



ALCOHOL POLICY RESOURCE CENTER

SPECIAL EVENTS TOOLKIT

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OVERVIEW

Festivals and community events are vital to a town's culture. They can help communities and businesses by bringing people together to celebrate and make memories. Businesses, non-profits and other organizations that host events rely heavily on alcohol sales. Events with alcohol can increase the risk of underage drinking, violence, impaired driving and vandalism.

Many community events have a positive reputation, are run well and have vast community support. Management of alcohol consumption is an essential aspect of event planning. Public events may unintentionally develop and encourage binge drinking. With beer tents, signage and sponsorships, alcohol may easily overshadow the event's purpose and become the main attraction.

Toolkit Purpose

This toolkit outlines considerations to help event organizers plan safe, family-friendly events and avoid issues like overserved patrons and underage alcohol consumption.

Special events with clear alcohol policies and procedures make it difficult for youth to purchase alcohol or obtain alcohol from adults. Although thorough alcohol management planning cannot guarantee a problem-free event, involving key stakeholders and committed team members can significantly reduce the risks.

As you utilize the toolkit, keep these questions in mind:

- 1. What are your community ordinances or state laws regarding alcohol sales?
- 2. What individuals and organizations should be involved in developing special event alcohol sales policies and procedures?
- 3. What alcohol-use data is available for your municipality, county and state?
- 4. Who must approve event policies and procedures?
- 5. What process will be put in place to evaluate the success of your plans after the event?
- 6. What are the legalities and processes required for checking IDs in your community?
- 7. What steps must be taken to report underage drinking to legal authorities in a way that protects your organization?
- 8. Do law enforcement or emergency medical service teams offer training in recognizing intoxicated individuals and how to address the refusal of service or disruptive or dangerous behavior safely?
- 9. Who will monitor vendors and other areas for alcohol sales or use violations?10. How will you implement and enforce the new policies and procedures?

Liability and Financial Responsibility

First and foremost, you must determine if any sale of alcohol at public events restrictions or ordinances are in effect. Event organizers should review all restrictions and ordinances.



The Illinois Liquor Control Commission has an <u>APPLICATION FOR STATE OF</u> <u>ILLINOIS SPECIAL EVENT RETAILER'S LIQUOR LICENSE (NOT-FOR-PROFIT)</u> on its website. This application requires the special event organizers in Illinois to obtain local liquor licensing approval and maximum dram shop insurance before filing with the state for event approval. *"for-profit"organizations which currently do not hold a state liquor license and wish to hold a special event will be required to obtain a standard Retailer's Liquor License for \$750.00 that covers the date(s) of the special event. This is the only way you will be able to purchase alcoholic beverages from a distributor. You will need to fill out the standard IL-567-0015, Retailer's Liquor License application form. (ILCC1)*

Establish Alcohol Management Planning Committee

Planning is essential to the safety of the event, so it is crucial to start early. The first step in planning and implementing responsible alcohol service at your event is deciding who will be involved.

The collaboration of everyone involved in planning the event should include:

- Clear communication through planning, during and after the event.
- An understanding that all stakeholders have aligned goals.
- A holistic approach to reducing risk.

A healthy working relationship ensures open communication and agreement on expectations and procedures. This committee may grow, but it is critical to identify core members early in the planning process and maintain the same message to address alcohol.

Essential alcohol management committee should include:

- Event chair or promoter.
- Location representative (parks director or staff member).
- Local government representative (for example, mayor)

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- Law enforcement.
- Licensing/permit representative.
- Security providers.
- Emergency personnel
 - Local fire department representative.
 - Local EMTs.
- Prevention coalition members or representative.
- BASSET representative.



Other planning partners may include:

- Community leaders, such as health department administrators.
- Alcohol sponsors or suppliers (marketing, promotions, logistics).
- Event communications managers or public information officers (PIO).

Communicate with organizers, sponsors, key stakeholders and community members about the problems caused by unrestricted sales of alcohol at public events and its impact on the community (e.g., property damage, alcohol-related traffic crashes, inappropriate adult behavior in front of youth).

Schedule a debrief post-event to identify areas of success and those needing improvement. Provide those involved with an opportunity to give feedback. After the debrief, revisit the policies and procedures and adjust accordingly.

Develop an Alcohol Management Plan

Large events usually require an Alcohol Management Plan (AMP). An AMP outlines how alcohol sales and risks will be managed at your event. These risks must be matched with risk management procedures.

No two events are alike, so the plan should be tailored to the specific event.

Those developing the AMP should:

- Consult regulatory agencies and other key stakeholders (e.g., security).
- Discuss risks associated with the event and identify a plan to address any risks.
- Maintain open and consistent communication with other aspects of event planning components (e.g., promotion, communications, security, staff and volunteer training).
- Explain how the event complies with state and local regulations/laws.
- Identify AMP deadlines, if applicable.

Source: (Adapted) Our Health Hawke's Bay, New Zealand Policy, Hastings District Council, Napier City Council⁴

Secure the Physical Space

Participants benefit from a safe and enjoyable physical environment. Consider the following:

- Hire adequate numbers of trained security personnel over 21 to monitor alcohol sales areas and the overall venue, including restrooms and parking areas. Consider establishing a security-to-expected-attendance ratio minimum and have contingency plans for larger crowds.
- If possible, restrict alcohol sales to a designated location where underage attendees are not allowed, away from family and youth-oriented activities. These locations would preferably be enclosed by a barrier such as a fence or within a building. Establish separate alcohol sales lines at food and beverage stations.
- Ensure that restroom areas, ticket booths, games or other general areas do not have pass-through access to alcohol serving areas. Ideally, separate restrooms facilities would be close to the alcohol service and consumption areas and keep those consuming alcohol in a specific, restricted area.
- Have ID verification areas separate from vendor areas, including applying wristbands.
- Have adequate lighting for all event areas to discourage activities in shadows.
- Prohibit alcohol in parking areas.
- Create a plan for inclement weather.
- Ensure an evacuation plan is in place, and that event staff can access the plan if needed.



Post Visible Signage



Clear and appropriate signs must be displayed in all licensed alcohol consumption locations and set expectations for attendees' behavior standards. It sends a clear message that only legal sales of alcohol are permitted.

Suggested signage and location

At entrance/exit areas, indicate event alcohol policies:

- No alcohol carry-ins or carry-outs.
- We check IDs for alcohol purchase and possession.

At alcohol points of sale and ID checkpoints:

- Must be born on or before (date) to purchase, consume or possess alcohol.
- Adults who provide alcoholic beverages to anyone under 21 will be prosecuted under the law.
- Alcohol sales will stop 60 minutes before closing (this reduces drinking immediately before leaving a venue).
- We reserve the right to refuse alcohol service at our discretion. Intoxicated individuals will not be served.

At restrooms or porta-potties:

• No beverages allowed inside. (Prevents alcohol being given to someone underage inside restrooms or left in porta-potties for the next user.)

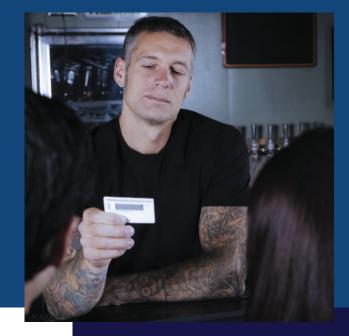
Post alcohol advertising another signage at or above three feet from the ground.

Establish Staff and Server Policies and Procedures

Organizations can develop policies and procedures designed to significantly reduce incidents and ensure safe enjoyment for everyone in attendance. Written policies and procedures allow special events to adhere to a standard set of guidelines for operation to provide the community event is safe.

Policies to consider:

- Establish staff, server and volunteer policies for sales and service of alcohol. All policies must be followed.
- Develop written policies and procedures and require personnel to sign a form indicating that they have read and will uphold these policies and procedures.
- Provide pre-event training for all event personnel, including volunteers, regarding alcohol policies and procedures such as refusing service to intoxicated individuals and handling underage drinking and alcohol-related incidents.
- Staff, servers and volunteers should undergo an Illinois Liquor Control Commission-approved BASSET training.
- Staff and servers should be easily identifiable (e.g., wear required shirts or badges).
- Event staff, servers and volunteers should be supervised closely and in the proximity of an event coordinator. A coordinator can provide feedback or assistance if needed.



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- Provide radio communication between alcohol serving stations, event coordinators and law enforcement to ensure fast action when needed.
- Event staff, including volunteers, must report to work sober and must be prohibited from drinking alcohol during working hours. If they drink after their shifts, they must remove work identification or clothing and be outside work areas.
- Provide incident report forms to staff with guidance on when and how to fill out the forms (example provided in the appendix).
- Require that anyone serving alcohol be 21 and over.
- Designate a manager or person responsible for accountability for anyone selling alcoholic beverages.
- Schedule a post-event meeting with staff, servers and volunteers to discuss the process and areas for improvement.
- Determine who has the authority to terminate/close the event.
- Require event coordinators, or select staff, to be trained in CPR/AED and first aid.

Responsible Alcohol Service Standards

Alcohol management is a critical component of event planning. Responsible serving of alcohol can reduce high-risk behaviors for individuals, event staff and volunteers, allowing for a safe and successful event.

Policies to consider:

- Limit the number of alcoholic beverages that an individual can purchase at one time.
- Limit the serving size to 12-16 ounces for beer and wine coolers and five ounces for wine. Do not serve alcohol in pitchers.
- Serve alcoholic beverages in original bottles or cans or use clear cups distinguishable from non-alcoholic drinks. Remove the lid/cap and open cans of alcoholic beverages before serving them to patrons.
- Have an ID checking guide at every ID checking station and service area separate from vendor areas.
- Predetermine who will be checking IDs at the entrance to the alcohol service area. Require BASSET training for all who are checking IDs. Apply the wristband after verifying they are 21 or above.
- Require servers to ask to see a wristband, which must be undamaged and secured on the wrist to purchase alcohol. Servers reserve the right to ask for additional proof of age.
- When possible, make announcements regarding responsible drinking and not drinking and driving throughout the event.
- Offer alcohol-free days/nights.
- Prohibit alcohol drink promotions such as 2 for 1, all you can drink or happy hours.
- Prohibit drinking games or contests and alcoholic beverages as prizes.
- Provide access to water throughout the event to prevent dehydration.
- Limit the hours of alcohol sales and stop sales 60 minutes before the event closes.



Media Consideration

The media can be a powerful partner in obtaining buy-in and support for the steps taken to keep the community event safe and successful. Media considerations:



- Obtain buy-in from the people who will be negatively affected by unrestricted alcohol sale (e.g., neighborhood residents, season ticket holders) and agencies (city cleanup, insurance companies, law enforcement, governing body that grants temporary sales permits).
- Engage the media often on why the restriction of alcohol sales is essential. Consistent messaging is critical.
- Communicate that volunteers and staff have been trained and are committed to enforcing laws and regulations to reduce legal and civil liability.
- Educate all planning members on the issues associated with overserving and underage drinking. When interviewed, make sure the message is clear and consistent.
- Determine how you will communicate event alcohol service policies to the organization members and your community. Explain why the policies are necessary for the safe operation of your event.

Terms to Know

Liquor Code

Each state has administrative laws, regulations and penalties related to how liquor is transported, delivered, consumed, and sold. The liquor code is a governing body of laws applicable to those licensed to sell, transport, and deliver alcohol.

Criminal Code

Each state has criminal laws, regulations and penalties related to how liquor is transported, delivered consumed and sold. The criminal code is a document that compiles a particular jurisdiction's criminal law. The criminal code contains offenses and penalties imposed for those offenses for a particular jurisdiction.

Dram Shop Laws/Civil Liability

Dram Shop Law allows certain people who are injured to receive monetary damages from the person who sold the alcohol. A person can receive monetary damages if you:

- Sell alcohol to someone under the age of 21
- Sell alcohol to a customer who is under the influence of alcohol
- Sell alcohol after legal hours

and that person damages another person, place, or property, then the people affected can sue you, your manager, the owner, and their partners. Those affected will have up to two years to file the lawsuit with the courts. If you are doing your job, and following all the liquor laws, you do not need to worry about being sued.

Sources: National Liquor Law Enforcement Association² and Vermont Department of Liquor and Lottery Division of Liquor Control⁹

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Appendices

- ALCOHOL MANAGEMENT PLANNING COMMITTEE AGENDA
- ALCOHOL MANAGEMENT PLANNING GUIDE
- EVENT PLANNING CHECKLIST
- EVENT INCIDENT REPORT
- SIGNAGE
- EVENT ASSESSMENT FORM

Sample Alcohol Management Planning Committee Meeting Agenda

Alcohol Management Planning Committee

Sample Agenda

- 1. Introductions
- 2. Review Previous Meeting Minutes, if applicable
- 3. Chairperson Report
- 4. Committee Reports
 - a. Permits and Licensing
 - b. Site Plan
 - c. Communications
 - d. Alcohol Management
 - e. Security /Enforcement
 - i. Risk Assessment
 - ii. Incident Management
- 5. New Business
- 6. Old Business
- 7. Adjournment

Event Planning Checklist

Activity	Person Responsible	Done
Recruit alcohol management committee members		
Establish roles, responsibilities and expectations		
Start to develop alcohol management plan		
Contact local government authority re: licensing/permits		
Research and secure insurance requirements		
Create site plan		
Meet with security and emergency representatives – if not on planning committee– to discuss safety and emergency plans		
Discuss communications plan – signage needs, etc.		
Recruit volunteers		
Confirm / licensing permit approval		
Meet with the security detail		
Promote alcohol restrictions at the event		
Facilitate volunteer training including responsible beverage service		
Meet with vendors, volunteers, staff and planning committee		
Schedule an event walk-through with enforcement		
Review alcohol management plan to ensure nothing is overlooked		
Create a detailed schedule or timeline and confirm the point of contact		
Conduct a final walk-through		
Create and distribute contact numbers for vendors and volunteers		
Host event		
Send thank-you notes to stakeholders, staff, volunteers and security		
Facilitate a debrief meeting with the planning commit- tee and law enforcement to identify success and areas of improvement		

Alcohol Management Planning Guide

	Event Details
Name of Event	
Date of Event	
Venue	
Venue Address	
Event Start Time	
Event End Time	
Event Chairperson	
Phone Number	
Email Address	
Description of Event	
Event Target	
Audience	
Law Enforcement Contact Person	
Department	
Phone Number	

Permit/Licensing/Liability

Will alcohol be served or available at the event?



No - alcohol will not be served or consumed at the event

Yes - alcohol will be sold or supplied at the event, and a permit is required.

Attendees can bring their own alcohol

Licenses/Permits	
Person holding the permit/ license approval	
Contact Number	

License/Permit Type	Date Submitted	Approval Date	Contact



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Insurance Liability	
Event is underwritten by:	
Contact Number	

Type of Insurance	Policy Number	Value

Health and Safety Permit	S	
Contact Number		

Required Permit	Policy Number	Date Submitted	Date Approved

Have all stakeholders, staff and volunteers been notified of permit and licensing requirements, restrictions and expectations?

No - alcohol will not be served or consumed at the event

Yes - alcohol will be sold or supplied at the event, and a permit is required.

Site Plan

Include the following locations. Explain why any unchecked location isn't needed.

Surrounding Area	Lost Kids/Property
All Entrances and Exits	Emergency Access Routes
Food Location	Vendor Location
Alcohol Service Locations	Approved Alcohol Consumption Areas
Pedestrian Only Pathways	Vehicle Pathways
Parking	Non-Alcohol (Dry) Areas
Stage Location (if applicable)	Toilet Facilities
Participant Seating Areas	Communication Center/Command Post
Security and Police Location	Entertainment Sites
Fire Extinguishers	Trash Locations
First Aid Sites	Rest Areas (if applicable)
Media Check-In	Lighting Locations

Explanation for unchecked locations:

Attach a copy of your site plan. All stakeholders, staff and volunteers should receive a copy of the site plan.

Transportation

Will transportation be provided?

What types of transportation are provided to intoxicated patrons?

Communications

Will there be an established communications area for participants, stakeholders, staff and volunteers at the event?

Yes

Will transportation be provided? Explain the systems and technologies that security and emergency service personnel use to communicate.

Explain the systems and technologies in place for communicating with patrons.

Explain systems and technologies in place for communicating with staff and volunteers.

Security

Has security been confirmed?	Yes		No	

If yes, provide details:

Company:		Principal:	

Accreditation details:	
Number of personnel:	

If no, describe security arrangements:

Event security will:

Commence at:		Conclude at:	

When will police and liquor license briefing and debriefing involving all security personnel be held?

Date Before Event:	Date After Event:	
Officer to be present:	Liquor license representative to be present:	

Explain security arrangements to address alcohol issues and risks.

Lighting

Is there sufficient lighting to address safety and emergency issues?	Yes	No	
Explain the location for lighting.			

Alcohol Management

BYO and non-BYO events

Is this a BYO event?	Yes	No
If yes, explain the security and risk management plan.		

Messaging and Signage

How will patrons know alcohol service restrictions and requirements will be enforced, including that alcohol will not be served to minors and intoxicated patrons?

Event Publicity	Ticketing	Signage (provide examples)
Other:		

Responsible Service of Alcohol

Will responsible beverage service training be available to volunteers and staff?	Yes	No

If yes, what will be included in the training?

Who will conduct the training?

If not, why will training not be provided? How will staff and volunteers meet requirements and expectations?

Minors

How will underage patrons be identified?

Beverage Options

What types of alcohol and non-alcoholic drinks will be available at the event? What will be the pricing structure?

Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$
Drink	Price: \$	Drink	Price: \$

Is drinking water available (free of charge) to all patrons attending the	Voc	No
event?	162	

Is the location of the water clearly posted and marked on the map?

No

Yes

Beverage Containers

What type of containers will be used to serve drinks?		
Is there a clear distinction between alcohol and non-alcohol options?	Yes	No

Alcohol Service Hours

What hours will alcohol be served?	
------------------------------------	--

Note: if the event is multiple days, list each day's service hours.

Alcohol Consumption Areas

How many alcohol dispensing and consumption areas will be available?

Dispensing:

Consumption:

How will boundaries of consumption areas be defined and promoted (fencing or within a building)?

Documentation

Who is responsible for maintaining documentation?

Name:	Role:	
Email:	Phone:	

Documents to Include:

Committee Member Directory	Record of meetings
Licenses/Permits	Applications for licenses/permits
Emergency Plan	Alcohol Plan
Copies of Signage	Emergency Plan
Site Plan	Responsible Server Training Attendee List
Responsible Server Training materials	Security Contact information
Participant Seating Areas	Communication Center/Command Post
Security and Police Location	Entertainment Sites
First Aid Sites	Rest Areas (if applicable)

Sources: (Adapted) Queensland Police and Department of Tourism, Sport, and Racing, Liquor Licensing Division, Queensland Government⁷ and The University of Western Australia⁸



EVENT INCIDENT REPORT

All event organizers and staff need to be in contact throughout the event through the command center. Organizers may have a representative at the event.

EVENT INCIDENT REPORT

Event Name:	
Event Address:	
Event Date:	
Event Contact Information:	
Date, Time, and Location of Incident:	

Calls for Service

Disorderly conduct	Harassment	Underage drinking
Drug sale/use	Sex assault	Violence
Endangering welfare of a child	Unlawful dealing with a minor	Other

Narrative:

Signature of Preparer:

Date:

Source: Partners for Prevention in Allegany County⁵

EVENT INCIDENT REPORT

Date:	
Time of Day:	
Server:	
Manager:	
Guest Name & Description:	
Non-Alcoholic Drinks Offered:	
Alternate Transportation Offered:	
Description of Incident:	
Intervention Strategies Used	
Other Witnesses:	
Signatures:	
Phone Numbers:	

Incident Follow Up

How did the server handle this incident?		
Were policies followed?	Yes	No
Explanation:		
Manager:		
Guest Name & Description:		
Incident Resolution:		
Signatures:		
Phone Numbers:		
Date:		

Source: Partners for Prevention in Allegany County⁵

WE CHECK IDS

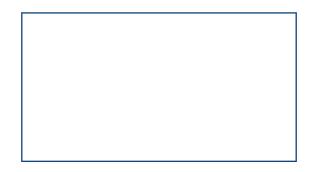
Legal Limit for Driving .08 Blood Alcohol Level

Having a high tolerance has NO IMPACT On BAC Levels



ANYONE PURCHASING ALCOHOL FOR SOMEONE UNDER 21

will be expelled from the event and police will be contacted!



YOU MUST BE AT LEAST 21 TO ENTER



CONSUMPTION OF ALCOHOLIC BEVERAGES IN DESIGNATED AREAS ONLY







BEVERAGES PERMITTED



NO ALCOHOL WILL BE SOLD

TO ANYONE WHO APPEARS INTOXICATED





PERMITTED



Event Assessment Form

Event Name:		Assesso	or:			
Date of Assessment:	ne of assessment: Er		End tim	ne of assessment:		
						Comments
Did you see people not being carded appeared to be under 30?	who	YES NO)		
Were wristbands used to identify (all, some or no) people who were 21 and older?		Everyone wearing o		Some (not everyone) No wrist bands used		
Were people under 21 allowed in the area where alcohol was sold or consumed? Were people able to take their alcoholic beverages out of a restricted area? (Circle yes if either were occurring)		YE	S	NC)	
Could you tell the difference between alcoholic and non-alcoholic beverages based on their containers? If mixed/rail drinks, were they served differently from a non-alcoholic beverage? (Circle no if either were true)		YE	S	NC)	
Could people buy more than one drink at a time? (Circle yes if pitchers are available as well)		YE	S	NO)	
Were any of the bottles or cups larger than 12 ounces? Were pitchers of beer sold? (Note: Some wine coolers are 16 oz.) Circle Yes if either was occurring)		YE	S	NO)	
Did the festival offer any price discounts on drinks or tickets? (e.g., all you can drink, tickets or beverages at a lower price if you purchase a larger quantity or if pitchers of beer were sold)		YE	S	NC)	

Source: Partners for Prevention in Allegany County⁵



Event Assessment Form

Did you see obviously intoxicated people purchasing alcohol?	YES	NO	
Did you see any of the servers consuming alcohol while on duty?	YES	NO	
Was food sold in the same place as alcohol?	YES	NO	
Was there alcohol product or tavern banners/signs displayed at the event?	YES	NO	
When did alcohol sales end?	YES	NO	
Were signs posted where patrons could see?	YES	NO	

On a scale from 1 to 5, rate the level of intoxication at this festival:

No one was	2	3	4	Extreme amount
overly intoxicated				of drinking

- Illinois Liquor Control Commission (ILCC). (January 2019). Application for State of Illinois Special Event Retailer's Liquor License (Not-for-Profit). https://www2.illinois.gov/ilcc/SiteCollectionDocuments/ Special%20Event%20Retailer%20Liquor%20License%20NFP.pdf#search=Special%20Events (Accessed May 2022).
- 2. National Liquor Law Enforcement Association (NLLEA). (Date Unknown). Best Practice Recommendations for the Delivery of Alcohol by Common Carriers - A Guidance Document.
- 3. North Dakota State Government. (Date Unknown). Sample Community Event and Retail Assessments. <u>https://prevention.nd.gov/files/pfs/SAMPLE%20Event%20Assessment%20Forms.pdf</u> (Accessed May 2022).
- 4. Our Health Hawke's Bay, New Zealand Policy, Hastings District Council, Napier City Council. (Date Unknown). *Safe Alcohol Use At Large Events, A Quick Reference Guide*.
- 5. Partners for Prevention in Allegany County. (Date Unknown). *Safety Guidelines for Sales of Alcohol at Public Events*. <u>https://ppaccentral.org/wp-content/uploads/2014/03/safety_guidelines_for_sales_of_alcohol at public events-final version3.pdf</u> (Accessed May 2022).
- 6. Prevention First. *Alcohol Policy Resource Center*. (Date Unknown). *Special Events and Alcohol Resource Guide*.
- 7. Queensland Police and Department of Tourism, Sport, and Racing, Liquor Licensing Division, Queensland Government. (Date Unknown).
 A Planning Guide for Event Managers, Alcohol, Safety, and Event Management.
- 8. The University of Western Australia. (Date Unknown). *Event Management Plan*. <u>https://www.student.</u> <u>uwa.edu.au/__data/assets/pdf_file/0005/1906682/20120920_Event-Management-Plan-2012_editable.pdf</u> (Accessed May 2022).
- 9. Vermont Department of Liquor and Lottery Division of Liquor Control. (May 2020). *Common Carrier In-House Training Manual.* (Accessed May 2022).



EVERY DECISION MATTERS.

Headquarters 2800 Montvale Drive Springfield, IL 62704 P: (217) 793-7353 F: (217) 793-7354 Toll-Free: (800) 252-8951 Branch Office 33 W. Grand Avenue, Ste. 300 Chicago, IL 60654 P: (312) 988-4646 F: (312) 988-7096 Toll-Free: (800) 252-8951



https://www.prevention.org/alcohol-policy-resource-center