

Madison Mallards Responsible Alcohol Consumption Action Plan for 2011

In 2011 the Mallards will be opening a completely renovated seating bowl. This will change the manner in which we serve our fans food & beverage. We will be removing two suites areas behind home-plate & moving the seating area dramatically closer to the action. This will create an elevated concourse area behind some of the seats which will provide an excellent service point for our fans. One main change will be the addition of a "Home Plate Club" area that will be sold exclusively to business executives on a season, or partial season ticket plan & the space will be used to entertain clients & employees. People that buy these packages will receive a package including unlimited food & soda & three beers per adult. We are also proposing to add additional beer selling locations available to the general public. The additional beer pouring locations are part of an overall plan to provide closer proximity to food & beverage sales points to our fans. Details of the additional & existing locations are indicated in the attachment labeled "Mallards point of sale map."

The Mallards will continue to execute the following Responsible Alcohol Consumption Action Plan:

The Mallards 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 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

1. The 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) 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 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. We will post our entire Responsible Alcohol Consumption Action Plan on our website – Mallardsbaseball.com.
4. Price has been increased for every Friday thru Saturday home game to \$32 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.
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 anyone we cut off & their friends will not be able to bring additional beverages to those people. 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. Beer service on the Great Dane Duck Blind stops at the end of the 8th inning.
2. Stringent ID checking program by our 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 our 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. We will utilize our video board to promote several safe consumption messages & programs.
15. In 2010 we started running :30 anti-drunk driving messages provided by the WI DOT after the 7th inning to discourage drinking & driving.
16. 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 & the Mallards will not serve these individuals under any circumstance.