

Considerations for Serving Alcohol at Your Event

The City of Eau Claire wants everyone who is considering selling alcohol at their event to take an approach that ensures the safety of all participants. The questions below were intended to help you think through how serving alcohol will impact your planning. You need to establish plans, policies, and procedures before your license is reviewed, and be ready to implement them at your event.

Who do you expect to attend?

- Who is the event geared toward? (ie: youth, youth & parents, college students, adults)
- How many people are expected to attend?
- What percentage of this group is expected to be under age 21?

What policies need to be considered?

- Does serving alcohol at this event violate any school/university/organization policy?
- Will there be a policy against serving those under 21, even with a parent present?
- Will there be a policy against bartenders (volunteer or staff) drinking while on duty?
- Will there be a policy to only use clear plastic cups for serving beer or wine?
- What is the number of drinks that can be purchased by one person at one time?
- How will you handle someone who has had too much to drink before coming to this event?

Where will alcohol be sold?

- Will alcohol be served near attractions for youth or children?
- What is the plan to securely store alcohol that is not being used?
- What location or portion of the overall event space will your alcohol license cover?
- Will there be a beer garden?
- Where will you post your license that you are required to display at the event?
- Is security necessary?

When will alcohol be sold?

- What length of time will alcohol be available at the event?
- How soon before the end of the event will last call be issued?
- How many licensed bartenders will work during the event?

How will alcohol be sold?

- Will those checking IDs have training? What training will be used?
- Will people be asked to show ID each time they purchase alcohol?
- Will wristbands be used? If so, where will they be issued?

Will you have a Beer Garden area?

NO

- How many security people will be hired to monitor safety and assure no underage drinking?
- Is security paid or volunteer? Are volunteers trained?
- How will you prevent people from carrying alcohol out of the event?

YES

- What are the number and width of entrances/exits to beer garden?
- How many security people will staff entrances/exits? Are these volunteers trained?
- Will additional volunteers monitor perimeter of beer garden when a second fence is not used. How many are needed? Are these volunteers trained?
- Is anyone under the age of 21 allowed in the beer garden?
- Will firearms be prohibited or will you post "Guns and Alcohol Don't Mix" signs?