



Madison Mallards Responsible Alcohol Consumption Action Plan for 2013

After the completion of a major three year renovation to the ballpark that culminated in 2012, the Mallards are excited to continue to improve the facility while maintaining alcohol related policies that have worked in previous years. The major improvement planned for 2013 is re-placing the original video board with a larger, higher quality board in the same location, which still requires Parks Commission approval. The video board will continue to be home to several responsible alcohol consumption messages and the increased size will allow the messages to receive more attention and make them even more effective.

The Mallards will continue to execute the following Responsible Alcohol Consumption Action Plan. For several years the Mallards have posted in highly visible locations 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 and security personnel
- NO drinking games or card games
- Be able to safely control your behavior and physical movement at all times
- NO smoking
- Public safety is a primary objective

Offenses punishable by ARREST as determined by local law enforcement authorities:

- Underage Drinking
- False identification – attempting to use fake ID’s
- Disorderly Conduct or unsafe conduct in the Great Dane Duck Blind Area
- Entering the field of play at any time without the express invitation/permission by Madison Mallards Senior Management

The Mallards establishment does NOT at any time or for any reason allow parents (or legal guardians) or any other person to supply, provide or permit consumption of alcoholic beverages to any person under the age of 21, at any time or for any reason.

1. These rules are prominently posted at the entrance to the Duck Blind and 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 and drink area (“Area”) these have become part of our plan and 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 Area at the end of the 8th inning every night.
 - b. Provide/hire 4 off duty city of Madison Police officers Sun-Wed and 6 Thurs-Sat.
 - i. The # of officers will be reviewed monthly by the North District Police Captain and 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, and all fans entering the Duck Blind will have their ID checked visually at a minimum.
3. The Mallards will post the entire Responsible Alcohol Consumption Action Plan on Mallardsbaseball.com.
4. Prices have been increased for every Friday thru Saturday home game to \$33 a person for an all inclusive food and drink admission to the Duck Blind. The Duck Blind is subject to the natural “supply and demand” logic. This will temper attendance, and when people are paying a higher price for a privilege they tend to treat the privilege with more respect.
5. The Mallards 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 use to procure beer in the Area for that night. This limits the amount of beers a person can receive each time thru the line to one and will make it easier to cut people off for Mallards staff as the cup will be taken from anyone that is cut off and their friends will not be able to bring additional beverages to those people. This will also help deter any under-age person’s consumption in the stadium.
6. Anyone who provides alcohol to an under-age person shall be ejected from the stadium, and may be subject to prosecution by local law enforcement authorities.
7. In working with the Madison Police Department the Mallards propose having a minimum of three off-duty officers permanently stationed on the Duck Blind for every Thursday thru Saturday game.
8. The Mallards anticipate that more private/corporate parties will attend the Duck Blind each year and the Mallards 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 the Mallards have had the following procedures in place and 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 Mallards 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, and external experts.
4. Licensed bar tender on staff at each pouring location in the stadium.
5. Secret shoppers looking for problems with ID checking, and whether or not Mallards 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 and 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 and 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 and 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 and are drinking beer in the stands.
13. Have state ID books on hand for all people checking ID's.
14. The Mallards will utilize our video board to promote several safe consumption messages and programs.
15. In 2010 the Mallards started running :30 anti-drunk driving messages provided by the WI DOT after the 7th inning to discourage drinking and driving.
16. No under-age person will ever be allowed to drink in the stadium, even if they are accompanied by a parent or guardian. State law does allow under-age people, accompanied by parents or guardians, to drink under their supervision, but the law also allows license holders to make a policy decision not to serve those individuals and the Mallards will not serve these individuals under any circumstance.
17. For the safety of fans, the Mallards organization reserves the right to refuse to alcohol to anyone it determines has had too much to drink.
18. The Mallards organization also reserves the right to refuse service to anyone who is found to be in violation of these rules at any time during the baseball season.