

## **Shake the Lake Responsible Alcohol Consumption Action Plan 2015**

The Madison Mallards, as part of their management of Festival Foods Shake the Lake on June 27, will execute the following Responsible Alcohol Consumption Action Plan. This plan is based on a similar plan that has been in place since 2008 at the Duck Pond at Warner Park and is the result of Mallards staff working with Madison Parks, the Madison Police Department and receiving input from various other sources.

### **General event alcohol related policies and practices:**

1. Stringent ID checking program by Mallards staff including incentives for finding false ID's.
2. Mandatory pre-event training for all beer pourers by the City of Madison Police Department, Mallards Management staff, and/or external experts.
3. Licensed bartender supervising each beer pouring location at the event.
4. No more than 2 beers per person, per trip at any beer stand at the event.
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. Everyone that appears under 40 will be required to show identification and they will receive a wristband if they want to purchase beer.
8. Have state ID books on hand for all people checking ID's.
9. No under-age person will ever be allowed to consume alcohol at the event whether or not they are accompanied by a parent or guardian. State law does allow under-age persons, 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.
10. For the safety of attendees, the Mallards organization reserves the right to refuse to alcohol to anyone it determines has had too much to drink.
11. 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.
12. The Mallards will work with the Madison Police Department to staff the event with officers to provide additional security.

### **Festival Foods Shake the Lake policies and practices**

The following conduct rules are posted prominently at the entrance to Festival Foods Shake the Lake:

#### **Conduct Rules**

- Do NOT use inappropriate language
- Do NOT disrupt other attendees
- Do NOT throw any objects/items
- Always obey instructions of event 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
- No minor consumption, even if accompanied by parents/guardians

**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
- Entering the lake within the fall zone of the fireworks at any time

**Festival Foods Shake the Lake 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.**