

Report on Alcohol Sales at TCF Bank Stadium

Board of Regents
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Board of Regents Policy

Guiding Principles:

- **Compliance** with all applicable local, state, and federal laws
- Commitment to offering and promoting **education and counseling**
- Commitment to promoting a **healthy and safe** living and learning environment



Implementation Principles

- Provide a safe and fan-friendly atmosphere
- Respect donor commitments related to the Tribal Nations Plaza and Veterans Memorial
- Control the Game Day environment
- Ensure compliance with applicable laws and consistency with legislative intent
- Provide alcohol service/sales to 5,000-7,000 general seating fans each game
- Locate alcohol sales points of service that take into consideration proximity to student section seating, food service and restrooms, and number of fans expected to be served

Current Procedures for TCF Bank Stadium

- Sales limited to beer and wine (2 beverages per customer, per sale)
- Sales begin 1 hour prior to kick-off and end at the conclusion of half-time
- Sold in 3 designated locations in TCF Bank Stadium – (1) on the West Plaza, (2) outside Gate A, and (3) in premium seating areas
- Patrons may take their alcoholic beverage back to their seat to consume
- Patrons must show a valid ID before each purchase
- All servers of alcohol receive industry standard TIPS or TEAM training
- “Drink responsibly” messaging is displayed at every point of sale
- A designated driver program is in place and available to patrons
- Security personnel and UMPD monitor enforcement of laws regarding over-consumption and legal age



Two Year Pilot – 2012 and 2013

- Public Safety Impacts
- Neighborhood Impacts
- Student Experience and Alcohol Use
- Fan Experience
- Financial Results



Public Safety Impacts

TCF Bank Stadium Police Incidents 2009-2013

	2013 Season (Pilot)	2012 Season (Pilot)	2011 Season	2010 Season	2009 Season
Alcohol related	59 (34 underage)	43 (11 underage)	57 (23 underage)	77 (38 underage)	74 (34 underage)
Disorderly Conduct	5	9	3	20	10
Other	8	4	6	4	12
Total	72	56	66	101	96

Student Alcohol Use Declining

2013 Boynton Health and Health-Related Behaviors Survey
UMTC Students 18-24 years old

	2007	2010	2013
Consumption of any alcohol in the past 30 days	73.7%	71.1%	70.0%
Average number of drinks per week	4.5	4.5	4.1
Engaged in high risk drinking (Consuming five or more alcoholic beverages in a row in the previous two weeks)	41.6%	37.5%	35.2%



TCF Bank Stadium Alcohol Sales and Revenues

	Gross Sales	ICA Commissions	Net Profit for ICA	Attendance	Alcohol Sales per Capita
2012 Season	\$907,268	\$221,706	\$21,118	251,262	\$3.61
2013 Season	\$1,061,333	\$325,567	\$181,678	276,536	\$3.84



Future Sales and Service

- TCF Bank Stadium:
 - Continued sale of beer and wine in premium areas and in the seating bowl of the Stadium, consistent with current policy and guiding principles. Plan to increase points of sale in order to enhance convenience to the general public.
 - The University recommends that the sunset language be deleted from the “Note” to Minnesota State Statute [§ 340A.404](#), subdivision 4A. The University does not recommend any additional changes to the Statute.
- Mariucci and Williams Arenas:
 - Continued sale of beer and wine in premium areas *only*. The University strongly opposes any expansion of alcohol sales to the general seating areas of these venues during intercollegiate athletic events.



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