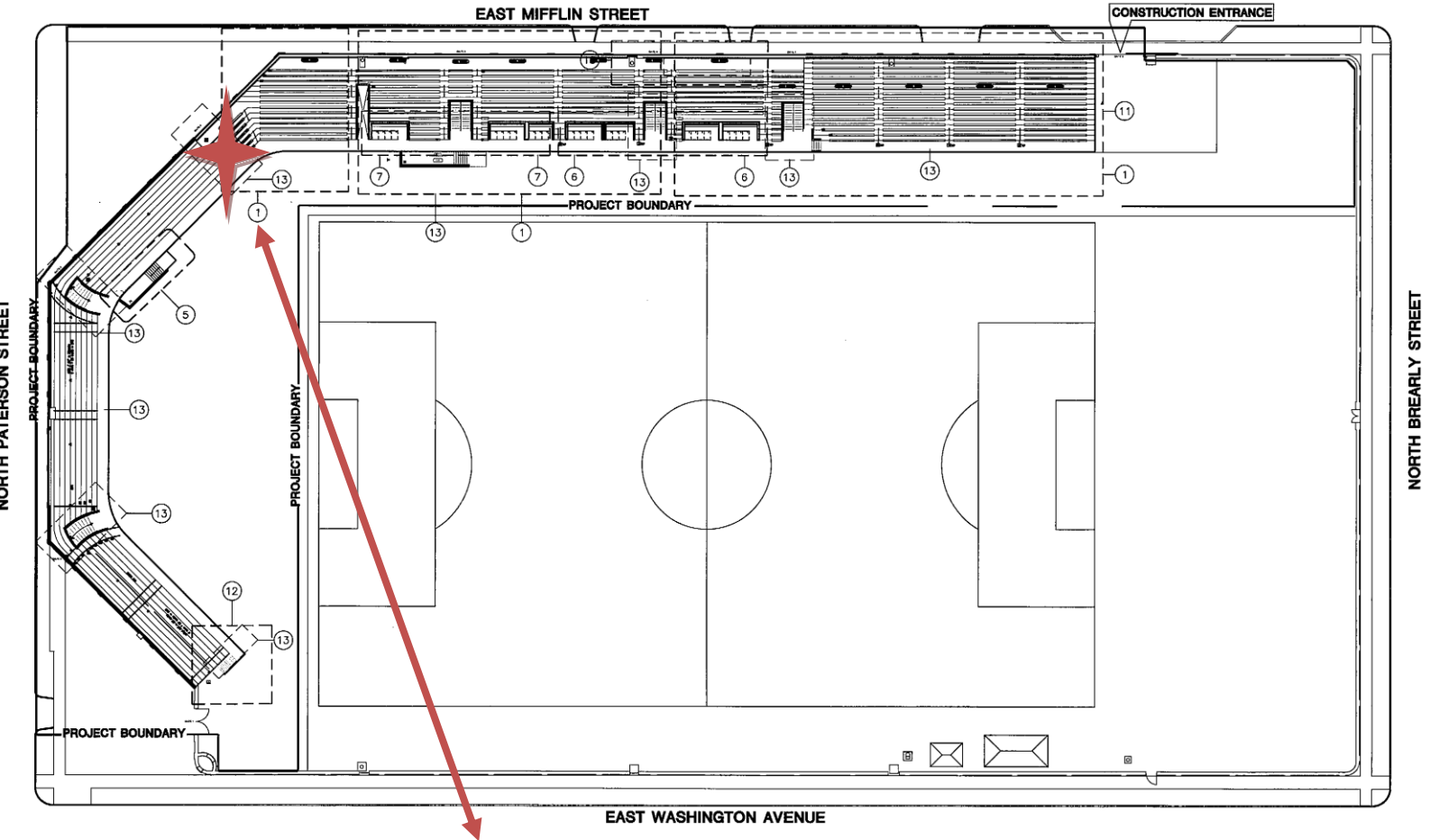
1. DO NOT use inappropriate language
2. DO NOT disrupt other fans
3. DO NOT throw any object/items
4. Always obey instructions of 56ers staff and security personnel
5. NO drinking games or card games
6. Be able to control yourself at all times
7. NO Smoking

## **Offenses Punishable by Arrest**

1. Underage Drinking
2. False Identification – attempting to use fake ID's
3. Disorderly Conduct anywhere on premises
4. Entering the field of play

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## Appendix A- Location Diagram of Point of Sale for Breese Stevens Stadium



**Single Location:** Northwest corner under covered area. This location provides a secure unobstructed area for alcohol point of sale.

**Details:** Great Dane Brewery beer wagon selling (2) beer types and staffed by licensed Great Dane Brewery bartender.

**Beer wagon attributes:** (2) pours, holds 3-4 kegs in a fully enclosed area, on wheels provides mobility in and out of stadium. Conduct and consumption rules will be posted on wagon.

**Alcohol sales end 15 minutes before the end of games.**

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## **Appendix B- Tenny-Lapham Neighborhood Support for Madison 56ers Alcohol Plan**

### Minutes

(\*Minutes excerpt as posted on <http://www.danenet.org/tlna/minutes.html>)

Tenney-Lapham Neighborhood Association Council Meeting April 27, 2011

Council Members present: Richard Linster, Alan Crossley, Patty Prime, James Roper, Joe Lusson, Marina Dupler, Joe Brogan, David Wallner

Guests: Police Officer Nick Eull; Hannah Jon Taylor, Alder Bridget Maniaci; Scott McDonnell, Chairman of the Dane County board; Jim Laundry, Madison 56ers

1. The meeting was called to order at 7:05 pm.

2. Alan moved to approve last meeting's minutes, Patty seconded. Minutes approved.

3. Guests

Jim Laundry and Scott McDonnell spoke on behalf of the Madison 56ers, currently an amateur soccer team that will soon become a professional league. The two wished to speak with the Council as they are in the process of gaining permission to be able to sell beer at Breese Stevens field at their games. They thought it would be appropriate to come before the Council to see if there were any concerns.

Scott stated he played soccer many years ago at Breese. He and the City of Madison have been working hard on improving Breese. The County invested money, most recently for a press box as it was needed for cameras, etc. Additionally the County spent money to restore referee locker room.

The two expressed interest in bringing the state soccer game back to Madison from Milwaukee. The next big hurdle will be field turf. Summer concerts could be nice to have there. Field is committed to rectangular sports – soccer or football.

In speaking about the team, Jim stated he will hire several professional players and have all players model after them. The team has won championship every other year and believes the team has been good citizens. Games are held about 12-14 nights over the summer. This year they will host three youth clinics.

David Wallner mentioned he has met with Scott, Jim and Kevin Briski of the Parks Department. The process to be able to sell beer will take several weeks. Potentially the application will come to the Parks Dept. in May or June. The games are scheduled through July. David stressed the application will receive serious debate at the Parks Level.

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Nick Eisl stated his only concerns with the proposal were if 500 free vuvuzelas were given away. The Mallards also sell beer. He sees no issues in beer being sold at Breese.

Bridget stated the field turf has \$1 million price tag. We have successful organization at Warner Park that is well run and able to be managed. Breese is a landmark structure. She has asked staff to put together a 5-year business plan. She sees a lot of potential for this site. With the city acquiring the Don Miller site, potentially the parking issue can be solved. The Parking utility needs to be part of this conversation. Bridget has no problems with the 56ers plans for selling beer. The only concern she has heard is that the beer would be sold in a facility where youth sports are played. She advocated for Jim and Scott to have a conversation with the East High Booster Club.

Scott as someone who plays soccer, many facilities serve beer. In the soccer community is pretty common. They plan for the Great Dane to bring their beer cart, supply licensed bartender and handle clean up. Beer sales would end 15 minutes before game time so people aren't hanging out drinking beer.

Alan Crossley voiced his support. Previous neighborhood plan had plans for Breese. We want Breese to be a focal part of the neighborhood. TLNA has given money to East High to enable players to be able to play there. He can't imagine there would be any problems with the proposal.

David Wallner stated his support. Joe Lusson stated his support and suggested some form of communication with the homes bordering the field out of courtesy.

Joe Brogan stated his support and said given the new city and county leadership, he hopes high school girls and boys will be able to play there more.

Jim Roper voiced his support. Patty said she would love to see the stadium used for soccer and hoped people wouldn't over-consume. Jim Laundry and Scott stated they share Patty's concern and do not want that to occur.

David made a motion that TLNA support the 56ers plan to sell beer at Breese Stevens and that they work with the Parks Department. Any comments made during the Council discussion should be relayed onto the Parks Department. Alan seconded the motion.

Scott will work with Alan on identifying and making contact with the East High Booster Club. David recommended a Council member or two come to the Parks Commission once this issue comes before the commission. Bridget stated she wants to discuss how to engage neighbors once a formal application

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is submitted. Perhaps a meeting on the facility as a whole is in order; she expressed interest in feedback on how best to set that up. Jim Laundry stated an e-mail to neighbors is a good idea.

### **The motion passed unanimously.**

Jim Laundry said the games are at 7 pm, 7:30 pm and some take place during the day. A lan stated it might be easier for neighbors to understand if they know everyone is out of there by 10 pm and the fans out by 9:30 pm. Scott stated he has been trying to get UW to have some of their soccer games there. Perhaps then permanent parking will be established.