

Alcohol at Fairs & Festivals - Policy Taxonomy

I. Overall

- A. Have special alcohol-free days/nights for multi-day events (2)
- B. Sponsor special activities for underage youth (2)
 - 1. Particularly which appeal to target demographic
- C. Limited alcohol sponsorship (3)

II. Security, Enforcement, & Crisis Management

- A. Security staff presence (1)
- B. Require that security staff be adequately trained (3)
- C. Establish procedures for managing intoxicated persons (2)
- D. Utilize technological aids for determining (e.g., passive breath sensors)
- E. Establish age identification checking procedures (2)
 - 1. Technological aids – fake ID detection, etc.
 - 2. Markers (wristbands, etc.) (2)

III. Space and boundary issues

- A. Restrict alcohol to specific areas (1) (2)
 - 1. Prohibit underage youth (2)
 - 2. Keep people from leaving the specified area with alcoholic beverages (2)
- B. Have alcohol-free areas (1) (2)
 - 1. Which are “adequate and proportional” (2)
 - 2. Well-marked with signage (2)
 - 3. Well-publicized before event (2)
 - 4. Patrolled by security/enforcement personnel (2)
- C. Ban alcohol consumption in parking lots and monitor the lots (3)
- D. Disallow participants from bringing their own alcohol to the event (2)
- E. Prevent people from leaving with alcohol (1)

IV. Server Requirements

- A. Require alcohol license holder to have liability insurance (check your state laws for specific legal requirements on liability) (3)
- B. Restrict age of server (1)
 - 1. Require alcohol sellers to be at least 21 years old (3)
- C. Require server training (1)
 - 1. Require all alcohol servers to be licensed vendor servers (2)
- D. Require a manager to be on duty at the alcohol booth at all times (3)
- E. Prohibit servers from consuming alcohol (2)

V. Sales Limitations & Enhancements

- A. Restrict number of drinks per sale per person (1)
 - 1. Limit to 1 or 2 at a time (3)
- B. Alcohol container size (1)
 - 1. Limit cup sizes to 12 ounces (2)
- C. Have distinguishable cups for alcohol (1)
- D. Sell food and non-alcoholic drinks and provide water (2)
- E. Establish food and alcohol-free beverage booths adjacent to alcohol booths (2)
- F. Stop sales before end of event (1)
 - 1. At least 1 hour before event ends. (2)
- G. Require signs indicating the illegality of providing alcohol to minors and obviously intoxicated persons (3)

Additional Community

- A. Enforcement operations (compliance checks)
- B. Community organizing campaigns

(1) Toomey, Erickson, Patrek, Fletcher, & Wagenaar (2005)
(2) Edmonston, Mathews, & Miller (n.d.)
(3) Alcohol Epidemiology Program (2009)

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