What is the nature of your event?

☐ Sporting Events
☐ Concerts
☐ Fairs and Festivals
☐ Unplanned Events

Challenges - Overview

- Two basic types of events
  - Sanctioned and Authorized / Permitted
    - Pre-planned
    - Hosts and sponsors identified
  - Impromptu / Unsanctioned
    - While the event is planned
      local authorities are not
      included in the planning
    - Event organizers are not
      readily identified and may be
difficult to hold accountable
Challenges - Overview

- Resources
  - Not just enforcement, but **all** types
  - Are the stakeholders invested in the event?
  - Planning for the unthinkable

- Unsanctioned events
  - Blast events
  - Events that grow beyond the ability to manage
  - Accountability for those who are responsible
Challenges - Overview

- **Off shoot events**
- **Private parties**
- **Typical problems**
  - Resources focused elsewhere
  - Not uncommon to have illegal activities (drugs, underage drinking, loud and disorderly parties)

Challenges - Overview

- **Multi-Jurisdictional Issues**
  - Just whose event is this anyway?
  - Command and Control
  - The moving event
  - The enforcement mindset
    - Goals of enforcement
    - Is everyone on the same page?

Resources

- **Do we have what we need?**
  - Current economy = reduction in staffing
  - Specialized positions lost to generalist
- **Help with the planning**
  - Think about who can help this process
  - Other agency input – don’t be afraid to call on others
Resources

- Citizen Volunteers
  - Many tasks don’t require police officers
  - Additional eyes and ears for the event
  - Evaluate various tasks and see what can be done with their help
- Training
  - Both law enforcement and citizens involved in the operation need training
  - Plan ahead and make sure they are ready
  - Success will come with the training and everyone will be happier and better prepared

Be Part of the Planning Process

- Reduces Problems
- Reduces Conflicts
- Reduces Liability Risks

The Planning Process

The planning process should include all parties that will be involved with or affected by the event.

- Inform members of what to expect, make introductions of new comers.
- vendors
- town/county council rep
- community reps
- retail association
Consider the overall impact on the community and the surrounding neighborhoods.

The Planning Process/For Scheduled Events

Location will determine the need for:

- Street Closings/Traffic Control
- Additional Crowd Control
- Outside Agency Involvement
- Community Notification
- Media Notification

How important is selling alcoholic beverages to the success of the event?

Is it a primary source of income?
Special Event Education

- Inform the community about the alcohol laws and policies that will apply to the special events.
- Utilize the media, including social media, to help get your message out.
- In campus environments use student orientation and alcohol awareness programs as a method of communicating the event policies.

An effort to inform…
Special Event Education

The individuals responsible for checking ID’s should receive comprehensive server training.

Law enforcement should receive adequate training in fake ID detection.

Alcohol Control Measures

- What types of alcoholic beverages are being served?
- What types of containers are being used?
- Are there serving limitations?
- Are there specified areas where alcohol is permitted and where it is not?
- Are food and non-alcoholic beverages a requirement?
- What are the serving times?
- Is there a “Cut Off” procedure?
Signage

There should be ample signage placed in the parking areas, along the perimeter, and throughout the event grounds.

The signs should identify the rules and regulations, laws and ordinances pertaining to alcohol possession and consumption, and “No Alcohol Zones”.

Other Considerations

- The availability of free water.
- The adequate number and positioning of portable restrooms and trash cans.
- The availability of cool down stations.
- Will there be a centralized information tent/area?
- Will maps or directories be posted or available?

Other Considerations

- Establish a policy for items that will not be allowed within the event area, such as coolers, bags, and other carry items.
  - Advanced notification and signage!
- Will there be pre-entry inspections? Who will conduct them?
Concealment?

More creativity....

Flip Flops??
Pocket Shots... $0.99!!

Stash Cans

Stash Cans
Un-Sanctioned Events

- Recent trend toward events organized through social networking

Un-Sanctioned Events

- Primary Issues
  - Planning does not include community / public safety
  - Communities forced to scramble resources to handle issues and manage event
  - Difficulty in identifying hosts / responsible parties and no accountability for them
  - No way to recoup the costs of the event
  - Higher level of risk for participants / community
  - In some cases, ordinances do not address the real problem

Un-Sanctioned Events

- Responses
  - Evaluate your current laws and statutes to see if they adequately address these types of events
  - Monitor social networking sites for these potential events
  - Maintain good communications with the industry – often times they will have advanced knowledge
  - Follow standards of planning and include all stakeholders.
Multi-Jurisdictional Issues

- Planning is key
  - Roles identified and officers /citizens assigned to match their role
- Operational Goals established
  - Near zero tolerance
  - Harm Reduction
  - Managing public safety with minimal enforcement

Underage Drinking Enforcement Training Center
Contact Information (UDETC)

- 1-877-335-1287 toll free
- [www.udetc.org](http://www.udetc.org) website
- [udetc@pire.org](mailto:udetc@pire.org) email address

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