

# UNCW Policy and Procedures Related to the Addition of Alcohol Sales in Athletic Venues

January 24, 2020



UNIVERSITY *of* NORTH CAROLINA WILMINGTON

# Policy Overview

(Policy unchanged since October 2019 Board of Trustees review):

- Last year, UNCW updated its **Alcohol Policy, Policy 05.303**, to recognize the authority of H.B. 389 (N.C.G.S. 18B-1006(a)).
- Restrictions on sales of unfortified wine and/or malt beverages in athletic facilities include, but are not limited to:
  - Sales occur only in athletic facilities for which the university has been issued permits by the North Carolina Alcoholic Beverage Control Commission.
  - University may establish specific times for alcohol beverage sales at events.
  - University may establish specific limits for purchase and consumption on premise.
  - All sales must be in accordance with North Carolina law.

# Procedures for Additional Venues

- Food Service provider Aramark has applied for NC Alcohol Beverage Commission (ABC) permits for additional venues: Brooks Field, Boseman Field, and UNCW Soccer Complex
- A wristband/ID Check will be required to purchase and consume alcohol, and this function will be managed by Aramark at the point of sale.
- Alcohol beverage sales will be co-located with other concessions, unless anticipated ticket sales warrant a separate stand.
- Any server designated to serve beer or wine will be certified and properly trained to both check ID and to serve.
- Beer or wine will not be sold to anyone appearing intoxicated.

# Procedures for Additional Venues (Cont'd)

- Only one beverage (beer or wine) will be sold per transaction. There is not a limit on total transactions per person.
- Beer will be sold in cans, and wine (in plastic bottles) will be poured in a cup.
- Non-alcoholic beverages and food, including hot food, will be available at concessions.
- Officials will be added to monitor fan safety and behavior.
  - Clear bag policy will be in effect at all venues. Two entrances will be manned for Brooks Field, and a single entrance for Boseman Field and the Soccer Complex.
  - Staff will specifically monitor student sections; e.g., at Brooks Field.
- Policies and procedures may be adjusted as conditions evolve.

# Procedures: Start and Stop Times

## Alcohol Beverage Sales - Start and Stop Times

### **Without Exception: No Start before 12 noon**

#### **Brooks Field - Baseball**

Start when Gates Open (*generally* 90 minutes before game start). Stop at Top of 7<sup>th</sup> inning.

- When there is a double header or tournament play, sell straight through until Top of 7<sup>th</sup> inning of the last game

#### **Boseman Field - Softball**

Start when Gates Open (*generally* 60 minutes before game start). Stop at Top of 5<sup>th</sup> inning.

- When there is a double header or tournament play, sell straight through until Top of 5<sup>th</sup> inning of the last game

#### **UNCW Soccer Complex**

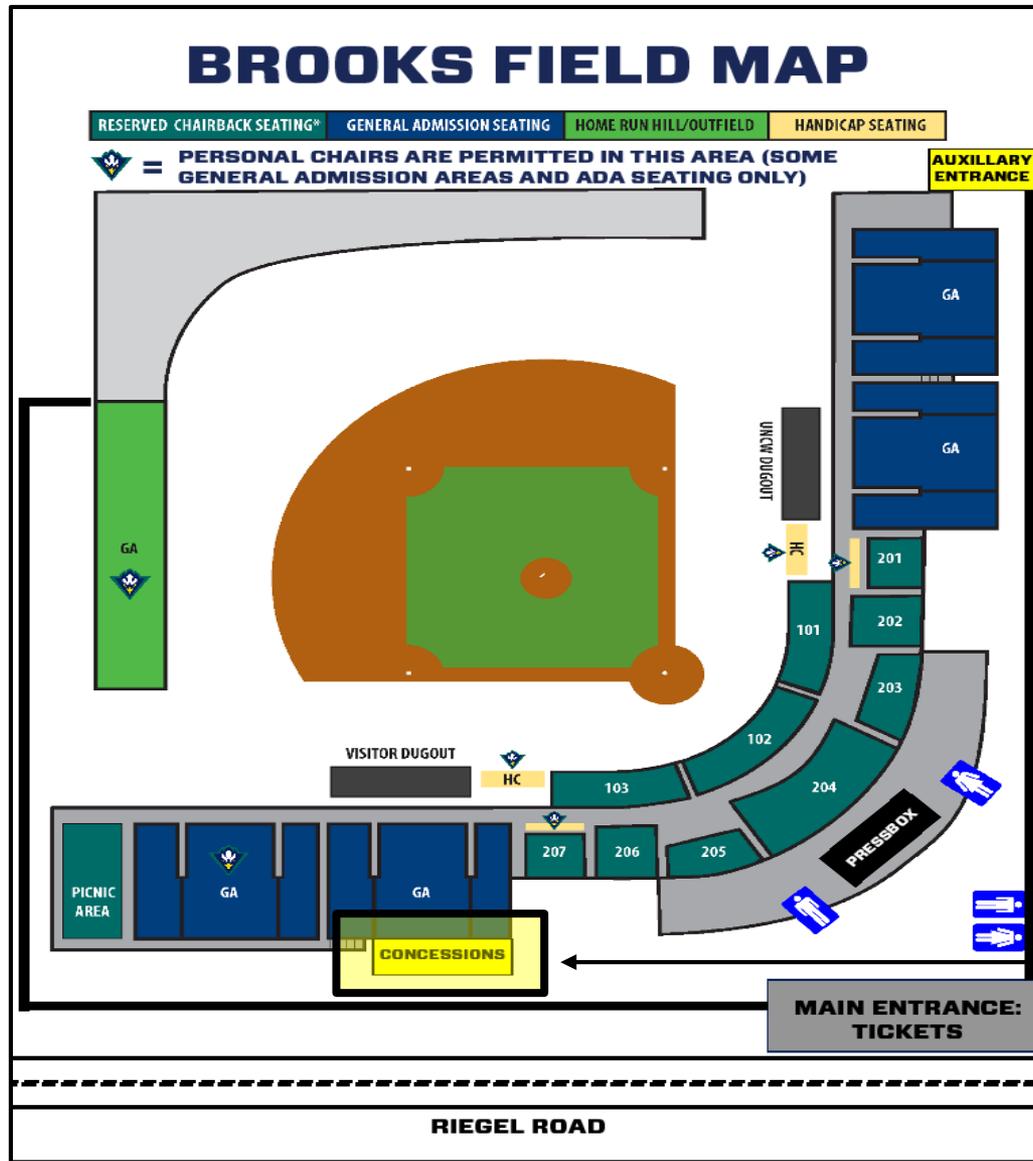
Start when Gates Open. Stop at Start of the Second Half.

- When there are two matches, sell straight through until the Start of Second Half of the last match.

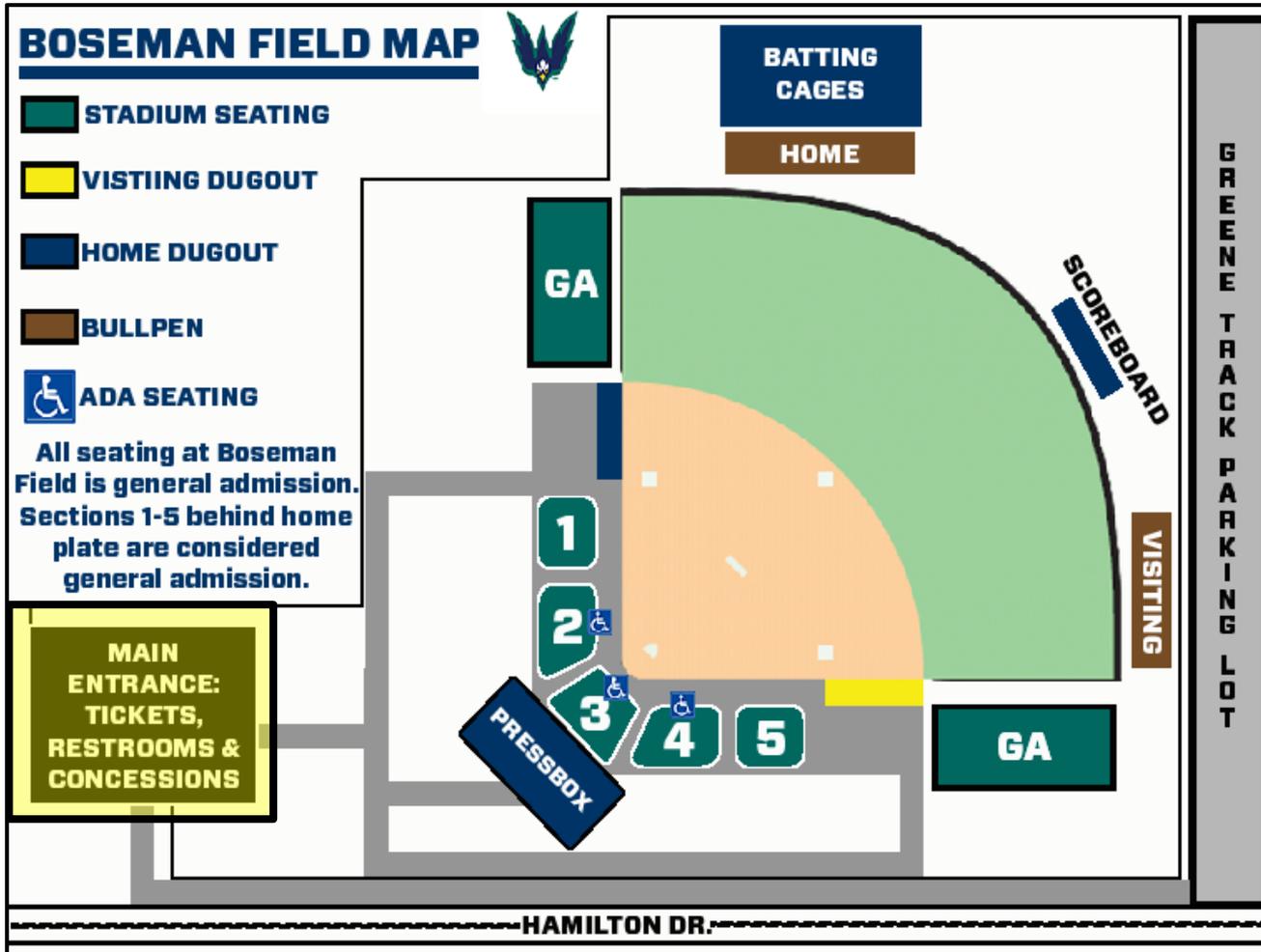


# Revenues

- Both beer and wine will be sold for \$8 per unit.
- UNCW Athletics has partnered with Aramark for the sale of alcohol beverages at events. Aramark will cover operating costs (not including security staffing) and provide to Athletics a 50% commission on gross sales.



Wrist-banding and Point of Sale Location



Wrist-banding and Point of Sale Location

# UNCW SOCCER STADIUM COMPLEX



Wrist-banding and Point of Sale Location

# Additional Venues Action Item

- **WHEREAS**, the North Carolina General Assembly and the State of North Carolina authorized the Board of Trustees to allow the issuance of permits under GS 18B-1001, GS18B-1002(a)(2), and GS 18B-1002(a)(5), as stated in GS 18B-1006(a), for use at a stadium, athletic facility, or arena on the campus or property of a public college or university, thus allowing the sale of alcoholic beverages as authorized by said permits and in compliance with the conditions in Session Law 2019-52; and
- **WHEREAS**, the Board of Trustees adopted a resolution on July 19, 2019 allowing the issuance of said permits with respect to athletic facilities on campus or property of the University of North Carolina Wilmington (UNCW); and
- **WHEREAS**, the Board of Trustees adopted a resolution on October 25, 2019 approving the sale of beer and wine at athletic events in Trask Coliseum; and
- **WHEREAS**, staff agrees to provide Board of Trustees an update on the sale of beer and wine at facilities in which such sales have been authorized at no later than its second regular meeting of each academic year; and
- **WHEREAS**, UNCW's food service provider (Aramark) has applied for NC Alcohol Beverage Commission (ABC) permits for Brooks Field, Boseman Field, and the UNCW Soccer Stadium Complex; and
- **WHEREAS**, staff have provided the Board of Trustees with relevant plans that were developed for the sale of beer and wine at athletic events to be held at Brooks Field, Boseman Field, and the UNCW Soccer Stadium Complex;
- **THEREFORE, BE IT RESOLVED**, that the Board of Trustees, by adoption of this resolution, hereby approves the sale of beer and wine at athletic events held at Brooks Field, Boseman Field, and the UNCW Soccer Stadium Complex, provided that said sales conform with applicable plans it received on January 24, 2020, and that all necessary permits be secured prior to any applicable transaction taking place.