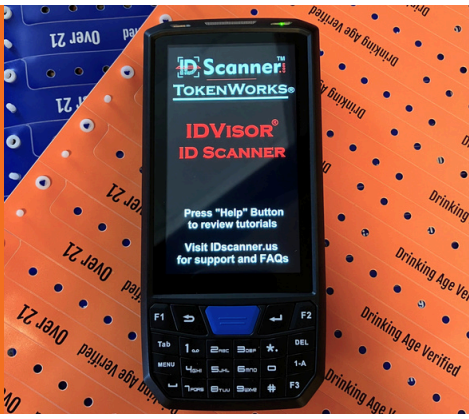




## Festival Toolkit



### Our Goal

Create an environment that encourages responsible substance use through prevention of the misuse of all substances.

**The Healthy Sheboygan County Responsible Substance Use Action Team** recognizes the efforts of local organizations, like yours, to provide fun and safe festivals throughout the year. In addition to the entertainment and financial benefits of events, we know you share our concern for the safety of all attendees and others in our community.

Careful event planning and a commitment to a safe, fun event are key to lowering the risk associated with alcohol. Reasonable restrictions on alcohol consumption can provide a safe and healthy environment for families, underage youth, and other concerned citizens attending your event.

**Purpose of Toolkit:** Provide local festivals and event planners with guidelines that can help decrease the number of intoxicated and underage patrons to prevent safety concerns.

**Establish & Enforce Alcohol Policies:** Using the guidelines in this toolkit, event organizers can create policies that will help reduce alcohol-related issues. After your event creates a policy manual, please provide the manual and training to event staff/volunteers. As with any policy, they must be enforced to be effective.

### RISK

Underage Alcohol Consumption (under 21)  
Serving Intoxicated Customers  
Drunk Driving/Traffic Crashes  
Property Damage/Vandalism  
Fights & Public Disturbances



### GUIDELINE

Sale of Alcohol at Public Events  
Law & Risk of Liability  
Age Compliance ID Checks  
Addressing the Intoxicated Patron  
ID Scanner & Wristband Resources  
Post Signage

**We know these events raise funds that support many local projects, so we hope you have a fun, successful event with lots of sunshine!**

Questions? Please email us at [hsc@sheboygancounty.com](mailto:hsc@sheboygancounty.com)

# Sale of Alcohol at Public Events Guidelines

## Prevent & reduce underage drinking



### **ID checks\*\* at the entrance to serving area.**

Verify age and authenticity of IDs. See page 5 for more information.



### **Use non-transferrable wristbands\*\* to identify attendees 21+.**

The use of wristbands allows for easy monitoring of underage drinking by event organizers and officers. To reduce wristbands being slipped off or transferred, use wristbands constructed of a material that does not easily stretch or rely on adhesive to remain fastened. Apply the wristbands with no more than a finger space between the band and the wrist. If the event is more than one day, use different colored wristbands for each day.



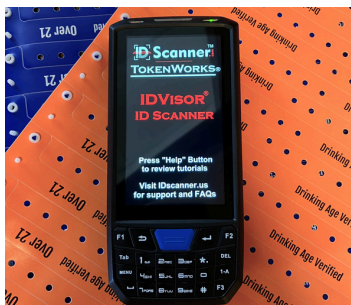
### **A secure perimeter around the serving area.**

Having a defined fenced or enclosed area for alcohol use allows for monitoring of alcohol consumption by patrons, minimizes alcohol access by minors, and help alcohol servers better notice the behavior of their patrons. No alcohol should be permitted outside the designated area.



### **Distinguishable cups for alcohol.**

Use distinguishable cups that allow for easy identification of alcohol vs alcohol-free beverages.



**\*\*Healthy Sheboygan County has ID Scanners, wristbands, and signage available for FREE. To request these free items, visit, [healthysheboygancounty.org/action-teams/responsible-substance-use/festival-toolkit](https://healthysheboygancounty.org/action-teams/responsible-substance-use/festival-toolkit).**

## Prevent & reduce excessive drinking and consequences

### Limit the number of beverages that can be purchased at one time.

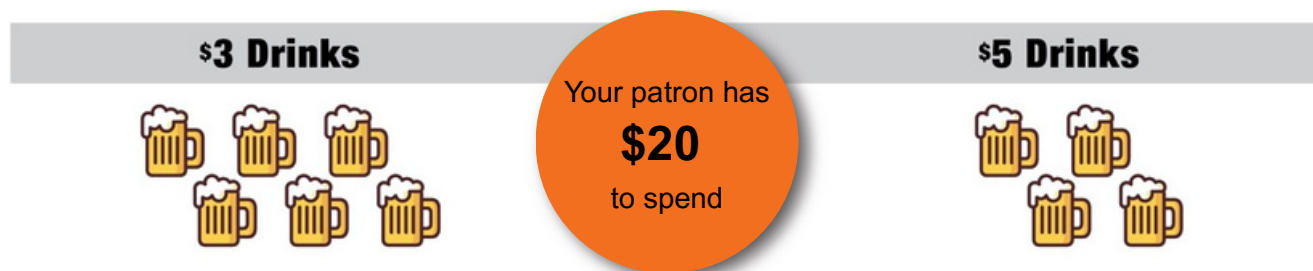
Allow no more than two drinks per purchase: one to two alcoholic drinks per ID.

### Limit serving sizes.

Serving size should be kept to the standards of 12 ounces (or less) for beer or wine coolers, 5 ounces for wine, and 1.5 ounces for distilled spirits.

### No discounted alcohol or specials. Alcohol priced higher than non-alcoholic.

Patrons usually have a budget at an event. If drinks are cheap, people will typically drink more creating higher intoxication, but no additional profit for you.



### No sales to obviously intoxicated individuals.

It is against the law to sell alcohol to an intoxicated person. Servers have the right and responsibility to refuse service to any patron who is obviously intoxicated.

### Prohibit servers from drinking.

This helps ensure that staff/volunteers make proper decisions when serving alcohol and help reduce problems with liability and staffing issues.

### End alcohol sales one hour before closing.

Stop alcohol sales one hour before the end of your event. This helps patrons process some of the effects of alcohol before driving away from the event. Post the times of alcohol sales so that patrons know when sales will end, especially if tickets are used for purchase. This also reduces patron arguments with servers when declining service.

### Sell food and non-alcohol beverages where alcohol is sold.

Provide and advertise food and non-alcohol beverages at the event and/or in the designated drinking area. Encourage servers to verbally inform patrons of these options. Also consider a Designated Driver program; use designated driver wristbands and provide a free non-alcoholic beverage to these attendees.

## Other guidelines to consider

### Do not make alcohol the main event.

Design marketing materials that showcase nonalcohol activities. Do not use advertising that promotes alcohol in areas where underage youth can view it. Studies show that alcohol advertising increases the risk of underage drinking.

### Security to observe alcohol sales.

Having a security officer posted at the point of sales (if the designated area is not fenced off) discourages minors from attempting to purchase alcohol. Additionally, servers can feel secure in declining an illegal sale to a minor or already intoxicated patron with security personnel available to reinforce their decision.

### Clear posting of rules/policies at entrance and point of sale.

This sets the expectation of behavior standards for patrons. Policies such as “Must be 21 to Drink,” “Anyone found purchasing Alcohol for Someone Under 21 will be escorted away from the event and police will be called,” and “No alcohol will be sold to someone who appears to be intoxicated” send a message that only legal sales of alcohol will be permitted.

### Training of staff/volunteers.

All staff/volunteers who will be serving alcohol should be trained in how to check IDs, put on wristbands (if applicable) and other best serving practices.



# How to Read & Check Wisconsin IDs

## Current ID Beginning Fall 2015

**What to look for:**

- ▶ Laser engraved tactile data
- ▶ Laser engraved micro lettering
- ▶ Overlapping data
- ▶ Laser engraved signature
- ▶ 'Under 18' or 'Under 21' feature
- ▶ Laser engraved variable data tactile 'wave' feature
- ▶ REAL ID compliant cards have a star verification mark ★

## Issued March 2012-October 2015 Some valid through 2023

**What to look for:**

- ▶ DOB always in blue, slightly larger text
- ▶ Last name printed first, on its own line
- ▶ First name, middle name and suffix follow on line 2
- ▶ REAL ID compliant cards have a star verification mark ★

# Know the Risks, Understand the Law & Liability

You could be held liable for service to an underage or already intoxicated patron, whether you are a server, bartender, manager, or owner at an establishment or concession, grocery or convenience store. Even in the home, you could be held liable for procuring, selling, or dispensing alcohol to an underage or already intoxicated patron.

## **WI Law 125.07: Underage and intoxicated persons; presence on licensed premises; possession; penalties.**

### **(1) Alcohol beverages; restrictions relating to underage persons.**

#### *The Law*

1. No person may procure for, sell, dispense, or give away any alcohol beverages to any underage person not accompanied by his or her parent, guardian or spouse who has attained the legal drinking age.
2. No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with any underage person not accompanied by his or her parent, guardian or spouse who has attained the legal drinking age.
3. No adult may knowingly permit or fail to take action to prevent the illegal consumption of alcohol beverages by an underage person on property, including any premises, owned and occupied by the adult or occupied by the adult and under the adult's control. This subdivision applies at a lodging establishment, as defined in s. 106.52 (1) (d), only if the adult has furnished payment or security for lodging. This subdivision does not apply to alcohol beverages used exclusively as part of a religious service.
4. No adult may intentionally encourage or contribute to a violation of sub. (4) (a) or (b).

#### *The Penalty*

A fine up to \$500 for a first-time offense and a court shall suspend any license or permit issued.

### **(2) Sales of alcohol beverages to intoxicated persons.**

#### *The Law*

1. No person may procure for, sell, dispense or give away alcohol beverages to a person who is intoxicated.
2. No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with a person who is intoxicated.

#### *The Penalty*

A fine up to \$500.

**NOTE: See WI Law 125.07 for the full law including penalties.**



# How to Address an Intoxicated Patron

Servers have the right & responsibility to **REFUSE** service to any patron who is:

- Obviously intoxicated
- In danger of being a drunk driver
- Below the legal drinking age

**DETER** an intoxicated patron.

There is no need to get into a confrontation; offer the patron choices to allow them to feel some control in the situation and “save face.” Choices could include food, nonalcoholic beverages, and activities.

*If* a confrontation occurs, try the following:

- Be ready to cope with patrons
- Be positive, honest, firm, and consistent
- Offer the patron choices: food, nonalcoholic beverage, or activity
- Monitor subsequent behavior

**STAY CALM**; do not get into a shouting match. Keep statements simple and direct. Do not take statements personally. Use “I” messages. For example: “I’m sorry I cannot serve you.” *NOT* “*You’re too drunk.*”

**BE DIRECTIVE**, but not authoritarian:

Show respect but define your limits.

## **DEMONSTRATE CONCERN**

You can demonstrate your concern for a patron even when you refuse service or ask that the person leave. Often the intoxicated patron’s friends can help resolve a conflict especially if they share your concern. Calling a cab or arranging for a ride and making sure the patron will not be driving is a way to express concern.

## **AVOID TOUCHING**

If an intoxicated patron attacks you, use only enough force to restrain the person.

Call for **HELP**

If all other options do not work, utilize security, law enforcement or other volunteers to assist.

# Sign Placement



- Wherever alcohol is served
- Entrance
- Throughout grounds



- Where wristbands are distributed



- Secured serving area



- Wherever alcohol is served
- Entrance

HSC has ID Scanners, Wristbands & Signage available for FREE. To request, visit [healthysheboygancounty.org/action-teams/responsible-substance-use/festival-toolkit](http://healthysheboygancounty.org/action-teams/responsible-substance-use/festival-toolkit).