

# Football Beer Taps Add Safety, \$700,000 to West Virginia

Eben Novy-Williams

December 9, 2011 — 12:40 PM MST

West Virginia University says it has found a profitable way to curb excessive drinking at home football games: sell beer at concession stands.

By tapping kegs at Mountaineer Field, West Virginia has added \$700,000 to the athletic department and reduced the number of incidents in which police were called because of excessive drinking by around 30 percent, Athletic Director Oliver Luck said in an interview.

The Morgantown-based university, which is preparing to leave the Big East Conference for the Big 12, made the decision to sell beer at its seven home football games this season after discussions with police at the campus, city and state levels, Luck said on Dec. 7 following the IMG Intercollegiate Athletics Forum in New York.

“No athletic director is going to push beer sales through with the cops saying, ‘What? You’re crazy,’” he said. “The alcohol consumption was significant, as it is at a lot of schools, and we felt this is a way to get better control of it.”

West Virginia, with an undergraduate enrollment of 22,717, is one of 20 schools in college football’s 120-team top tier, including Louisville and Cincinnati, to sell beer to the public at football games, double what it was 10 years ago, according to the Des Moines Register.

Schools and conferences can set guidelines on alcohol sales during sports events, according to Erik Christianson, a spokesman for the Indianapolis-based National Collegiate Athletic Association. Alcohol sales are banned at NCAA championships.

## Louisiana Gains



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Beer sales at the University of Louisiana's five home games this season brought in an additional \$150,000 in revenue, about a third of the school's concessions intake, school spokesman John Dugas said in an e-mail.

"This is the third year we have sold beer at football games, and we have experienced very few issues at all," Dugas said.

Luck, the father of Stanford University quarterback Andrew Luck and former vice president of business development at the National Football League, said West Virginia's additional revenue went into the athletic department's general fund.

"What colleges do is look at what the pro teams do and say, 'Is that applicable to my university?'" Luck said. "They have suites, so let's build suites, and they sell beer, so let's sell beer."

### 'Pass-Out' Stopped

The decision was accompanied by limits on coolers and other objects fans could bring into games, new policing methods inside the stadium, a new incident-tracking system and the elimination of the school's "pass-out" policy that allowed fans to leave at halftime and later return to the game, Morgantown Police Department Chief Ed Preston said yesterday in a telephone interview.

He said eliminating pass-outs was "one of the best safety features that could have been added to these games."

"It reduces the potential for binge drinking," Preston said. "From a security and safety standpoint, it also reduces the potential of any contraband or weapons being brought into the games."

Everyone must show identification to purchase beer at games, sales stop in the middle of the third quarter and nobody is served if noticeably intoxicated, Luck said. The team made partnerships with Anheuser-Busch InBev NV, Molson Coors Brewing Co. and a local craft brewery.



response

AUDIO

The number of police cases at the school's first four home games dropped 64.5 percent, to 24 from 68, from the same number of contests last year, according to WVU Police Chief Bob Roberts. He estimated that the decrease was about 35 percent in incidents specifically related to alcohol use.

Calls to police dropped 15 percent, to 149 from 176, and arrests dropped 20.5 percent, to 62 from 78, Roberts said.

Other athletic directors and a state legislator have called to inquire about beer sales, Luck said. He declined to identify them.

The Mountaineers were 9-3 this season, with home games against top-ranked Louisiana State and state rival Marshall, and finished at No. 23 in the Bowl Championship Series standings. The Big East champions play in the Orange Bowl against No. 15 Clemson at Sun Life Stadium in Miami Gardens, Florida, on Jan. 4.

Luck said the school licensed all of its venues for beer sales but there was no discussion at West Virginia about selling beer at other events, such as basketball games, because no other sports had problems with excessive drinking by fans.

"People don't come to basketball games sloshed, and run outside at halftime to drink some more," he said. "The money is important but the money did not drive this decision."

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# Pitt to expand beer sales at football games



BY JERRY DIPAOLO (MAILTO:JDIPAOLO@TRIBWEB.COM?SUBJECT=RE: PITT TO EXPAND BEER SALES AT FOOTBALL GAMES STORY ON TRIBLIVE.COM) | Monday, June 27, 2016, 3:48 p.m.

Before he approved one of the most groundbreaking measures of his 12-month term — allowing beer sales throughout Heinz Field for Pitt home games — athletic director Scott Barnes and his staff had telephone calls to make and questions to ask.

Fans, stadium officials and police were consulted, he said. Senior associate athletic director Marcus Bowman contacted most of the 10 Power 5 schools that allow it — Ohio State is new to the list this year — and several others to identify any potential problems.

"It was all positive feedback," Bowman said.

Even though it never has been permitted stadium-wide for college games in the 15-year history of Heinz Field, Barnes said he met no opposition to the plan that could yield more than \$500,000 per season.

"It is something that is becoming more the norm," Barnes said, adding Pitt is the only school in the nation sharing a facility with an NFL team that had not permitted beer sales to the general public.

In the past, sales at Heinz Field for college games had been limited to club and suite areas.

"It's one of a series of initiatives that improves fan experience," he said. "Feedback from fans have moved us in this direction."

Then, there's the money.

"We certainly won't hide from the revenue," he said. "There is revenue there."

Yet, all the money won't be stashed in Pitt's general fund. Barnes said a portion of the proceeds will be earmarked for drug and alcohol education programs for students.

The fact that beer is sold at Steelers games at Heinz Field made the decision easier. Barnes noted some schools have spent up to \$1 million to prepare for beer sales at their stadiums. At Heinz, security measures have been in place for many years, and Bowman said they will be upgraded in the student section.

Students, who wear wristbands to games for identification, will be limited to one beer per

## Gameday suds

Schools from Power 5 conferences that served beer at home football games in 2015:

- Team Conference
- Colorado Pac-12
- Louisville ACC
- Maryland Big Ten
- Miami ACC
- Minnesota Big Ten
- Syracuse ACC
- Texas Big 12
- Wake Forest ACC
- West Virginia Big 12

Source: New York Times

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*Positive Feedback NOT Negative*

*\$500,000 Revenue Projection from beer sales*

Reduced incident reports/arrests  
more drinking

purchase. No beer will be sold in seat areas.

Also, Barnes said he will conduct a staff meeting every Monday to discuss the previous home game's beer sales and any problems that might have erupted.

But Barnes expects no significant problems. He said a study conducted by West Virginia, which has sold beer at its home games since 2011, suggested binge drinking is reduced. West Virginia's campus police department reported sharp declines in incident reports and arrests on home football Saturdays from 2010-14, the New York Times reported.

Barnes is also encouraged that the ACC sells beer at its championship football games.

"Incidents have been reduced by serving it in a controlled environment," he said. "The safety measures (in place) and the experience of those involved gave us a comfort level."

Meanwhile, Barnes reported there may be more people at Heinz Field to buy those beers.

He said the university has exceeded its goal of a 93 percent renewal rate for season tickets by selling 30,065. Barnes said he set a goal of 9,790 new sales, and the ticket office to date beat that by 599. Sales of the three-game mini-plans also are up 63 percent, he said.

Overall, with an anticipated sale of 10,000 student tickets — a common occurrence in recent years — Pitt's attendance could break 55,000 this year after averaging 48,150 in 2015.

In other matters discussed by Barnes in the wake of the release last week of the 19-sport athletic department's five-year strategic plan:

- Recruiting budgets have been increased after some sports had been operating below ACC standards.
- The addition of new sports is not "a front-burner item," Barnes said. "We have to make what we have the best we can make it."
- There have been discussions about sites for venues for tennis and indoor track and field teams.
- While Barnes said he wants to play Penn State in football "in perpetuity," there have been no discussions on extending the four-game series beyond 2019.

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**Larry Brown Resigns as SMU Coach**  
Larry Brown is stepping down as SMU head coach. Brown went 94-39 in four seasons with the Mustangs including 25-5 last season. Tim Jankovich will take over as SMU coach.

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# SMU to sell beer at football games in the fall



Melissa Repko [Twitter](#) [Email](#)

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Southern Methodist University will sell beer at football games this fall, after strong sales at campus basketball games.

The university will expand beer sales to Ford Stadium concourses and plans to kick off sales at the first home game, SMU athletics spokesman Brad Sutton said. Alcoholic beverages are already available in the stadium's suites.



"We were deliberate in setting the plan for Moody [Coliseum], and it was safe and successful, so this process will also be carefully designed and vetted before we roll it out," Sutton said.

SMU is one of several dozen universities that have looked to alcohol sales to boost crowds and make money. Kansas State and West Virginia already sell

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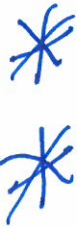
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alcoholic beverages. University of Texas began a pilot program in February for beer and wine sales at sporting events.



SMU began selling beer in January at Moody Coliseum during men's basketball games. Over 12 games, SMU athletics made six-figures in revenue, according to a USA Today report. Sutton wouldn't release sales figures Tuesday.

Campus and local police said there was no spike in noise complaints or alcohol offenses. The beer sales were a hit among fans, who came out in larger numbers during SMU's winning season, Sutton said.

Beer was on tap at kiosks in arena concourses. Students had to show a valid ID and receive a wristband before buying beer. Fans paid \$6 for a 12-ounce plastic cup of Bud Light or Miller Lite or \$8 for Michelob Ultra or Shiner.

SMU will play Texas A&M at its first home game of the season on Sept. 20.

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## More schools mixing beer, football at stadiums

AP

Aug 22, 2014 at 5:25a ET

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Walk through the tailgate area at a college football stadium, and beer drinking is as common a sight as fans adorned in jerseys of their favorite players.

A growing number of schools are bringing the party inside, opening taps in concourses that traditionally have been alcohol-free zones.

North Texas, [SMU](#) and [Troy University](#) will begin beer sales to the general public this season. They're among 21 on-campus football stadiums where any fan of legal age can grab a brew. That's more than twice as many as five years ago.

Most schools continue to keep alcohol restricted to premium seating areas, if they allow it at all. But offering alcohol is increasingly attractive for some campuses, especially for cash-strapped athletic departments outside the Power 5 conferences. Those schools, especially, are looking for ways to keep fans coming to their stadiums instead of sitting in front of their HD TVs at home or at sports bars.

They're also encouraged by the schools that were among the first to sell alcohol and didn't report an increase in bad behavior from students and other fans.

"Every institution is looking at how they can increase revenue streams, and alcohol is one of those," said Jeff Schemmel, president of the consulting firm College Sports Solutions LLC.

"Everything is on the table."

There are 11 municipal stadiums where FBS teams are tenants and alcohol is available to the general public. The municipality usually keeps most, if not all, of the alcohol proceeds. The NCAA

does not sell alcohol to the general public at its championship events. Schools and conferences are allowed to make their own policies.



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According to an Associated Press survey of the 21 beer-selling schools that own and operate their stadiums, about half their concessions revenue is derived from alcohol. All but four of those schools are in conferences outside the Power 5 that don't earn significant television money.

Troy athletic director John Hartwell estimated beer would bring his Alabama school about \$200,000 in commissions this season. According to its contract with concessionaire Sodexo, Troy will receive 43 percent of gross beer sales at its 30,000-seat stadium, or better than \$2 for every \$5 beer.



"That's more impactful to a bottom line for a Troy than it is for a Texas or West Virginia or institutions similar to that," said Hartwell, whose program runs on a \$20 million budget. Alcohol proceeds will be used to pay debt on a \$25 million expansion of Troy's football facilities.

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The Big 12's West Virginia, with a budget of more than \$80 million, began beer sales in 2011 in part to counter a problem with drunken fans coming and going from tailgate parties during games. Fans no longer are allowed to re-enter the stadium once they leave.

Beer sales have produced no less than \$516,000 each of the last three years for West Virginia, and campus police report alcohol-related incidents at Mountaineer Field have declined sharply.

Troy football season ticket holder Brian Ross, who also attends the Trojans' road games, said he sees worse behavior at stadiums where alcohol isn't sold. Troy is among five Sun Belt Conference schools selling beer this fall.

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Ross said a lot of tailgate parties chug as much beer as they can before entering no-alcohol venues so they can "keep their buzz" throughout the game.

"Now these people will realize they can get one in the stadium and they don't need that last beer at the tailgate," Ross said.

Selling alcohol at college football games might seem counterintuitive at a time when there is so much concern about binge drinking on campuses. Mothers Against Drunk Driving national president Jan Withers said her organization opposes any alcohol in a college environment because most of the students are under 21.

"Kids are watching adults all the time," Withers said. "If they see the only way to have fun is to drink a lot, then they're going to model after that. That's not the message we want to be sending to them."

SMU reported no change in crowd behavior after alcohol was introduced at basketball games last season but saw huge gains in attendance. The average of 5,653 -- the highest since 1984-85 -- was up 64 percent over 2012-13.

SMU student body president Ramon Trespalacios said having beer available could help boost football attendance, too. The Mustangs drew an average of 18,724 to their 32,000-seat stadium last season, a drop of 12 percent from 2012 and the lowest since 2008.

"Sometimes if you wanted to go to a game and were used to drinking beer, people chose to go to a bar instead of the venue," said Trespalacios, a 22-year-old graduate student. "It's good to have everyone together and enjoy the same environment." ▶ SCORES

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Still, just a handful of college stadiums are giving students and fans the chance to buy a brew. Most remain opposed to it. The Southeastern Conference and the 23-school California State University system, for example, have policies banning alcohol from general seating areas.

"I know why the question is relevant for some," said Nebraska athletic director Shawn Eichorst. "For me, the bottom line does matter. But at what point does it outweigh what you're trying to do, trying to keep the civility?"

Safeguards are used in an effort to keep drinking under control. A fan who wants to drink must obtain and wear a wristband indicating he or she is at least 21. Fans are limited to buying two beers at a time, and sales are cut off at halftime or in the third quarter.

Using an oft-repeated sports marketing catchphrase, Akron athletic director Tom Wistrill said offering beer is a way to "enhance the fan experience."

"You do it because, yeah, we want to make some money on it," Wistrill said. "But in this day age, we're going to fight the 60-inch high-def TV since every game is available on an ESPN broadcast or on the high-quality Internet. How do we keep people coming to the stadium for the in-stadium experience?"



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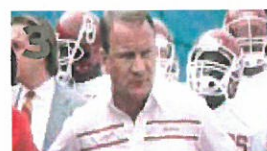
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## **Big 12 struggling in non-conference play with only 3 unbeatens left**

# Beer sales at Howser generate welcomed revenue



**Jim Henry**, Democrat sports editor 6:52 p.m. EDT June 29, 2016



(Photo: Bruce Layfield / Getty Images/iStockphoto)

The 2016 Florida State baseball season was a success on the field and at concession stands at Howser Stadium.

Beer sales for the first time (<http://www.tallahassee.com/story/sports/college/fsu/2016/01/30/fsu-sell-beer-baseball-games-season/79564118/>) helped increase Aramark's financial return to Seminole Boosters, Inc., by 51 percent over 2015, according to the university vendor.

The bottom line of just under \$400,000 in net sales from food and beer also indicates that 40-percent of the increase came from the addition of beer to the overall product mix.

"The fact that we were able to generate some dollars from it is obviously a success," FSU Athletic Director Stan Wilcox said Wednesday morning.

"But for the most part, as long as our patrons' game-day experience remains positive and even more enjoyable, I felt very, very comfortable with it. I think a lot of people who have been going to the games, some may have not even noticed."



TALLAHASSEE DEMOCRAT

Our opinion: Beer sales hit home run at Howser

(<http://www.tallahassee.com/story/opinion/editorials/2016/03/05/opinion-beer-sales-hit-home-run-howser/81373500/>)

Commissions from food and beer tallied \$118,505, resulting in an increased return of \$40,227 to Seminoles Boosters, Inc., from 2015.

FSU sold just under 15,000 cans of beer during 36 regular-season home games – it was not sold at the NCAA Tallahassee Regional, in accordance with NCAA rules – averaging around 414 purchases per home game.

Net sales for beer was \$104,463.

A number of programs nationally are using beer sales as an alternative revenue stream.

After considering the move the past two years, the decision was approved in late January to sell beer at FSU baseball games for the first time following joint discussions between the university, Aramark and the Florida State Police Department.

Wilcox said existing beer sales in Tucker Civic Center was a catalyst behind the decision to sell beer at baseball games. He said FSU did not experience many problems with the alcohol sales after acquiring the Tucker Civic Center in 2012.

"Which then begged the question if we should sell alcohol in any of our other venues," Wilcox said.

While beer will be sold to the general public this fall at around 40 college football stadiums, Wilcox said FSU will keep alcohol restricted to premium seating areas in the new Champions Club in the south end zone of Doak Campbell Stadium.

Fans who don't have a ticket in the area will not be permitted to purchase alcohol. Wilcox said the focus is on future stadium renovations and not the sale of suds.

"I'm not sure we're ready for that," Wilcox said. "There are things we have to do there before we even get to that issue."



TALLAHASSEE DEMOCRAT

House approves beer-at-Bragg bill

(<http://www.tallahassee.com/story/news/politics/2016/03/08/house-approves-beer--bragg-bill/81448442/>)

Net sales for food (\$290,555) and beer (\$104,463) over 39 FSU home baseball games generated \$395,018 – an increase of \$134,091 from 2015.

A 16-ounce beer was sold for \$7 at the stadium.

Wilcox credited Assistant Athletics Director/Marketing Jason Dennard and Deputy Athletics Director/External Operations Karl Hicks for their work in identifying a price point that was both affordable for patrons while deterring others.

TALLAHASSEE DEMOCRAT

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Sales started about 25 minutes prior to first pitch and no beer was sold after the sixth inning. Fans were limited to three beers per game.

"There are some who felt the price was too high," Wilcox said.

"And there's a reason for that. You want to go there and be respectful and mindful of everybody else there that don't drink beer."

Fans spent \$5.16 per person at home games on concessions compared to \$3.75 in 2015.

FSU went 30-9 at home this season and 41-22 overall, sweeping its home regional in three games and advancing to the NCAA Gainesville Super Regional for the second consecutive year.

No. 1 national seed Florida swept the Seminoles in the best-of-three series to advance to the College World Series.

-- Safid Deen contributed to this report

## FSU Baseball Concessions

### 2016 Net Sales Comparison from 2015

Food: \$290,555 ... \$260,927 ... 11%

Beer: \$104,463 ... N/A

Total: \$395,018 ... \$260,927 ... 51%

Per Capita: \$5.16 ... \$3.75 ... 38%

### Commissions

Food: \$87,166 ... \$78,278 ... 11%

Beer: \$31,339 ... N/A

Total: \$118,505 ... \$78,278 ... 51%

Source - Aramark



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## TU to sell beer at football games this season

- SELLING BEER IS EXPECTED TO BRING IN A SIX-FIGURE REVENUE.

The University of Tulsa plans to sell beer at its home football games in 2016. Tulsa World file



BY TULSA WORLD SPORTS WRITER KELLY HINES

@KELLYHINESTW

/KELLYHINESTW

UPDATED: THURSDAY JULY 21, 2016 8:40 PM

### [VIDEO: Tulsa to sell beer at 2016 football games](#)

Fans of beer and football, rejoice.

For the first time in 20 years, the University of Tulsa will expand beer sales to include the general seating areas at its football games, starting with the Sept. 3 season opener against San Jose State at H.A. Chapman Stadium. The Hurricane has six home games this season.


“Basically, this is a measure to help with our gameday experience,” athletic director Derrick Gragg said. “We’re really responding to a lot of what our constituents would like to see. We’ve done a lot of surveys and studies.

“This isn’t something you enter into haphazardly. Over the past couple of years, we’ve been looking at this, especially at other venues in our conference.”

The move [had been considered by TU officials and discussed on several occasions in recent months](#) before being approved by the university’s Board of Trustees.

Skelly Stadium sold beer on a trial basis during the 1995 and 1996 seasons. In 2006, the university announced [it would again sell beer at football games](#) but [changed course several days later](#).

Since 2008, beer has been available in the suite and club areas during games, as well as outside the stadium gates for pregame tailgating.

 [Beer sales at Chapman Stadium are expected to bring in a six-figure revenue](#), a boost to an athletic department that was forced to cut \$500,000 from its 2016-17 budget, leading to the elimination of the men’s golf program.

“I think it’s important to talk about revenue, especially in today’s economic climate,” Gragg

said. "Whatever we can do to lessen a university subsidy toward us is always a good thing. That's the case with athletics across the board. You always want to find ways to have to more revenue-generation possibilities. This is certainly one of those."

As part of the gameday changes, TU will increase its security measures and Sodexo, the university's concessions vendor, will provide additional training to its workers.

"We have a great security presence here on campus during gamedays already," Gragg said. "We are talking about ways to enhance and increase the number of security officers throughout the stadium throughout gameday. ... What we want to stress is responsibility, obviously. We want to do everything responsibly and encourage our students and our constituency to be responsible as well."

According to wine, beer and liquor website VinePair.com, 34 college football stadiums sold beer last season and 11 of those were off-campus sites not owned by the schools.

Beer sales are becoming common at smaller schools: 27 of the 34 stadiums are home venues for programs outside the Power Five conferences. Marshall, a Conference USA member, announced last week beer will be sold at its stadium starting this season.

Of the 12 football teams in the American Athletic Conference, eight had beer for sale at their stadiums last season, with four of those being off-campus sites. Other than TU, the schools in the league that didn't serve beer at games were Navy, UCF and East Carolina.

Ohio State, the Hurricane's Week 2 road opponent, announced last month it would sell beer throughout its stadium. This season, TU will play at two other venues that sell beer: Houston's on-campus TDECU Stadium (Oct. 15) and Memphis' off-campus and city-owned Liberty Bowl Memorial Stadium (Oct. 29).

In 2015, the average crowd size for TU's six games at the 30,000-seat Chapman Stadium was 19,622. Could the option of buying beer at games bring in more fans?

\* "Obviously, we hope this is a measure that does help our attendance and the gameday experience," Gragg said. "Adding something that hasn't been done here in a while, we think that's a good way to try to bring more people into the stadium to see what we put on the field and our student-athletes and to support them in the community. Anything we can do to increase attendance we want to try to be able to do that in a positive way."

TU hasn't decided on logistics such as which concession stands will sell beer and how much it will cost. Selling beer at basketball games at the Reynolds Center has been discussed but isn't planned.

The university also adopted a policy of no re-entry for football games like what is implemented at most college stadiums including 10 within the American.

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"I haven't been to many major venues across the country in the last 10 or 15 years, especially for football or basketball games, that allowed people to exit and come back in," Gragg said. "I know it's kind of part of the culture here, but it's also an additional security measure because we do bag checks and things like that. We don't want people to just be able to exit and come back in at will."

"The other piece to it with us now selling beer inside the stadium, a lot of people would exit and go drink beer at halftime out at their cars and come back, so we're trying to eliminate that, too. We'll have it available inside the venue and they won't have to do that."

Kelly Hines 918-581-8452

kelly.hines@tulsaworld.com

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**Mike Presnal (130 posts)**

posted at 1:11 pm on Thursday, July 21, 2016

I would hope they'd sell beer made by an alum, Marshall's.



**PHIL KATES (19 posts)**

posted at 3:32 pm on Thursday, July 21, 2016

TU has THE WORST concession service and bathrooms (east side in particular). One game, I went to get a coke in the first quarter, and missed TWO Bernard Barrian touchdowns before I got back to my seat. They need to HIRE Quik Trip for all service...period. I expect free beer for lifetime at games as payment for this consulting service.



Tulsa World, Tulsa OK

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# Alcohol likely to stay at TCF Bank Stadium

The U will ask Legislature to allow gameday sales to continue after the test period ends in July.

By Maura Lerner (<http://www.startribune.com/maura-lerner/10645281/>) Star Tribune

FEBRUARY 14, 2014 — 10:36PM

The University of Minnesota is ready to make beer and wine sales a permanent fixture at Gopher football games.

After a two-year experiment, university officials found "no significant increase" in alcohol-related incidents at TCF Bank Stadium, according to a report this week to the Board of Regents. In fact, there were fewer police calls about rowdy or drunken fans in 2013 than in 2010, two years before the on-site beer and wine sales began.

"It really has not been the problem that some might have expected it would be," Vice President Pamela Wheelock said.

University officials, who had once resisted the idea of alcohol sales because of concerns about student drinking, now say that they want to continue the sales after the pilot project expires in July. The plan would require legislative approval.

"It seems to be a success," Wheelock said.

Last fall, police reported 59 alcohol-related incidents at the stadium, compared with 77 in 2010. In 2011, the year before alcohol sales began, 57 incidents were reported.

"There was no significant increase in problem behavior," Wheelock said. In light of that experience, she added, "we're fine making this work."

The university took in \$181,678 as its share of the profits on just over \$1 million in beer and wine sales during the 2013 season, according to the report.

In March, after the first season, the university initially reported a \$15,000 loss on alcohol sales because of high start-up costs. But after renegotiating its contract with the vendor, the university ended up with \$21,118 in net profits for 2012, Wheelock said. The funds go to the university's athletics program.

Wheelock said there are no plans to add hard liquor, or expand beer and wine sales at other venues. The university allows limited sales in the "club areas" of Mariucci Arena and Williams Arena, but not in general seating.

The issue of alcohol sales had been a hot-button issue since TCF Bank Stadium opened in 2009. Initially, the university wanted to limit alcohol sales to "premium seats," in order to keep it away from students. But legislators objected, insisting that fans in all parts of the stadium should have equal access.

In 2012, the university agreed to a two-year pilot test. It allowed wine and beer sales at three designated locations at the football stadium, starting an hour before kickoff and stopping at the end of halftime.

The feedback from fans, Wheelock said, has been "pretty positive."

Wheelock said the university took extra steps to prevent potential problems, including limiting purchases to two beverages per customer and training the sales staff "in identifying issues of overconsumption and intoxication." It also stepped up security.

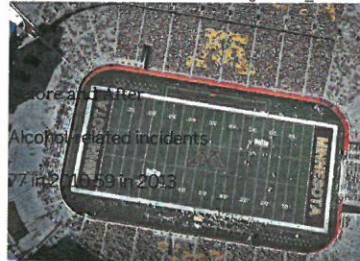
The report concluded that the alcohol sales had no negative effect on surrounding neighborhoods, in part because of increased police presence on game days.

At the same time, the university report notes that college drinking has always been a problem nationwide, especially on game days. And that's true whether or not alcohol is sold on site.

"So often," Wheelock said, "it relates to people's behavior even before they come into the building."

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JIM GEHRZ, STAR TRIBUNE

Members of the University of Minnesota Golden Gophers football team held a team scrimmage at the newly constructed TCF Bank



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News > Voices From Campus > University adds beer, wine to on-campus sporting events

## University adds beer, wine to on-campus sporting events

By Anushka Mehrotra 6:40 pm EDT July 9, 2014

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Starting in the upcoming school year, Southern Methodist University in Dallas will begin selling beer and wine at on-campus sporting events to increase revenue — joining a select group of colleges across the country that choose to sell alcohol at games.

Following recommendations from a task force designed to increase game attendance, enhance fan experience and maximize revenue, SMU made the decision to sell

alcohol, according to Brad Sutton, senior associate athletic director at SMU.

“The group — named ‘The President’s Task Force on Athletics Marketing, Attendance and Community Outreach’ — considered alcohol sales ... to achieve these goals,” he says.

Sutton says the university piloted the sale of alcohol in January at Moody Coliseum before making the decision to sell beer and wine at all home sporting events.

“The sales in Moody allowed us to evaluate this decision,” he says. “We were deliberate in setting the plan for Moody Coliseum, and it was safe and successful, so this process will also be carefully designed and vetted before we roll it out.”

The pilot program at Moody Coliseum was the first time the university sold alcohol at athletic events, according to Sutton. Alcohol is available for consumption at bars near the school’s campus — where students over 21 can consume beer. Tailgating is allowed in designated areas, he says.

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~~Additionally, Sutton says the university limited the sale of alcohol in Moody Coliseum to restrict binge drinking.~~

"Students age 21 and older were required to show a valid, government-issued ID (and) were limited to three beers per game," he says. "All other fans were required to show IDs to vendors and were limited to two beers per transaction."

College sporting events are often associated with alcohol-related arrests and underage binge drinking, with more than two-thirds of collegiate fans — and the majority of fans between the ages of 18 and 20 — reporting alcohol consumption at pre-game events

In 2012, the University of Minnesota began selling beer and wine at its public stadium to meet the "expectations" of its fans, according to Steven Henneberry, a UM school spokesman.

"(Fans) can purchase alcohol at other venues where many local professional sports teams play," he says. "All policies and procedures governing alcohol sales at TCF Bank Stadium aim to balance the desires of Gopher fans, while also promoting responsible alcohol consumption."

Arguing against concerns that serving beer and wine increases alcohol-related arrests, Henneberry says "there was no significant increase" in the number of game-day incidents that Minnesota police responded to in the college's TCF Bank Stadium.

There were 101 police incidents in 2010 compared with 72 in 2013, he says.

Despite the overall decrease in incidents, there have been a number of alcohol-related arrests at Minnesota since 2012, according to the university's football game-day police log.

Alcohol-related citations against students in 2013 include intoxicated individuals vomiting, shouting obscenities, passing out in restrooms and being unable to climb stairs, according to the Minnesota police log.

**RELATED: Starbucks selling alcohol? Not all college kids are fans**

West Virginia University has been selling beer and wine in its stadium since 2011. However, the school has placed several restrictions on its sale of alcohol beverages, according to West Virginia spokesman John Bolt.

"Limits on sales — no more than two beers purchased at one time and a cutoff of sales at the midpoint of the third quarter — have meant greater control of alcohol consumption. It has also resulted in better overall behavior at the games," he says.

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Bolt adds that West Virginia enforces strict identification checks to prevent the sale of alcohol to underage attendees.

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"There (are no) alcohol points of sale near student sections," Bolt says. "The WVU Board of Governors approved selling beer at Milan Puskar Stadium in June 2011, so we have had three seasons of experience, and all agree that it was a good decision."

Pavan Upadhyayayula, a rising senior at the University of California – Berkeley, says schools should run a pilot program to see whether selling alcohol increases arrests and medical transports.

"I do think it is worth running a pilot program," says. "If one more student is harmed because of such a policy it isn't justified regardless of revenue increases."

Some schools, such as the University of Louisville, have had a tradition of offering alcoholic beverages at sporting events. The university has been serving alcohol at its sporting games for more than four decades, according to Kenneth Klein, sports information director at the University of Louisville.

**RELATED: [Maryland college students react to potential grain alcohol ban](#)**

"Many years ago, our two primary venues for men's basketball and football were state-owned facilities in which alcohol sales were part of other events there, and it was simply continued for our events," he says. "We experience minimal crowd alcohol-related issues. "

Bobby Dishell, a rising senior at the University of Michigan says he thinks selling alcohol at games is a good way to raise revenue.

"I do think selling alcohol in the stadium is a good way to generate revenue, simply look at an event like the Winter Classic this past year and the amount of money the NHL made at the Big House — a venue that does not typically serve alcohol," he says.

Dishell adds that selling alcohol at games could result in a decrease in alcohol-related accidents

"I believe many students tailgate more because they know there will not be alcohol in the stadium," he says. "If students know that alcohol would be available at the game they probably would not drink as much beforehand."



***Anushka Mehrotra is a rising junior at Cornell University***

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The major rationale behind the push to sell alcohol to anyone 21 and up seated anywhere in the stadium is for the increased revenue. Three years ago, West Virginia University brought beer to its football game concession stands and reaped in an additional \$500,000 in concessions in the first year. According to [The Richest](#), schools can make even more money by selling contracts to beer providers to be exclusive providers at their games or stadiums.

At the school your correspondent attends, alcohol is not sold at any sports games, but if it did:

For the 2013-14 season, this school's Division I football team played five out of ten games at home with an average attendance per game of 7,002—about 27% capacity of the stadium. (Note: football is not very popular at this school and this season the team's record was 3-7.) Using the 2013 NFL season's average price of \$7.05 for a small draft beer, the total revenue from beer sales assuming half the attendees bought just one would have been \$24,682 per game or \$123,410 for all five home games. Assuming that alcohol sales would double average attendance and that these additional 7,002 people all buy one beer (after all, they are attending just because alcohol is now sold), then the revenue per game would be \$74,046 or \$370,230 for all five home games. Double these figures if two beers (the usual maximum at college sports games) are purchased. Plus, the increased attendance would translate into more ticket sales and higher food concessions for the beer to go down with.

While it is undoubtedly in the interest of the university, law enforcement, medical professionals, and local residents to reduce the amount of drinking at colleges, one of the major benefits of selling alcohol at college games might just be increased safety.

The West Virginia Police Department records show that in the first year of alcohol sales cases dropped by 43% and arrests by 35%. This result, however, contradicts a study that found a significant decrease in arrests and assaults after the University of Colorado-Boulder banned alcohol sales in 1996.

### WVU POLICE DEPARTMENT GAME-DAY INCIDENT STATISTICS

Year	Calls	Cases	Arrests	Charges
2010	553	195	117	155
2011	519	114	79	122
% drop	6	43	35	23

Source: WVU Police Department

The increased-safety argument centers on the supposed reduction in high-risk drinking activities—namely, unsupervised binge drinking before games.

As many on and off the campus know, students older and younger than 21 often participate in “pre-gaming” or tailgating to get ‘buzzed’ or drunk before large sports events specifically because they cannot at the event. Often, hard liquor is consumed in order to get drunk quickly and prolong the state of intoxication. Alternatively or additionally, alcohol—again, usually hard liquor—is snuck into games.

Mark Thornton at the Ludwig Von Mises Institutes argues in a published article that in-stadium alcohol sales would partially stem these dangerous activities. He also expounds on the advantages of selling beer over smuggling in hard liquors:

Fans that drink alcohol while tailgating are almost exclusively beer drinkers, both before and after the game. But, when it comes to getting past stadium security their choice is “spirits” — usually the strongest, highest proof varieties of rum and whiskey. To help, a variety of local stores carry products that cater to the “need” to conceal “spirits.

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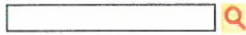
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## Beer Bowl: More colleges in search of revenue turn to alcohol sales at sports games



Posted by [Casey Breznick](#) Wednesday, June 25, 2014 at 11:00am

It seems more and more colleges across the country have finally put one-and-one together: sports and alcohol.

2

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In spite of safety and image concerns, colleges in dire need of additional revenues to pay for their ever-expanding budgets are turning to beer to shore up their bottom lines.

Currently, the NCAA [only explicitly bans](#) alcohol sales at the championship events that it oversees. For regular season games the decision to sell alcohol is left up to individual schools and divisions. Over a fifth of Division I football schools do in fact allow alcohol sales at their games, but some—perhaps most notably the California State University system and the Southeastern Conference (SEC)—strictly prohibit it.

Some of the schools offering beer at their concession stands include University of Houston, Louisville, University of Memphis, Tulane, and University of Minnesota, [according to USA Today](#).

There is some get-around, though, for those attending games at 'dry' colleges: alcohol is often available to those seated in luxury seating areas even if it's banned elsewhere in the stadium.

For example, if you put 16 ounces of Bacardi 151 Rum (75 percent alcohol) into a pint flask you would have the alcohol equivalent of 20, 12-ounce bottles of Budweiser. This stuff is so strong that it can catch on fire! It is normally used in specialty drinks and cooking, but it's also a top seller on college football weekends.

And it is not just the total amount of alcohol, but how fast it is consumed. Beer-drinking football fans typically have what is called a "pace." The pace is how many beers they drink in an hour without getting clumsy, obnoxious, and stupid. It might be one, two, or three beers in an hour depending on your size, sex, age, and tolerance. Drinking more than your normal pace can get you in trouble.

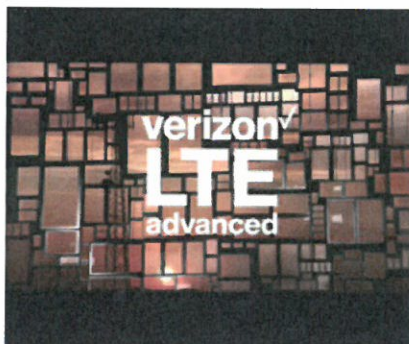
The problem with our beer-drinking football fan is that one mistaken, unmeasured pour of 151 can mean big trouble. If he pours approximately  $\frac{3}{4}$  of an ounce into a 12-ounce cola drink, with ice, works out to the alcohol equivalent of one light beer.

However, if a little more than 4 ounces is accidentally, or intentionally, poured into the cup, then the cola is equivalent to a 6-pack of beer. This one bad pour could easily lead to a second unfortunate pour, and, ... you probably get the picture.

Since curbing alcohol consumption among college students is a lofty, unattainable goal, it seems wise to tap into the college student thirst to shore up athletic spending.

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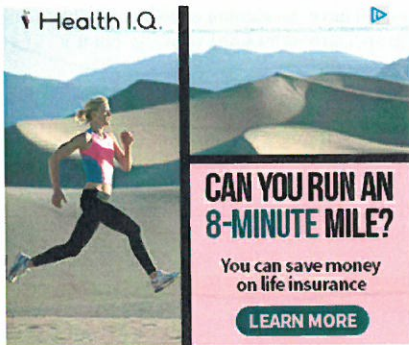
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Because drunk students get better grades? How stupid!

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# A beer garden in Tiger Stadium? It's 'on the horizon,' LSU AD Joe Alleva says

BY ROSS DELLENGER | [RDELLENGER@THEADVOCATE.COM](mailto:RDELLENGER@THEADVOCATE.COM)

PUBLISHED SEP 10, 2016 AT 6:45 PM | UPDATED SEP 10, 2016 AT 6:47 PM



## Ross Dellenger

Get ready for a beer garden in Tiger Stadium – if the Southeastern Conference allows it.

The university has plans for an outdoor drinking area at LSU's home stadium, athletic director Joe Alleva said on Saturday during an interview on LSU's pregame radio show.

For now, alcohol sales are only allowed in premium seating areas, including suites and club levels, according to SEC rule. Alleva has lobbied for stadium-wide beer sales, something many project to happen in the coming years.

“We’ve got some concepts on the board to develop food courts and, maybe, even a beer garden down the road,” Alleva said. “Those kinds of things are on the horizon and will make the experience in Tiger Stadium better for everybody.”

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## Leonard Fournette out for LSU's home opener against Jacksonville State



LSU has long supported the idea of expanded beer sales. Alleva says it will provide schools with an expanded revenue streams, could help increase attendance and could make fans less likely to drink heavily before entering stadiums and arenas.

Other changes to Tiger Stadium are scheduled for this and next offseason, as The Advocate reported last month.

LSU plans to spend the next two years creating additional restrooms and concessions while renovating and potentially expanding the existing ones. Officials are also evaluating the long-term future of the south end zone dormitories, even toying with the idea of demolishing them to provide a more “open” area to fans.

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### Tiger Stadium getting new bathrooms, concessions; dorm rooms may be demolished

In his eighth year as LSU’s athletic director, Alleva has reigned over the beautification and revitalization of the 92-year-old stadium.

Rusted and broken dormitory windows around Tiger Stadium have been replaced. Crews added gates and fencing around the stadium and resurfaced the exterior of the building, including the addition of purple and goal lighting.

In 2014, the program opened a new multi-million dollar south end zone section. The 320,000-square foot addition encompasses two suite levels, a club level and a 1,400-seat general admission section above the club floor. It added more than 8,000 to a capacity that now stretches to 102,321.

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