Annual Update

Background

• In 2019, UNCW updated its Alcohol Policy, Policy 05.303, to recognize the authority of H.B. 389 (N.C.G.S. 18B-1006(a))

• Applicable venues consist of:
  ➢ Trask Coliseum
  ➢ Brooks Field
  ➢ Boseman Field
  ➢ UNCW Soccer Stadium Complex

• Activity has increased as COVID-19 restrictions and cases continue to drop
• Benchmarking sales data has proven to be unreliable due to COVID-19 outlier

Key Elements

• A wristband/ID Check is required to purchase and consume alcohol (this function is managed by Aramark at the point of sale)
• Everyone serving beer or wine is required to be a certified and properly trained server
• No sales to anyone appearing intoxicated
• Each sale may include only two beverages (beer or wine) per person
• No container may be brought in or out of the arena
FY 2021 Fan Attendance and Sales - Athletics

Athletic Games 2020-2021

- Basketball:
  - Fan Attendance: 1,425
  - Alcohol Sales: $0

- Baseball:
  - Fan Attendance: 21,252
  - Alcohol Sales: $20,944

- Softball/Soccer:
  - Fan Attendance: 2,639
  - Alcohol Sales: $0

FY 2021 Fan Attendance and Sales by Activity: Basketball, Baseball, Softball/Soccer.
FY 2022 Fan Attendance and Sales - Athletics

Athletic Games 2021-2022

- Basketball: 58,002 fans, $54,484.32
- Baseball: 16,387 fans, $18,864.56
- Softball/Soccer: 11,307 fans, $6,776.88

Fan Attendance FY21-FY22 and Alcohol Sales FY21-FY22
Fan Attendance and Total Sales - Athletics

Athletic Games 2019-2022

- **Basketball**
  - # of Fans: 123,388
  - Total Sales: $91,017.68

- **Baseball**
  - # of Fans: 45,797
  - Total Sales: $41,835.64

- **Soccer/Softball**
  - # of Fans: 23,502
  - Total Sales: $7,196.80
Applicable Feedback / Takeaways

- **Fan Experience**
  “New options at Seahawks Athletic events has enhanced the fan experience for many, and we look forward to more fans in the stands in the coming year.”

- **Adherence to Rules**
  - There have been no issues to date with fan behavior or lack of adherence to University guidelines

- **Continue to Monitor/Assess Operations**
  - Will adjust protocols as appropriate
  - Will provide an update in the October BOT as the data comparison becomes more accurate
Questions