Outdoor Event Planning
Selling and Serving Alcohol Safely
A Planning Check List for Organizations and Groups

Planning Questions

1. □ Who is sponsoring the event?

2. □ What is the purpose of the event?

3. □ Who do festival organizers want to attend? For example: Target groups for an event could local residents or tourists, families, young adults, rock fans, country music fans

4. □ How is the event advertised? Does the advertising emphasize alcohol consumption or is the focus other activities? Will posters and banners carry alcohol logos?

5. □ Are licensed establishments involved in the planning or operation of the Festival? How? Some communities only allow licensed establishments to alcohol sales under certain circumstances.

6. □ What are the event hours?

7. □ What are the alcohol serving hours? _______________________

8. □ Will alcohol be served until the end of the day or
   a. □ Alcohol service ends 60 minutes before the festival closes.
   b. □ Alcohol service ends 30 minutes before the festival closes.

Physical Design and Planning

1. □ How many people will the grounds and facilities accommodate? How will organizers limit the number of attendees?
2. □ Is the area where alcohol is sold and consumed secured by a double fence with a single entrance?

□ If not double, a single fence?

3. □ Can alcohol be taken outside of this area?

4. □ Can alcohol be brought into the area?

5. □ Will restrooms be placed within the perimeter?

6. □ Will food be available within the alcohol serving area? Request a menu or list, at events foods can vary from popcorn, chips and pretzels to ethnic specialties.

Security & Safety

1. □ Will every entrance & exit of the serving area be staffed by a uniformed officer (on or off duty) or other security personnel?

2. □ Will everyone who appears to be under age 30 be asked for a photo ID?

3. □ When will ID’s be checked?

   a. □ Will wristbands be issued and change daily?

   b. □ Will IDs be checked by servers?

1. □ Will individuals under age 21, not accompanied by their parents, guardians or spouses be allowed in the serving area?

2. □ Will individuals with parents or spouse under age 21 be served alcohol?
   There is no legal right to alcohol in Wisconsin; any person may be refused service

4. □ Will the event alcohol policy be posted on the grounds and publicized?
5. □ Will a changing combination of wristbands and hand stamps be used to identify those over age 21? Those meeting the MLDA must wear both the colored wristband and hand-stamp image of the day in the color of the day worn on a specified arm?

6. □ What is the plan for emergencies such as customer injury or illness and fights/altercations among attendees? When will servers learn the plan?

7. □ Will an emergency phone be kept and clearly marked in the serving area?

Operation of the Beer Tent/Alcohol Area

1. □ Who (name individuals) have responsibility for the operation of the beer tent/area?

2. □ How will alcohol be purchased? Cash or tickets?

3. □ What is the anticipated cost per drink? Cheap alcohol encourages over-drinking. Consider setting a minimum allowable price for alcohol.

4. □ Are translucent cups 16 oz. or smaller used? Translucent cups enable the causal viewer to easily determine if the cup holds beer or another beverage. Large cups and pitchers encourage over consumption of alcohol.

5. □ Will non-alcohol drinks be available? How will they be served and what is the price?

6. □ How many alcohol beverages may be purchased by a single individual at one time? Large purchases make it easy for alcohol to be passed to underage individuals in the serving area.

7. □ Will there be individual designated shift supervisors? If so, who schedules and trains the supervisors?

8. □ Will servers younger than the minimum legal drinking age permitted in the serving area?
9. □ Is there a plan for handling intoxicated attendees safely? Will all staff be briefed on the plan? When?

10. □ Will there be security staff inside the perimeter, responsible for monitoring the patrons?

11. □ Will volunteers be serving alcohol?
   a. □ Are Volunteers “thanked” with free beer or beer tickets?

12. □ Who trains the servers and when?

13. □ Does the curriculum cover?
   o ID/wristband policy
   o Spotting fake ID
   o Recognizing the signs of intoxication
   o How and when to refuse a sale.
   o Event/organizational rules for serving alcohol

14. □ Will at least one licensed bartender be present at all times?

15. □ Are servers allowed to drink alcohol on duty?

16. □ If server drinking is not allowed, when are servers told of this rule and who enforces it?

Sources:

Alcohol Sales and Community Events, FACE, Take it Back, 2006.

Risk Assessment – Formal Events Involving Alcohol: Management and Safety Check List, Australian Government, Australian Film, Television and Radio School

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