

Presentation to AWARE Group  
(Questions and Responses)



## Billy B Sparks

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**To:** Monica Lynee Keele  
**Cc:** Thomas K. Burman  
**Subject:** RE: A-Team October 7th

### Alcohol Sales in Stadium Talking Points

**1. Increase in disruptive behavior by fans – Reports from institutions who have implemented beer/wine sales within a stadium or arena... generally indicate that alcohol related behavioral incidents actually decline. For example : Incidents at West Virginia University (as reported by the local police) declined by 65% in the first year and were down an average of 35% over the first 4 year period. Controlled/monitored environments, less hard alcohol gets brought in(hidden) to stadium, quantity of beverages are limited and sales cut off times are in place and no leaving and re-entering the stadium is allowed (reducing binge drinking and returning to game)...all contribute to less incidents according to law enforcement. Hard alcohol is currently being brought into stadium (despite the best efforts of security and police). One bottle of hard alcohol consumed during a game is the equivalent of drinking 20 beers. The proposed plan would offer a controlled alternative.**

-One shows that the host community registers sharp increases in assaults, vandalism, arrests for disorderly conduct, and arrest for alcohol-related offenses on game days (Rees and Schnepel 2009) – We have not heard this in any of our conversations with other institutions and Chief Samp has not mentioned this type of feedback from any of his counterparts.

-Alcohol sales policy is second most influencing factor in increase of crime (Menaker and Chaney 2014). – We have not heard this in any of our conversations with other institutions and Chief Samp has not mentioned this type of feedback from any of his counterparts.

### 2. Nominal revenue increase

-Study that reviewed the relationship between beer being sold at college football stadiums and both attendance and football revenue for 29 mid-major universities over 2005-2012 period. No evidence that beer availability increases attendance or football revenue is found (Chastain, Gohmann, and Stephenson 2015). – Obviously, the conclusions that were drawn from this study was somewhat a result of the institutions selected for the study. That being said, I can only offer information from other institutions that have recognized significant revenue increases from the implementation of beer/wine sales. West Virginia University has recognized \$700K annually from beer sales. Florida State recognized \$400,000 of additional revenue just during their baseball season. SMU recognized an additional \$350,000 from beer/wine sales just at their basketball arena. Ohio State just started beer sales this season and are projecting in excess of \$650,000. The University of Texas generated in excess of \$1M. A couple of examples from the Mountain West Conference are UNLV ( \$331K from football and \$573K from basketball). Hawaii reported approximately \$290,000 just from basketball (beer sales at the football stadium is controlled by the city not the university).

As for attendance improvements (after implementation of alcohol sales), I offer the following examples:

SMU recognized a 64% increase in basketball attendance and a 15% (2,804 more per game) in football attendance  
Troy recognized a 16% (2,632 more per game) attendance increase

Bowling Green recognized a 25% (3,907 more per game) attendance increase  
Cincinnati recognized a 27% (7,958 more per game) attendance increase  
Texas recognized a 7% (6,421 more per game) attendance increase  
Minnesota recognized a first year increase of 2% ( 1,160 more per game) ....but has since grown by 5,718

Louisiana- Monroe recognized a 33% increase in student attendance after "in stadium" beer sales were implemented.

NOTE: It is certainly acknowledged that other factors (i.e. team performance, home schedules, etc) also have an impact on attendance as well.

-In a study at UT Austin a proforma analysis was conducted to show the incremental revenue potential of alcohol sales. The analysis showed only 0.89% increase to the entire football program budget (Huang and Dixon 2013). – Certainly would appear to be a minimal amount based on the small percentage, however, UT-Austin's athletic budget for 2013-14 was \$161M. Based on that size of a budget the incremental revenue would still calculate out to approximately \$1.4M, so perhaps not insignificant from a financial perspective. We do not believe that a review can only be limited to the sale of beer...but instead should include impact on ticket revenues, merchandise sales, concession sales, etc. all of which are impacted if the overall fan experience is perceived as better/more entertaining.

**3. Recommendation of more resources allocated to prevention – As mentioned previously, the proposed plan would offer a controlled /monitored alternative within the stadium to help bring people out of the parking lots (less controlled environment). Having the ability to purchase a beer or wine offers fans a reason to come into the stadium /arena earlier and less reason to stay and potentially binge drink right until kick off/tip off time.**

-One study shows that game day fans drank significantly more than the last time they partied or socialized. Additionally, nondrinkers were most supportive of game day interventions followed by moderate drinkers, whereas heavy drinkers offered the least support (Glassman, Werch, Jobli, and Bian 2007)

**4. Recommendation for tailgating area to be closed during game time - This is one of the recommendations by the UW and City of Laramie police as a part of their support of the proposed plan. Also, no re-entry to the stadium is a secondary recommendation from the police departments. Both of these conditions relate directly to an effort to reduce binge drinking and place any drinking that occurs in a more controlled and monitored environment within the stadium instead of in the parking lots.**

-Study shows that after adjusting for individual and college characteristics, colleges that permitted alcohol at tailgate parties were significantly more likely to have students who reported drinking alcohol at the last home college sports event they attended (Nelson, Lenk, Xuan, and Weschler 2010). - Although student tailgates (without alcohol) have been tried within the last couple of years...they have not proven to be popular by the students. Currently, we do not offer student specific tailgate areas. This does not mean that students who are of legal drinking age do not participate in tailgating with their friends, but the same security and police monitoring that occurs throughout the tailgating areas would also apply to students of legal drinking age.

### **5. Increased enforcement recommended**

-Specific alcohol control policies implemented at sports events where alcohol was sold (i.e. checking IDs, prohibiting outside alcohol, limiting amount sold, and limiting time sold) were not associated with extent of drinking at sports events (Nelson, Lenk, Xuan, and Weschler 2010).

-Best practice recommendations (Flice, Hall, and Phillips 2015).

- Posting signs that intoxicated patrons will be removed and bags may be searched – Part of proposed plan
- Monitoring tailgating areas – Already occurs prior to games, at halftime and after games

- Banning stadium re-entry** – Included in the proposed plan
- Having security in parking areas after games** Already occurs after games
- Increased radio contact between concessionaires and medical and law enforcement personnel** – Radio contact already occurs including monitoring from a stadium “Command Center” with UW Police, City Police, Fire Department, Landmark Security and UW Athletic Department personnel participating.
- TIPS training of all staff** - Included in the proposed plan
- Time and quantity limits** – Included in the proposed plan
- Awareness campaign of change in policy** – Proposed plan would include “awareness promotions” and materials at wrist band and sales locations, video board advertisements, public address announcements, Drink responsibly signage, etc.
- Compliance monitoring** – Security and police officers would be positioned within close proximity to each sales location for monitoring and assistance if situations dictate.
- Intervention for intoxicated fans (sober tent, designated driver program)** Partnership with Safe Ride for departure from game transportation along with designated driver programs would both be something that would be pursued as part of the proposed plan. Both WYDOT and regional beer distributors have funding to help support these types of initiatives.

## References

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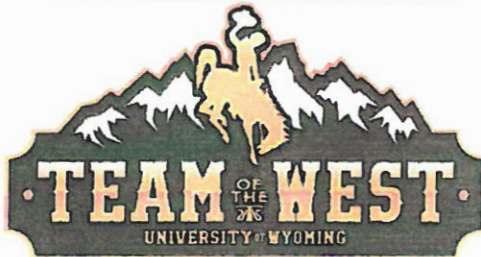
  
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**Subject:** RE: A-Team October 7th

Hi Billy,