

SENATE RESOLUTION #2520



TITLE: ASUW Support of Alcohol Sales at War Memorial Stadium and the Arena Auditorium

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SPONSORS: Senators Farley, Guynes, Julian, and Thomson-Lichty

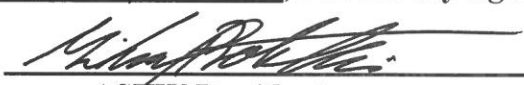
1. WHEREAS, it is the duty of the Associated Students of the University of
2. Wyoming (ASUW) Student Government to serve our fellow students in the best manner
3. possible through accurate representation; and,
4. WHEREAS, the University of Wyoming (UW) Athletics Department has been discussing the
5. sale of malt beverages (beer) and wine at War Memorial Stadium and the Arena Auditorium
6. for football and basketball games; and,
7. WHEREAS, the sale of alcoholic beverages is allowed at War Memorial Stadium but only
8. for those in the Wildcatter Suites; and,
9. WHEREAS, beer and wine are currently being sold in the stadiums of fifty-four (54) NCAA
10. Division-One universities, six (6) of which are in the Mountain West Conference; and,
11. WHEREAS, universities who have begun the sale of beer and wine at athletic events
12. have seen an increase in the attendance to athletic events, Southern Methodist University
13. recognized a 64% increase in basketball attendance and a 15% increase (2,804 more per
14. game) in football attendance; and,
15. WHEREAS, universities have shown a reduction in the amount of concealed alcohol
16. entering the stadium following the sale of alcohol in stadiums; and,
17. WHEREAS, universities have shown a reduction in the amount of alcohol related
18. behavioral issues involving police, following the sale of alcohol in stadiums; and,

19. WHEREAS, West Virginia recognized a 64.5% reduction in alcohol related behavioral issues
20. involving police in the first year; and,
21. WHEREAS, fans are less likely to engage in binge drinking prior to the game with the
22. availability to purchase beer and wine in the stadium; and,
23. WHEREAS, the use of a "No Re-Entry" policy, drink to person purchase limit, effective ID
24. checking, wristbands, and many other measures to ensure the safety and well-being of all
25. students and spectators alike has been proposed by the UW Athletics Department as outlined
26. in the Operational Plan included in Addendum A; and,
27. WHEREAS, the sale of beer and wine at university athletic events have shown to raise
28. additional revenue for athletic departments including those seen in Addendum B; and,
29. WHEREAS, universities adding beer and wine have seen a net revenue increase of 50-60%
30. in related concessions sales following the addition of beer and wine sales; and,
31. WHEREAS, the UW Athletics Department has projected a conservative estimate of
32. almost \$290,000 after initial set up costs as seen in Addendum A; and,
33. WHEREAS, the implementation of the sale of beer and wine will assist the UW Athletics
34. Department to become more self-sufficient in raising revenue, allowing more state allocated
35. funds to benefit the academic mission of UW Student Athletes and the campus in general;
36. and,
37. WHEREAS, the UW Athletics Department implementation of the sale of beer and wine may
38. assist in keeping student fees from rising in coming years; and,
39. WHEREAS, the sale of Wyoming brewed beer will fiscally benefit the Wyoming
40. economy and highlight small business from all across the state.
41. THEREFORE, be it resolved by the Associated Students of the University of Wyoming

42. (ASUW) Student Government to support the University of Wyoming (UW) Athletics
43. Department in the implementation of malt beverages (beer) and wine sales at War Memorial
44. Stadium and the Arena Auditorium for football and basketball games; and,
45. THEREFORE, be it further resolved that the ASUW Student Government support the efforts
46. of the UW Athletics Department in including Wyoming vendors, the UW Police, the ASUW
47. Student Government, and many other organizations in the consideration of the safety and
48. well-being of students and spectators alike; and,
49. THEREFORE, it be further resolved that the ASUW Student Government encourage the
50. University of Wyoming Board of Trustees to allow UW Athletics to implement the sale of
51. beer and wine in War Memorial Stadium and the Arena-Auditorium for football and
52. basketball games.

Referred to: SOP, AT&S

Date of Passage: 10/25/16 Signed: 
(ASUW Chairperson)

"Being enacted on 11/01/2016, I do hereby sign my name hereto and
approve this Senate action." 
ASUW President

Addendum A

BEER SALES AT UW SPORTS EVENTS

Objective: To review the revenues, expenses, and fan engagement opportunities created by selling beer/wine at athletic/special events.

Purpose: To enhance the game experience for UW football and basketball games and generate additional revenue.

Sales Revenue Potential

(Conservative Estimates)

Home Football Games

4,070 (48% of adults attending games buy alcohol)

902 (46% of students are age 21 or older at games)

4,972 (Avg. number of people buying beer per game)

2 (Avg. number of beers purchased by each person)

9,944 (Projected number of beers sold per game)

6 (Cost per beer purchased)

59,664 (Projected gross amount of revenue per game)

(3,580) (Sales tax paid on total amount sold per game)

56,084 (Revenue after sales tax per game)

.40 (% of Revenue from beer distributor)

22,434 (Net Revenue/Per Game from Beer Sales)

6 (Typical number of home football games)

134,604 (Projected Net Revenue from FB Beer Sales)

Home Men's Basketball Games

1,194 (48% of Adults attending games)

361 (46% of students are age 21 or older at games)

1,555 (Avg. number of people buying beer per game)

2 (Avg. number of beers purchased by each person)

3,110 (Projected number of beers sold per game)

6 (Cost per beer purchased)

18,660 (Projected gross amount of revenue per game)

(1,120) (Sales tax paid on total amount sold per game)

17,540 (Revenue after sales tax per game)

.40 (% of Revenue from beer distributor)

7,016 (Net Revenue/Per Game from Beer Sales)

16 (Typical number of home football games)

112,256 (Projected Net Revenue from FB Beer Sales)

Home Women's Basketball Games

541 (48% of Adults attending games)

52 (46% of students are age 21 or older at games)

593 (Avg. number of people buying beer per game)

2 (Avg. number of beers purchased by each person)

1,186 (Projected number of beers sold per game)

6 (Cost per beer purchased)

7,116 (Projected gross amount of revenue per game)

(427) (Sales tax paid on total amount sold per game)

6,689 (Revenue after sales tax per game)

.40 (% of Revenue from beer distributor)

2,676 (Net Revenue/Per Game from Beer Sales)

16 (Typical number of home football games)

42,816 (Projected Net Revenue from FB Beer Sales)

Total Projected Revenue Potential: \$289,676

Current Universities That Sell Beer

Troy*	West Virginia*	Hawaii
Cincinnati	Western Kentucky	Nevada
Texas *	University of Connecticut	San Diego State
Maryland*	Georgia State	Colorado State
Minnesota*	Tulane	UTEP *
Wake Forest*	Louisiana Monroe	Penn State*
South Alabama	Louisiana Lafayette	Florida State*
Miami	Houston	Marshall*
Syracuse	North Texas *	New Mexico*
Louisville	Texas – San Antonio	Florida*
Kent State	New Mexico State	Rice
Toledo	South Florida	Iowa State
Akron	Southern Mississippi	UT Chattanooga*
Bowling Green	SMU*	Ohio State*
Temple	Memphis	Pittsburgh*
UMass	UNLV	Maine*
Virginia Tech*	Miami – Ohio*	UT-Arlington
Tulsa*	*Washington State	*Texas State

NOTE 1: Schools with asterisks * have implemented beer sales in the last 4-5 years or are in process of starting beer sales at their sporting events

NOTE 2: Mountain West Conference Schools currently selling beer are Colorado State, Hawaii, Nevada, New Mexico, UNLV and San Diego State

NOTE 3: Marshall, SMU and Virginia Tech have designated seating areas for beer sales

Feedback from Institutions Selling Beer

- Having the beverage consumption within the stadium, places it in a more controlled and monitored environment instead of the tailgating areas (where placing limitations and administering controls are more difficult)
- Since beer is sold at games, fewer fans enter the stadium with concealed liquor that has a high alcohol content
- Keys to positive beer sales programs are utilization of well designed/ planned control procedures.
- Control procedures such as “wrist banding” and “hand stamping” allows security/police officers to have a more noticeable “visual verification” of those who are age eligible to drink and those who are not
- Overall number of alcohol related behavioral issues (police involvement) decrease (i.e. West Virginia recognized 64.5% drop in first year and 35% reduction over multiple years)
- Fans are less likely to “binge drink” while tailgating before a game because they can purchase beer during the game, while inside stadium
- Net revenues from beer sales equates to approximately 50% to 60% of overall concessions sales at institutions selling beer
- Overall concessions revenues increase due to “No Re-Entry” policies which result in fans buying “in stadium” food instead of going back to tailgate areas at halftime
- Revenues from corporate sponsorships increase along with direct beer sales revenues. (i.e., West Virginia grew from one five figure agreement to 3 “mid- six figure” agreements)

Operational Plan

- Successful vendor(s) via an official university bid process will be responsible for sales of beer and wine at UW Athletic/Special Events, as mutually agreed upon by the vendor(s) and the UW Athletics/University. Participating vendor(s) will be awarded a 3-5 year contract.
- The primary focus for the vendors will be the sale of beer and wine at UW home football games (approximately 6 or 7 annually), men's basketball home games (approximately 16 to 18 annually) and women's basketball home games (approximately 16-18 annually).
- Vendor(s) will work with UW Athletics/University to determine the number of sales locations for beer/wine dispensing for both War Memorial Stadium and the Arena Auditorium. Events in other venues could be considered for beer/wine sales in the future.
- The current anticipated number of sales locations is 8-12 in War Memorial Stadium and 4 in the Arena Auditorium. Sales locations will be a mutual decision between the vendor(s) and UW Athletics/University.
- Vendor(s) will obtain and utilize their State approved liquor license while selling and dispensing the beer and wine products at the UW Athletic or Special Events.
- Vendor(s) will provide sufficient manpower to effectively provide a high level of customer service. If UW feels that the proper level of customer service is not being met the contract may be terminated.
- Vendor(s) must have all sales locations stocked, staffed and ready to operate by at least 2.5 hours before football kickoff and 1.5 hours before basketball tip off.

- Beer/wine sales will end at the conclusion of the third quarter at football games and women's basketball games or with 10 minutes (on the clock) in the second half for men's basketball games.
- Open containers will not be permitted in parking lots after kick off (football) or tip off (basketball).
- A "No Re-Entry" policy will be established for the stadium and arena. For customer service purposes, there will be gates available for individuals to leave for certain purposes (i.e. medicine left in vehicle, coat or blanket left in vehicle, cell phone left in vehicle, etc.) Individuals will check with security personnel and have their hand stamped for re-entry.
- Vendor(s) will provide staffing that are fully TIPS (Training for Intervention Procedure) trained and are accustomed to working in an environment where alcoholic beverages are being purchased and consumed. A list of all TIPS trained employees who will be working UW events must be provided to UW Athletics/University in advance of events.
- Vendor(s) and UW Athletics will develop an effective plan for checking ID's (or electronic phone app), stamping hands and placing wrist bands on all individuals approved to purchase beer/wine. At the wrist band stations will be DARE materials and a UW Police presence.
- Vendor(s) will work with beer distributors to obtain the appropriate number of wrist bands but colors (each game will be a different color) must be coordinated and approved by UW Athletics/University. It is encouraged that messaging such as "Responsibility Matters" or "21 means 21" be imprinted on the wristbands.
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- One approach being researched is providing wrist bands that have "pull off tabs" to provide a limit to the number of beers/wine that each individual can consume per each event. Each time that a person purchases one or two beers, tabs will be removed from wrist band to

visually be able to identify the number of beers purchased by that particular individual. The final number of tabs is still being evaluated.

- Vendor(s) will limit each patron to only 2 beer and/or wine beverages per a single transaction. Prices must be set at a premium level (similar to other collegiate and professional sports venues) - \$5 or \$6 for beer (based on 12 oz vs 16 oz), \$6 or \$7 for wine and \$7 or \$8 for craft beer.
- Vendor(s) will not serve any person who is visibly intoxicated and make sure that no underage individuals are served.
- Vendor(s) will provide all necessary equipment (dispensing, refrigeration, sales counters, signage, etc.) for operation in assigned sales locations. Sales locations must visually present a high quality appearance and must be pre-approved by UW Athletics/University.
- Initial plan is that beer/wine products sold will be poured into clear plastic cups. No re-fills will be allowed. New cups will be issued for each purchase.
- Cups will be allocated to each vendor(s) prior to each game and will be inventoried at end of game to determine the number of units sold. This number will be verified against cash /register receipts. This will be a part of each sales area's closing procedure.
- Vendor(s) will reserve the right to deny any service to any individual(s) and discontinue the service of alcoholic beverages prior to the ending time of an event should the conduct and/or decorum of the individual (s) be in violation of UW Athletic, University and/or State/Local laws.
- Vendor(s) selected will consist of a configuration that assures that the following product lines are appropriately represented:
 - Budweiser/Anheuser-Busch
 - Coors
 - Miller
 - Import Beer/Wines

- Wyoming Specialty Craft Beers

- Vendor(s) will be responsible for offering a product mix that accounts for a minimum of a 70%/30% mix of offerings product offerings (from above product categories) at each selling location.
- Vendor(s) selected will be required to share event net revenue (after sales tax) at a 60%/40% share percentage with UW Athletics/University (based on the event).
- Vendor(s) selected will be required to provide UW Athletics /University with a payment/ settlement (including financial support documentation) within 10 days following the completion of each football game or the last completed basketball game in a week.

Addendum B

University	Sport	Annual Total
Southern Methodist University	Basketball	\$350,000
West Virginia University	Football/Basketball	\$700,000
Florida State	Baseball	\$400,000
University of Las Vegas*	Football/Basketball	\$904,000
Hawaii*	Basketball	\$290,000
University of Texas	Football	\$1,800,000

* Indicates Mountain West Conference

Information according to Senior Associate Athletic Director – Business Operations, Bill Sparks from his research regarding the topic.

