



TO: Liquor and Cannabis Board (LCB), Board

FROM: Licensing

DATE: March 26, 2025

SUBJECT: Spirits Consumption in General Seating at Sports & Entertainment Facilities

History and Request Overview

For Sports & Entertainment Facilities, if alcohol service is requested outside of the parameters listed in the table found in WAC 314-02-058(3)(b), a special request with justification for the alcohol service area must be submitted with the operating plan for consideration by the board.

To date, three requests from large venues for spirits in general seating have been approved for pre-made batched and canned spirits cocktails. The first approval was in April 2020, when batched spirits cocktails were approved for permanent inclusion in operations at T-Mobile Park after a successful pilot program. Since then, Lumen Field and Climate Pledge Arena have both completed successful pilot programs for the same level of service and have been approved to permanently include pre-made batched and canned spirits cocktails in their operations. In addition to the larger venues, one small venue has been approved to add pre-made batched and canned spirits cocktails and seven others have been approved to add strictly canned spirits cocktails to their menus for consumption in their general seating areas.

Representatives for Levy at Lumen Field have requested consideration of a pilot program that would allow for expanded spirits consumption in general seating beyond pre-made batched and canned spirits cocktails. Their request included limitations on spirits service conditions such as restriction of spirit types for sale, limiting concession locations where spirits drinks will be sold, and inclusion of this service only during National Football League and Major League Soccer games. The previous successful pilot programs have served as a natural path towards the inclusion of expanded spirits service at these venues and all three of these licensees have expressed interest in pursuing this expanded service.

Because of this interest from multiple licensees, the Licensing Division sought input from the Enforcement Division, the Public Health Education Liaison, and the Research Program to determine if a single pilot program with the originating licensee or a more comprehensive evaluation that included all three interested licensees would be appropriate. Representatives from all of these units met on several occasions to discuss this request, evaluate the potential options for implementation, and to begin development of a suitable project. It was determined that a project that includes all three licensees and a wide range of event types would provide the best opportunity to evaluate the impact, or lack thereof, this level of service would have on risk to public health and safety.

In addition to internal meetings, the Licensing Division initiated two other endeavors as part of this evaluation. First, at the request of the Licensing Division, the Research Program began a research project to evaluate alcohol use and sporting events across the country. Their work was completed in September 2024 and culminated in the publication of a report that summarizes various findings from across the country as well as how Washington handles alcohol control at sports venues. Secondly, the Licensing Division hosted the first Meeting with Industry between

the LCB and these licensees on November 4th, 2024. This meeting included representatives from a range of internal offices, including those previous involved in internal discussions as well as Board Member Vollendroff. The primary focus of this meeting was to ensure these licensees were aware of the agency's intent to partner with them on this project as well as to provide them an opportunity to give input regarding their current operations, reasons for their interest in this service expansion, and how they can accommodate a wide range of efforts to both support data collection for measuring success as well as to support risk mitigation.

Review Process, Data Analysis, and Report Development

Representatives from Licensing, Enforcement, Public Health & Education, and the Research Program have had the opportunity to review input from these licensees, including incident reports, data collection points, and feedback that the licensees have provided. The licensees have committed to providing sales and incident report data as well as to collaborate on potential survey opportunities with guests. In addition to data provided by the licensees, the agency has access to data from the Washington State Patrol and the Seattle Police that will aid in evaluation of incident trends related to these venues. Our team intends to make full use of these opportunities to conduct ongoing evaluations on sales trends and incident reports both from within the venues as well as outside them.

Security and Safety Measures

As part of their original request, Levy at Lumen Field have committed to increasing the alcohol service and security staff-to-guest ratio that they maintain to 1:45, improving on the ratio of 1:50 that is mandated in WAC 314-02-058. At full stadium capacity, this would be an increase in alcohol service and security staff from 1,375 to 1,527, adding approximately 150 staff during peak attendance. All three venues have also elaborated on the reporting systems that they have in place to support guests who need assistance with disruptive or aggressive behavior they experience in the venues and will continue to promote these systems during events and through their media channels. In addition to these elements, the agency has been afforded an opportunity to review the incident reporting and recording procedures at all three venues and will work to ensure these procedures are conducted with best practice in mind and provide appropriate data for continued evaluation of alcohol related incidents such as minors-in-possession, alcohol related ejections and medical incidents, and denial-of-entry.

Recommendation

Due to the agency's work and collaboration with the subject licensees across this request and multiple other related pilot projects, we are recommending approval of a large-scale pilot project that would allow for implementation of spirits sales and consumption throughout general seating at Lumen Field, Climate Pledge Arena, and T-Mobile Park. This project would allow for an increase in service across a broad spectrum of event types to enable a holistic evaluation of its effects. We are also recommending the following requirements as part of the project:

- Participating licensees will increase their alcohol service and security staff-to-guest ratio to 1:45 for the duration of the project.
- Participating licensees will not be allowed to increase the number of points of sale in their venues to accommodate the pilot project. They will only be allowed serve spirits from currently approved spirits points of sale or to add spirits offerings to their menus at other currently approved points of sale within their venues. As proposed by Levy at Lumen Field, spirits service may be added to ten (10) currently approved points of sale. Based on comparative venue capacity, spirits service may be added to seven (7)

currently approved points of sale at T-Mobile Park and to three (3) currently approved points of sale at Climate Pledge Arena.

- Spirits service at participating venues will be limited to standard handmade cocktails from a basic spirits menu of vodka, rum, gin, tequila, and whiskey/bourbon with an alcohol by volume (ABV) level of 12.5% or less. Cocktail serving sizes will be ten ounces or less, and guests will be limited to two drinks per purchase as with all other alcoholic beverages. Stand-alone single servings of spirits (i.e., shots), doubles, and bottle service will not be permitted as part of the pilot project.
- Participating licensees will work with the agency to ensure incident reporting and recording procedures at all three venues are consistent, conducted with best practice in mind, and provide appropriate data for continued evaluation.
- Reviews will be conducted at the six- and twelve-month marks to evaluate incident trends, sales trends, and impacts to public health and safety. These reviews will be supported by incident and sales reports to be provided by the licensees that show comparative analysis between pre- and post-project data.
- Enforcement will place an increased emphasis on site visits at these venues through the duration of the project to assist with evaluation of both the effects of an increase in staff as well changes to the levels of service.
- If there are no league (MLB, NFL, MLS, NHL, etc.) conflicts, the Research Program should collaborate with the licensees to implement and evaluate project-specific guest surveys as an additional means of data collection to support ongoing project evaluation.

Pilot Program Re-evaluation

If the board agrees, we will conduct an annual re-evaluation of the levels of service requested, to include development of a report by the Research Program that evaluates the impacts of this change based on the metrics outlined above. Enforcement premises checks will continue and the LCB retains the right to require reductions in approved levels of service should the licensees fail to maintain the current levels of success concerning prevention of service to minors, overconsumption, and risk to public safety.

Supporting Documents

- Attachment A – SEF Pilot Project History Timeline
- Attachment B – Lumen Field Request for Exception
- Attachment C – [Research Brief: Alcohol Use and Sporting Events](#)
- Attachment D – Follow-up Input from Lumen Field
- Attachment E – Follow-up Input from Climate Pledge Arena
- Attachment F – Follow-up Input from T-Mobile Park

This memo was presented and approved by the Board on March 26, 2025.

Jim Vollandroff, Board Chair

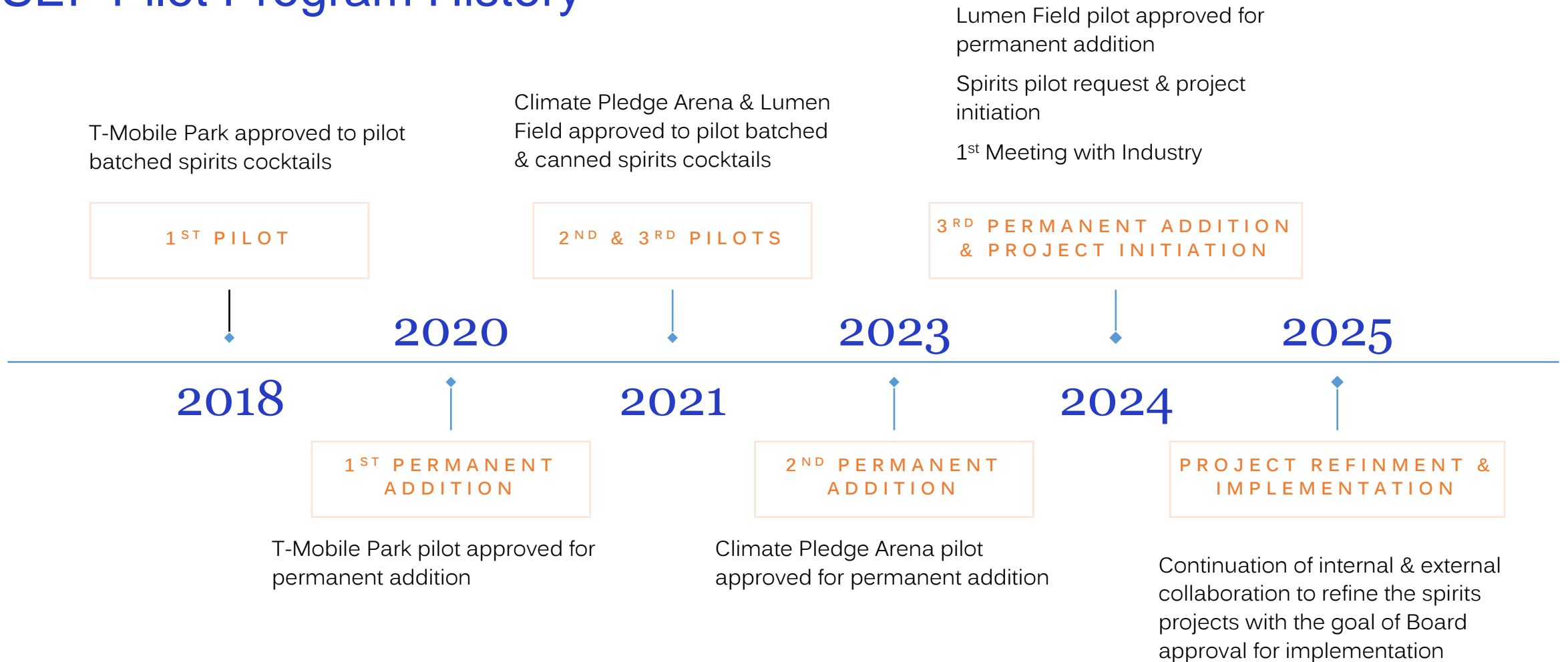
Ollie Garrett, Board Member

Pete Holmes, Board Member



Washington State Liquor and Cannabis Board

SEF Pilot Program History



MILLER MALONE & TELLEFSON

3110 RUSTON WAY, SUITE F • TACOMA, WASHINGTON • 98402
PHONE: 253-759-9595 • WWW.MMTLAWFIRM.COM

May 30, 2024

Via email to joe.radermacher@lcb.wa.gov
& US Postal Service to

Mr. Joe Radermacher
Licensing and Regulation
Washington State Liquor & Cannabis Board
1025 Union Avenue SE
Olympia, WA 98504

**RE: Lumen Field (WSLCB No. 81856)
Request for Exception to Normally Approved Levels of Service**

Dear Mr. Radermacher:

Thank you for your recent efforts developing a standardized Alcohol Operating Plan (AOP) for Sports Entertainment Facilities. While Lumen Field and Event Center (hereafter referred to as Lumen Field) is in the process of finalizing the standardized AOP, I am enclosing a *Request for Exception to Normally Approved Levels of Service* (the *Request*) for a pilot program authorizing the sale and service of handmade cocktails in the general seating areas of Lumen Field. To review, batch cocktail and ready-to-drink (RTD) cocktail service is currently allowed throughout Lumen Field's seating areas, while handmade cocktail service is limited to lounges, club level seating, and luxury suites. In response to consumer demand, Lumen Field seeks to make limited handmade cocktail service available in the general seating areas to attendees over the age of 21.

While details of the proposal are included in the enclosed *Request*, several of the salient points are highlighted, below.

1. Limited Spirits Service. The licensee proposes to include limited spirits service bars offering up to five types of base spirits at up to twenty concession areas throughout the stadium *i.e.*, a basic spirits menu of vodka, rum, gin, tequila, and whiskey/bourbon. Cocktails will be served in either recyclable 10 oz aluminum cups or 10 oz, striped, compostable cups, as currently used for spirits service at Lumen Field. Consequently, a standard 1.25 oz pour would result in an alcohol by volume (ABV) of approximately 12.5% per cocktail. High ABV cocktails such as martinis, Long Island Ice Teas, etc. will not be available in general seating areas, and the purchase of straight alcohol *i.e.*, shots will not be permitted. Consistent with the existing Operating Plan, customers will be limited to two alcoholic beverages per order; if a customer orders a double, it would count as two beverages towards the two-drink maximum. Customers will be allowed to bring handmade cocktails back to their seats to enjoy while viewing the event.

2. **Points of Service.** When operating at capacity for approximately 69,000 attendees, up to ninety-four (94) of Lumen Field's concession stands currently include some form of alcohol service. If approved, the *Request* would allow handmade cocktail service to be provided at a maximum of twenty (20) of the existing ninety-four (94) concession areas: ten (10) existing spirits service areas such as the Loft Bars and Spirits on Main; and ten (10) spirits service areas newly incorporated into existing concession stands such as the Toyota Fan Deck. The number of service areas in operation would correspond to expected event attendance, and service areas would be reduced for events with smaller audiences *e.g.*, the Toyota Fan Deck, located on the Summit Level, may not be activated for events at which the audience occupies only the Field and Main Level seating areas.

3. **Safety and Security Plan.** A ratio of one service and security staff to every forty (1:40) attendees will be maintained to surpass the WSLCB's minimum staffing requirement (1:50). Additional MAST training will be provided to event staff, and FGI/Levy will seek to ensure a minimum of 75% of all day-of-event employees have received MAST and/or Responsible Liquor Sales training. For events at which handmade cocktail service will be available, additional Alcohol Observation and Compliance Teams will circulate throughout the seating and service areas to monitor and address potential alcohol-related issues. Consistent with the existing Operating Plan, tailgating activities will not be permitted on the licensed premises.

Lumen Field employs a staffed, state-of-the-art video surveillance system, using over 400 cameras to ensure the safety of its staff and guests. WSLCB enforcement officers will be provided access to the video surveillance room during events. Lumen Field maintains its own security department that is present for all events held at the facility. Depending on the nature of the event and/or the projected attendance, additional security teams may be deployed, including, but not limited to law enforcement officers from the Seattle Police Department, King County Sheriff's Office, and Washington State Patrol.

4. **Local Authority/Seattle Police Department.** Representatives of the City of Seattle and Seattle Police Department (SPD) were contacted in conjunction with the *Request*, and no objections were raised. SPD asked Lumen Field to amend the *Request* to (a) limit the initial pilot project to professional sporting events and (b) include additional Alcohol Observation and Compliance Teams and/or security during events offering handmade cocktails. The *Request* has been amended accordingly, and SPD confirmed it is "comfortable supporting this proposed pilot project" as amended.

5. **DUI's.** While I understand the WSLCB has access to relevant DUI data, a public records request for this information has been submitted to the Washington State Patrol (WSP) regarding potential DUI's that may be associated with Lumen Field & Event Center in 2023.

6. **Alcohol Related Ejections.** In 2023, Lumen Field hosted approximately 2.2 million attendees at 102 events. Events included ten (10) Seahawks games, thirty-seven (37) professional soccer matches, eight (8) concerts/stadium events, and forty-seven (47) concerts in WaMu Theater. Of the 2.2 million attendees, 345 were ejected for alcohol-related reasons. This equates to .015% of the total number of attendees. In 2019, and prior to the recent pilot project, approximately 2.173

million people attended events at then-CenturyLink Field and Event Center and the ejection rate was .02%.

Thank you in advance for your attention and consideration of this request. Please do not hesitate to contact me if you have any questions or need additional information.

Sincerely,

MILLER MALONE & TELLEFSON



Dave Malone

Cc: Sarah Davis, *via email only*

Enc.

REQUEST FOR EXCEPTION TO NORMALLY APPROVED LEVELS OF SERVICE

First & Goal Inc. and Levy Premium Foodservice Limited Partnership request an exception to alcohol service procedures to allow handmade spiritous cocktails to be purchased and consumed throughout all seating areas of Lumen Field and Event Center (Lumen Field) during professional sporting events, which may include:

- Professional Football
- Professional Soccer

The following summary, in combination with an accompanying memorandum, is provided as justification for the request:

A. Type, Size, and ABV of Beverages to be Sold.

1. Standard handmade cocktails will have an alcohol by volume (ABV) level of 12.5% or less. Cocktail serving sizes will be ten ounces or less, and guests will be allowed to bring purchased cocktails back to their seats. Neither single servings of spirits *i.e.*, shots nor bottle service will be permitted.
2. Pursuant to WAC 314-02-058, patrons will be limited to two alcoholic beverages per person per transaction. If a person requests a double *i.e.*, a second pour of alcohol for their cocktail, the cocktail will be counted as two beverages for purposes of WAC 314-02-058.
3. Cocktails will be prepared, sold, and served only by MAST permit holders from a maximum of twenty (20) concession areas when Lumen Field is configured for maximum occupancy.
4. All beer, wine, and spirits will be served in different sized and marked containers from those containing non-alcoholic beverages. All cocktails will be served either in 10 aluminum cups or in clear, 10oz compostable cups and distinguished by striped colors. All non-alcohol beverages will be served in 22oz branded Coke/Coca-Cola cups or 12oz opaque cups clearly distinguishable from cups containing alcohol.

B. Service Areas for Handmade Cocktails.

1. When operating at full capacity for approximately 69,000 guests, Lumen Field may operate up to 94 concession areas selling spirits, beer, or wine.
2. The sale of handmade cocktails will be conducted from no more than twenty (20) fixed or portable concession locations throughout Lumen Field. The concession areas will include ten locations currently offering cocktail service, and modification of ten concession areas that currently offer beer, wine, and/or ready-to-drink cocktail service. A floor plan designating the handmade cocktail concession areas to be activated for an event will be provided to WSLCB Enforcement officers as part of Lumen Field's regular event scheduling updates. Portable concession areas will not be moved during the MLS or the NFL season, without prior written approval from the WSLCB. Handmade cocktail service areas may be reduced for events with fewer attendees and/or higher youth attendee demographics.

3. Hawking of handmade cocktails in Lumen Field will not be permitted.
4. In-seat ordering and/or service of handmade cocktails will not be permitted.

C. Additional Factors Warranting the Requested Exception.

1. The service-security staff/fan ratio will be at least 1 to 40, exceeding the minimum required by WSLCB rule (1:50). Additional Alcohol Observation and Compliance Teams (AOCT) will circulate throughout the seating areas to monitor and address potential issues associated with minor access or overservice.
2. Security at Lumen Field includes the First & Goal Inc. security team, commissioned officers from the Seattle Police Department, King County Sherriff's Department Deputies, and members of the Washington State Patrol. Security at Lumen Field also consists of a state-of-the-art surveillance system that includes a network of 400 cameras and a fully staffed surveillance room during all events hosted at the Facility. WSLCB enforcement officers will have access to the surveillance room to observe sales and attendees.
3. For any event at which cocktail service is offered, the Licensee will seek to ensure a minimum of 75% of all Facility staff working at the event have previously received MAST and/or Responsible Liquor and Tobacco Sales training.
4. "Tailgating" or similar activities involving alcohol is not, and will not be, permitted on Lumen Field premises.
5. Approximately 2.2 million people attended Lumen Field and Event Center, including WaMu Theater, in 2023. Of the 2.2 million attendees, only 345 people were ejected from the Facility for alcohol-related issues. This equates to an ejection rate of .015%.
6. WSLCB lighting requirements will be maintained for all events.
7. A public records request has been submitted to the Washington State Patrol for potential DUI activity associated with the Facility in 2023.
8. The City of Seattle and the Seattle Police Department have been informed of the pending *Request for Exception to Normally Approved Levels of Service*. To date, neither the City nor SPD has expressed any public safety concerns with this *Request*, and comments regarding (a) limiting the initial Pilot Project to professional sporting events and (b) providing additional Alcohol Observation and Compliance Teams have been incorporated herein.



Washington State Liquor and Cannabis Board

Research Brief

Alcohol Use and Sporting Events

September 2024

LCB Research Program

The Research Program at the Washington State Liquor and Cannabis Board (LCB) is a non-partisan, transparent resource focused on public health and safety outcomes related to the products, policy, and regulation of alcohol, cannabis, tobacco, and vapor products.

Purpose

This brief provides a summary of the research literature on alcohol consumption during sporting events, best alcohol management practices, and potential risks associated with distilled spirits consumption relative to other alcoholic beverages (e.g., wine and beer). This brief is based on a review of existing evidence including scientific literature, government reports, policies, and other credible information sources.

This document does not represent an official position of LCB.

Contact

For more information about the Research Program and its work, please visit: lcb.wa.gov/research_program.

For specific questions about this brief, please email the Research Program at: lcbresearch@lcb.wa.gov.

Acknowledgements

This research brief was written by members of the LCB Research Program. Subject matter experts from LCB, including the Public Health Education Liaison, provided review and feedback.

Alcohol Use at Sporting Events

Drinking alcohol during sporting events is common in the U.S. On average, rates of alcohol use increase on days with large sporting events, and people who self-identify as sports fans tend to have heavier episodic drinking and greater alcohol use problems relative to non-sports fans.¹⁻² One study found that 40% of individuals drank alcohol while attending baseball and football games, and attendees who were under the age of 35 years old had almost eight times the odds of having a blood alcohol content (BAC) greater than 0.08%.³

Studies suggest alcohol drinking patterns are highly influenced by environmental factors and context, including sporting events. For example, a recent international study examined football spectators and found alcohol consumption patterns increased when the game was scheduled earlier in the day relative to later in the day.⁴ They also found people drank more when they watched the game at a stadium or with friends compared to at-home or with family.⁴ Overall, these findings suggest alcohol use during sporting events is prevalent and there are several factors that influence patterns of use.

Concerns

There are several public health and safety concerns related to alcohol use at sporting events. Most (but not all) of the literature on this topic comes from sporting events at the collegiate level (i.e., college and university athletics).⁵⁻⁶ In general, there is evidence to support the association between game days and increased crime and negative alcohol-related behaviors.⁶⁻⁸ For example, a recent study examining reported crime

in the vicinity of two major sports venues in Ohio found that crime frequency, particularly violent crimes (e.g., assaults), resisting arrest, and property violations (e.g., trespassing), were higher on sporting event days than non-sporting event days.⁸

Allowing Alcohol Sales in Stadiums

Although there is consistent research showing public health and safety risks of alcohol-related consequences on game days, there is less defined research examining the impact of allowing alcohol to be legally sold at sports stadiums.⁹ One study examined twelve college-level institutions and found no difference in conduct problems recorded by campus police after the decision to sell alcohol within campus football stadiums.⁶ However, there have also been several lawsuits filed due to alcohol-related injuries at sports venues. One example is the case of *Verni v. Harry M. Stevens* which involved an intoxicated individual who left a stadium and caused an automobile accident that severely and permanently injured a two-year old passenger in another vehicle.¹⁰ Most cases like these appear to fall within the category of lacking proper alcohol management strategies, such as continued service to intoxicated people and lack of security to maintain safe premises.

Restricting Spirits in Stadiums

A common alcohol restriction in stadiums is for distilled spirits, such as prohibiting spirits to be consumed in certain sections or to be sold throughout the entire stadium. One study, albeit older, surveyed 74 sports venue managers and found that only half of the facilities allowed the sale of hard liquor in some fashion.¹⁰ This practice appears

most common in collegiate sports. For example, in 2019 the Southeastern Conference (SEC) league lifted the ban of beer and wine sales, but not spirit sales for on-campus venues.¹¹

Relative Risk Between Spirits and Other Alcohol Types. In general, research has increasingly shown that any amount of alcohol has health risks.¹² Whether it is distilled spirits, beer, or wine, all have negative health impacts on adults, children, and fetal development. However, there is some evidence that spirits and higher-concentration alcohol beverages are linked to greater problems and societal burden than alcohol with lower concentration alcohol by volume (ABV), such as beer and wine.¹³ For example, spirits appear to increase blood alcohol concentration (BAC) more quickly and promote higher levels of impairment relative to beer and wine.¹³ This finding remains even after controlling for dose (ABV). There is also evidence that the association between spirit use and aggression/violence is higher relative to beer and wine use, although the exact mechanism for *why* is unknown.¹³ It is possible that this finding may be more associated with the typical contexts in which this drink is consumed.¹³ For example, people experience higher arousal effects (e.g., aggression) when consuming alcohol in highly stimulating environments such as sporting events.¹⁴

Another primary concern for spirits is that adolescents under 21 years of age seem to prefer spirits over other types of lower-ABV alcoholic beverages.¹⁵ Some research additionally suggests that binge drinking in youth most commonly involve spirits relative to other alcoholic beverages.¹⁶ This evidence suggests

that spirits may pose differential risk to young people.

Policies

There are currently a range of policies across the U.S. and around the world restricting alcohol consumption and sales inside sporting facilities. In general, restrictions typically range from total bans on sales, spatial bans (e.g., alcohol can only be consumed in certain areas), and product bans (e.g., no distilled spirits/only low-ABV beverages like beer and wine).⁹

Washington State Regulations

[WAC 314-02-058](#) allows professional sporting events to sell beer, wine, and spirits in approved restaurants, lounges, private suites, temporary lounges, beer gardens, or other approved service areas. Beer, wine, and spirits may also be served and consumed in club seats during events. Only beer and wine may be consumed in general seating areas during events.

Additional regulations include:

- Strategies to prevent the sale and service of alcohol to persons under 21 and those who appear intoxicated;
- Minimum service and security staff ratio of one staff person to 50 attendees;
- Mandatory alcohol server training for all service staff;
- Maximum of two alcoholic beverages per sales transaction;
- Alcoholic beverage containers must be significantly different from nonalcoholic beverage containers;
- Site plan designating all alcohol service areas (e.g., beer gardens); and

- Minimum lighting requirements in areas where alcohol is served or consumed.

Other U.S. State Regulations

Like Washington, some other states including [Idaho](#) and [North Carolina](#) have specific regulations and restrictions for alcohol sales in sporting events. However, there are other states that do not have such restrictions. For example, [Tennessee](#), [Arizona](#), and many other states allow alcohol sales at sporting events but do not have specific restrictions on where alcohol can be sold and consumed. [New York](#) only mandates that a sporting facility must “establish nonalcoholic seating accommodations, separate from other seating accommodations.”

Current Policies at National Football League (NFL) Stadiums

American football is by far the most popular sport in the U.S. Viewers watched three times as many NFL minutes in 2023 compared to Major League Baseball (MLB), the second-most-viewed sports league.¹⁷ In 2023 total NFL game attendance was nearly 19 million with an average attendance of 70,000 people per game.¹⁷

An online search was conducted for publicly available alcohol policies for the 30 NFL stadiums in the U.S. Of those 30, only three stadiums did not clearly post information about alcohol policies.

Age Verification. All stadiums require individuals to be 21+ years old to buy and drink alcohol. Six stadiums require IDs to be checked regardless of age. [Gillette Stadium](#) requires “patrons younger than 25 and who have out-of-

state IDs” to visit Guest Services for an ID check.

Drink Limit. There were 24 stadiums that have a two-drink maximum per transaction. [Everbanks Stadium](#) also clarified that a double cocktail was considered two drinks. [Caesars Superdome](#) defined one serving size to be no more than 25 ounces of beer, six ounces of wine, and two ounces of distilled spirits. Notably, these serving sizes are greater than the definition of one standard drink of alcohol.¹⁸

Restricted Sales Hours. Another notable trend across NFL stadiums were the restricted sales hours, although specific restrictions varied. For example, 16 stadiums indicated alcohol sales ended after the third quarter for football games. [Metlife](#) ends sales at the beginning of the third quarter. [Highmark](#)’s policy is that sales start when gates open and until the 70th minute. [Lambeau Field](#) reported last call was at 11:30 p.m.

Restricting Alcohol from Entering or Leaving the Stadium. There were 15 stadiums with bans on alcohol entering the stadium. There were nine stadiums that specified bans on alcohol leaving the stadium.

Safety Programs. Four stadiums discussed rewards programs for responsible consumers and/or designated drivers. Both [Hard Rock Stadium](#) and [Ford Field](#) promoted a designated driver pledge to give individuals not drinking a free soda, water, or non-alcoholic beer. Designated drivers are also entered into a raffle prize, and Hard Rock Stadium has specific sections in the stadium that are alcohol-free, family-friendly areas.

Lumen Stadium (Seattle, WA)

[Lumen Stadium](#) is the only NFL stadium in Washington and has the following policies listed on their website:

- Any guest who appears to be under age 30 must present a valid ID;
- No alcohol will be sold to guests who are under 21 years old;
- There is a two beer/wine limit per transaction at concession stands and portable concessions until alcohol sales are cut off, which varies by event;
- There is a one spirit limit, per transaction, at club locations until alcohol sales are cut off, which varies by event; and
- Alcohol beverages may not be brought into Lumen Field.

Best Practices

There are several strategies considered to be best practices for managing alcohol at large events, including within sports facilities.¹⁹ These include:

- *Effective planning and collaboration.* For example, provide clear and comprehensive training to staff and discuss rationale on current alcohol policies.
- *Education and information.* For example, provide clear communication and messaging before the event (e.g., when tickets are bought) and during the event (e.g., use flyers and signs about alcohol policies and to promote safe use).
- *Access and promotion for low-ABV or nonalcoholic beverages.* For example, prominently display non-alcohol drink options and provide promotions for their purchase.
- *Water access.* Water is either affordable or free.

- *Food promotion.* Provide access to high-quality food that is varied and can support different dietary restrictions. Post large signage for food outlets relative to alcohol outlets.
- *Alcohol restrictions on entry.* Maintain clear policies and security to minimize alcohol being mistakenly or discreetly brought into the stadium.
- *Restrict sale hours.* End alcohol sales before the end of the event.
- *Restrict purchase amounts.* Limit the sale of alcohol to a maximum of two servings per transaction. Ensure that purchase amounts reflect standard drinks.
- *Provide alcohol-free seating areas.* Maintain specific areas that are free of alcohol, particularly for those younger than 21 years old and for those who have or may be at risk for a substance use disorder.
- *Provide safe areas for intoxicated patrons.* Provide dedicated first-aid areas that are staff by qualified health providers.
- *Ensure security and staffing are active.* Train security and ensure consistent monitoring and enforcement of all laws and policies.
- *Provide post-event evaluation.* Debrief all events and record outcomes of interest (e.g., ejections due to intoxication). Get feedback from various stakeholders.

Suggested Citation

Okey, S.A., Watson, T.D., & Glodosky, N.C. (2024). Research brief: Alcohol use and sporting events. Washington State Liquor and Cannabis Board.

<https://lcb.wa.gov/research/briefs>

References

1. Nelson, T. F., & Wechsler, H. (2003). School spirits: Alcohol and collegiate sports fans. *Addictive behaviors*, 28(1), 1-11. [https://doi.org/10.1016/S0306-4603\(01\)00296-9](https://doi.org/10.1016/S0306-4603(01)00296-9)
2. Leavens, E. L., Croff, J., Feddor, R., & Olson, K. (2019). It's game time: drinking intentions, alcohol consumption, and consequences at college tailgates. *Substance use & misuse*, 54(1), 11-17. <https://doi.org/10.1080/10826084.2018.1485698>
3. Erickson, D. J., Toomey, T. L., Lenk, K. M., Kilian, G. R., & Fabian, L. E. (2011). Can we assess blood alcohol levels of attendees leaving professional sporting events?. *Alcoholism: clinical and experimental research*, 35(4), 689-694. <https://doi.org/10.1111/j.1530-0277.2010.01386.x>
4. Pennay, A., Van Egmond, K., Anderson-Luxford, D., Wright, C. J., Caluzzi, G., Livingston, M., ... & Kuntsche, E. (2023). Social and contextual factors associated with drinking before, during and after watching Australian Football League games: A pilot ecological momentary assessment study. *Drug and alcohol review*, 42(6), 1349-1357. <https://doi.org/10.1111/dar.13706>
5. Mitchell, M., & Montgomery, R. D. (2015). Beer and ball on campus? The issue of in-stadium alcohol sales. *International Journal of Environmental Research and Public Health*, 7, 269-283.
6. Popp, N., Bane, A., Howell, S., & Osborne, B. (2020). To serve and protect: Examining the relationship between selling alcohol in college football venues and negative fan behaviors. *Journal of Applied Sport Management*, 12(1), 6. <https://doi.org/10.7290/jasm120106>
7. Barry, A. E., Russell, A., Howell, S., Phan, P., Reyes, D., & Bopp, T. (2019). (Unintended) Consequences of initiating an alcohol sales policy at college football stadiums: A case study. *Journal of American College Health*, 67(5), 397-401. <https://doi.org/10.1080/07448481.2018.1484366>
8. Menaker, B. E., McGranahan, D. A., & Sheptak Jr, R. D. (2019). Game day alters crime pattern in the vicinity of sport venues in Cleveland, OH. *Journal of Sport Safety and Security*, 4(1), 1.
9. Taylor, J., Strang, L., & Disley, E. (2018). *Alcohol and international football tournaments*. RAND.
10. Filce, R., Hall, S. A., & Phillips, D. (2016). Stadium alcohol management: a best practices approach. 10.5199/ijsmart-1791-874X-21c
11. SEC Sports (2019) SEC Revises Conference Alcohol Policy. <https://www.secsports.com/news/2019/05/sec-revises-conference-alcohol-policy>
12. Mehta, G., & Sheron, N. (2019). No safe level of alcohol consumption—Implications for global health. *Journal of hepatology*, 70(4), 587-589.
13. Rehm, J., & Hasan, O. S. (2020). Is burden of disease differentially linked to spirits? A systematic scoping review and implications for alcohol policy. *Alcohol*, 82, 1-10. <https://doi.org/10.1016/j.alcohol.2019.06.005>
14. Corbin, W. R., Hartman, J. D., Bruening, A. B., & Fromme, K. (2021). Contextual influences on subjective alcohol response. *Experimental and clinical*

- psychopharmacology*, 29(1), 48.
<https://doi.org/10.1037/pha0000415>
15. Healthy Youth Survey (2023).
Frequency report of results, statewide,
grades 6, 8, 10, and 12.
<https://www.askhys.net/SurveyResults/FrequencyReports>
 16. Naimi, T. S., Siegel, M., DeJong, W.,
O'Doherty, C., & Jernigan, D. (2015).
Beverage-and brand-specific binge
alcohol consumption among underage
youth in the US. *Journal of substance
use*, 20(5), 333-339.
 17. Statista (2024). National Football
League total attendance at regular
season games 2008 to 2023.
<https://www.statista.com/statistics/193420/regular-season-attendance-in-the-nfl-since-2006/>
 18. Centers for Disease Control and
Prevention (2024). About standard drink
sizes.
<https://www.cdc.gov/alcohol/standard-drink-sizes/index.html>
 19. Lyne, M., & Galloway, A. (2012).
Implementation of effective alcohol
control strategies is needed at large
sports and entertainment
events. *Australian and New Zealand
journal of public health*, 36(1), 55-60.
<https://doi.org/10.1111/j.1753-6405.2011.00813.x>

Radermacher, Joe (LCB)

From: Goines, Ed <EdG@Seahawks.com>
Sent: Wednesday, December 11, 2024 11:39 AM
To: Radermacher, Joe (LCB)
Cc: Davis, Sarah (LCB); Malone, David (GMB)
Subject: RE: Follow-up to Spirits Discussion
Attachments: Incident Report 49ers vs Seahawks ISS #0105 10102024_Redacted.pdf; Lumen Field (Seahawks) Alc Bev Sales Data Matrix.xlsx

External Email

Hi Joe,

As requested, below and enclosed is the data that we discussed. Once you've had a chance to review and discuss with your LCB colleagues, please don't hesitate to let me know if you have any questions or need anything else.

1. **Sales data.** *LCB Request:* A description of the types of alcohol sales data Lumen Field collects. Do we breakdown alcohol sales data by liquor types? By sections of the stadium? Do we have data on alcohol-related disturbances/incidents for the two-year period prior to the introduction of prebatched cocktails and RTDs vs. the period after introduction. Any other relevant information to share? *Lumen Field Response:* See enclosed a matrix illustrating the types of data we collect on alcohol sales that includes breakdown by liquor types, sections of the stadium, brand types (e.g., Athletic Brewing Company) and item variation (e.g., Run Wild IPA). Our reporting of alcohol-related incidents is categorized as "intoxication" and does not specify the type of alcohol involved. This would be true for the two-year period pre intro vs. post intro.
2. **Incident Reports.** *LCB Request:* What data do our incident report forms capture regarding alcohol-related incidents? Do we collect data on the types of liquor involved? Do we capture what section of the stadium the incident occurred? From which POS/concession areas was the alcohol purchased? Can we see if an inordinate proportion of alcohol-incidents occurring in certain sections of the stadium? Any other relevant information to share for their consideration? *Lumen Field Response:* Our incident report data includes identification of subject and a summary of incident. Generally, there is no data collected of alcohol type. The location of incident is generally included in the report. We do not include data on the POS or concession service area. For more information, please see a sample Incident Report enclosed.
3. **Free Water.** *LCB Request:* How many free water/refilling stations are there? Where are they situated throughout the stadium? *Lumen Field Response:* We have two (2) water container refilling stations – Section 135 in the Olympic Hall & Section 126 Concourse. Additionally, we have fifteen (15) standard water fountains throughout the stadium.
4. **HAWK12/Code of Conduct Reporting Systems.** *LCB Request:* What are the various ways fans can report alcohol violations/incidents under the stadium's code of conduct policy? What procedures follow a report? *Lumen Field Response:* Fans can text "HAWK12" to 69050 to report an issue. The texts are received via 24/7 incident reporting software. A guest services staff member within our main control room receives the text and dispatches the appropriate personnel. Generally, a guest services member is dispatched to investigate the situation and escalates if needed through the control room. Fans can also report an incident to any nearby Guest Services or Security personnel. They then handle the incident and report it up through the control room so that it can be documented in 24/7. For Seahawks games, fans can

use the “Live escalation” feature on the App (Boom Bot) and guest services personnel will be dispatched from the control room.

5. **Alcohol-Free Family Friendly Section.** *LCB Request:* Does Lumen Field have an alcohol-free area? What was the event experience with such an area? How was it enforced? What are Lumen Field’s thoughts on offering an alcohol-free section for every event at Lumen Field? *Lumen Field Response:* We currently use section 100 for an alcohol-free section for Seahawks games which section is monitored by our Guest Services team. If Guest Services personnel notices a guest trying to enter section 100 with an alcoholic beverage we relocate them to another section of the stadium. The other stadium sports team tenants currently do not have the practice of having an alcohol-free section. If we were to institute a policy of having an alcohol-free section for every event at Lumen Field, we would prefer to use the same section each time for consistency for guests and staff, preferably the same section 100 we use for Seahawks games.

Best,
Ed Goines
(He/Him)
Chief Legal Officer
Seattle Seahawks | First & Goal Inc.
12 Seahawks Way, Renton, WA 98056
tel 425.203.8001 | mobile 650.400.9498
EdG@Seahawks.com



From: Goines, Ed
Sent: Monday, November 25, 2024 1:02 PM
To: 'Radermacher, Joe (LCB)' <joe.radermacher@lcb.wa.gov>
Cc: 'Davis, Sarah (LCB)' <sarah.davis@lcb.wa.gov>; 'Dave Malone' <davidm@mmtlawfirm.com>
Subject: RE: Follow-up to Spirits Discussion

Hi Joe,
It was good speaking with you and Sarah last week. I have already started working with our team to pull together the information and materials we discussed. Thank you and the LCB staff for your ongoing support and collaboration with industry on our requests and concerns.

Following up on our conversation, I am letting you know that consistent with the matrix found in WAC 314-02-058 and our approved SEF Alcohol Operating Plan, beginning with the Seahawks game on December 15, 2024, Lumen Field will update its internal policy and permit spirits to be carried in the facility’s Club seats during professional sporting events. Access to the Club area will continue to be restricted to only those guests in possession of a Club or Suite area pass. Guests will continue to be restricted from carrying handcrafted cocktails from the Club area into general seating or general concourse areas.

Let me know if you have any questions or concerns.

Warm regards,
Ed

From: Goines, Ed
Sent: Monday, November 18, 2024 12:21 PM
To: Dave Malone <davidm@mmtlawfirm.com>; Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>
Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>; Privatt, Amanda <AmandaP@Seahawks.com>
Subject: RE: Follow-up to Spirits Discussion

Hi Joe,
Thank you for reaching out. Same here. I can make Wednesday afternoon from 2pm onward works. Also, Thursday (11:30am onward) or Friday (10am onward) works for me.

Best,
Ed Goines
(He/Him)
Chief Legal Officer
Seattle Seahawks | First & Goal Inc.
12 Seahawks Way, Renton, WA 98056
tel 425.203.8001 | mobile 650.400.9498
EdG@Seahawks.com



From: Dave Malone <davidm@mmtlawfirm.com>
Sent: Monday, November 18, 2024 11:38 AM
To: Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>; Goines, Ed <EdG@Seahawks.com>
Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>
Subject: [EXT] RE: Follow-up to Spirits Discussion

CAUTION: This message originated OUTSIDE our organization. Don't click links or open attachments unless you recognize the sender and know the contents are safe. Never give your work credentials to third-party sites.

Joe,

I can make Wednesday afternoon work, and my schedule for Thursday and Friday look flexible at the moment.

Dave Malone
Miller Malone & Tellefson
3110 Ruston Way, Suite F
Tacoma, WA 98402
253.759.9595

Best Lawyers® Tier 1 Gaming Law Firm 2010-2025
Best Lawyers® 2022 and 2025 Seattle Gaming Lawyer of the Year

May be confidential. May be privileged. Please delete if not the intended recipient.

From: Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>
Sent: Thursday, November 14, 2024 2:49 PM
To: Goines, Ed <EdG@Seahawks.com>; Dave Malone <davidm@mmtlawfirm.com>
Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>
Subject: Follow-up to Spirits Discussion

Hello Ed and Dave,

I would like to set up a meeting with you for a quick follow-up to our spirits discussion from the November 4th session. I want to ensure I've accurately captured the operations, capabilities, and ideas you have as it relates to this project now that we've had an opportunity to collaborate more. We will continue to evaluate how we can best implement these changes in some form as well as what it will take to measure success and your input will continue to be relied upon.

Please let me know when you both have some time, hopefully prior to Thanksgiving week, and I would be happy to schedule for us. I am available most times throughout Wednesday, Thursday, and Friday next week. Beyond that, I would need to look at the first week in December, but that is the latest we hope to meet again for this follow-up. Our goal is to have collected and confirmed feedback from those venues who attended our November 4th meeting ready for further discussion internally by mid-December.

Thank you to you and your team for all the work you did leading into your initial request for this expanded level of service as well as for your willingness to collaborate with us on this project. I look forward to hearing back from you and getting a meeting scheduled for us!

Respectfully,

Joseph Radermacher

Licensing Compliance Specialist



1025 Union Ave SE | PO Box 43098 | Olympia, Washington 98504
phone: (360) 664-1696 | e-mail: joe.radermacher@lcb.wa.gov

Date: 10/10/2024 Event: Seahawks vs 49ers Control #: 105

Report Narration

On October 10, 2024 at 1907 hours, while conducting duties as Allied Supervisor, I came in contact with a male patron showing signs of impairment while roving Section 332. The male patron was loud, using foul language and being argumentative. I identified the male patron as [REDACTED] by his California State identification Card. I determined that [REDACTED] was in violation of the Lumen Field Fan Code of Conduct by displaying the signs of impairment listed above. [REDACTED] was processed at the SW Ejection Station and ejected out SW Gate without further incident. No safe ride was offered.

Witness #1

[REDACTED]

Witness #2

[REDACTED]



Radermacher, Joe (LCB)

From: Steve Dominguez <SDominguez@delawarenorth.com>
Sent: Wednesday, December 18, 2024 3:12 PM
To: Radermacher, Joe (LCB); Matthew Loerke; Brian Carriveau; Henry Foote
Cc: Davis, Sarah (LCB)
Subject: RE: Follow-up on Information Request - Spirits Project Development
Attachments: LCB CPA.pdf; Sample_IncidentReport.pdf

External Email

Joe,
Please see attached PDF, I believe we captured the information requested below, as always if you have any question that I can answer or if we missed the mark the information needed please let me know.

Best,
Steve

Steve Dominguez
General Manager- Climate Pledge Arena
Delaware North Sportservice
224 1st Ave N Seattle WA 98109
T: (206) 752-7313
C: (206) 437-1240



www.delawarenorth.com

From: Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>
Sent: Monday, December 16, 2024 9:08 AM
To: Steve Dominguez <SDominguez@delawarenorth.com>; Matthew Loerke <MLoerke@delawarenorth.com>; Brian Carriveau <bcarriveau@climatepledgearena.com>; Henry Foote <HFoote@delawarenorth.com>
Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>
Subject: Follow-up on Information Request - Spirits Project Development

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Steve and Team,

I just wanted to follow-up with you on our request for information that we discussed in our call on November 20th. We will be meeting internally at the end of the week to continue our project planning and discussion around spirits consumption in general seating and your input will be critical to this discussion. As a recap, here's what we were looking for:

1. A list of sales data points you track and some ideas on how this could be used to both evaluate past and future success with this change. An example would be “we could provide a comparative data analysis of alcohol sales prior to and after implementation of batched and canned spirits sales and how it relates to alcohol related incidents during those same time periods.” (We’re not looking for you to provide this analysis by the 16th, rather that you provide some ideas on what you can provide as part of this project from a sales data perspective.)
2. An example of an incident report and all the information that is collected. We’d like to have our Enforcement team look at these from all three venues to help determine best practices, additional data points that can be collected to aid in the evaluation of this project, and ways to standardize across the venues.
3. I believe you were included in the water filling station discussion, but if you could provide a ratio of filling stations to seats in the park that would be helpful. If I’m mistaken about you having those free filling stations, then comment on the potential for their addition to the arena.
4. I believe you were also included as having a reporting process for fans to notify security of alcohol related issues. Please provide an overview of that process so we can evaluate along with the others. If I’m mistaken about that as well, then an acknowledgement that a system will need to be implemented.
5. An overview of survey data that is collected and the potential for additional survey points to assist with this project. Also, please confirm if you have any barriers to including our agency and questions from it in your surveys such as NHL or WNBA required limitations.
6. Finally, please provide some ideas on how we could create control groups within the park if that is something that is required in the project. An example could be rotating availability of spirits between levels or alternating weeks of availability. There is no guarantee that control groups will be required, but we’d like to know what may be feasible for your operations if they are.

We’d appreciate getting this information from you soon so that our team can read ahead in preparation for our meeting but understand if you need a couple more days. But if you could get it to us by Wednesday close at the latest, that will work. Thanks again for your collaboration on this!

Respectfully,

Joseph Radermacher

Licensing Compliance Specialist



1025 Union Ave SE | PO Box 43098 | Olympia, Washington 98504

phone: (360) 664-1696 | e-mail: joe.radermacher@lcb.wa.gov

Disclaimer

The information contained in this electronic mail transmission is intended only for the use of the recipient(s) named above. It may contain proprietary, confidential or privileged information of the sender. As a recipient of this email, you are required to ensure that any personal data contained within is kept secure. If you forward this email and/or any attachments, you must ensure you are entitled to do so under data protection legislation. If you are not the intended recipient, you are hereby notified that any disclosure, dissemination, distribution or copying of the information contained in this transmission is strictly prohibited. If you have received this transmission in error, please notify the sender immediately by reply electronic mail and delete the original message and any copy of it from your computer system.

Spirits Development

Climate Pledge Arena



Trackable Data By...

- Location
- Employee
- Product type, brand, size
- Event type
- Hour

Trackable Data By...

2024 to date	Beer	Wine	Liquor	Alcohol	Entrée	Snacks	NA Bev	Other	Food
Mexican Regional	59%	1%	24%	84%	7%	2%	5%	2%	16%
EDM	52%	3%	27%	82%	8%	2%	6%	2%	18%
Latin Pop	45%	2%	27%	74%	11%	3%	6%	6%	26%
Alternative Rock	47%	5%	17%	70%	14%	5%	9%	3%	30%
Country	44%	5%	21%	70%	13%	4%	8%	6%	31%
R&B Hip-hop	33%	3%	32%	68%	14%	4%	9%	6%	33%
Dance Pop	31%	7%	27%	65%	15%	5%	10%	5%	35%
Indie Pop	34%	6%	16%	55%	19%	8%	14%	4%	45%
Kraken 23/24 Season	35%	3%	13%	52%	29%	8%	5%	6%	48%
Kraken 24/25 Season	35%	3%	12%	51%	30%	8%	6%	6%	50%

Incident Report Sample

- See attached PDF

Water Stations

Water Stations to Seats. Hockey 1:1,112 Concerts 1:1,016					
	Water Stations	Hockey	Ratio	Concert-End Stage	Ratio
Lower Bowl	8	8640	1080	9362	1170.25
Suite Level	4	912	228	576	144
Upper Bowl	3	7125	2375	5307	1769
	15	16677	1112	15245	1016

Reporting

- Guest Text Line (206-CPA-HELP) - text message send to command center, guest communicates detail to command, appropriate response is initiated.
- Guest Service Booth- 1 per level, guest can communicate complaint , appropriate response is initiated

Controls

- Limited Locations: Upper Concourse (Modelo Bar NW, 2 Towns Bar NE), Main Concourse (Hennessey Bar NW, Jack Daniels Bar NE with no barrier) Coors Light Landing.
- Clearly marked cups
- No doubles, shots, neat
- Pre shift discussions/focuses
- Alcohol training
- Secret Shoppers
- 2 drink possession
- DNC and CPA alcohol compliance
- Strict end of service

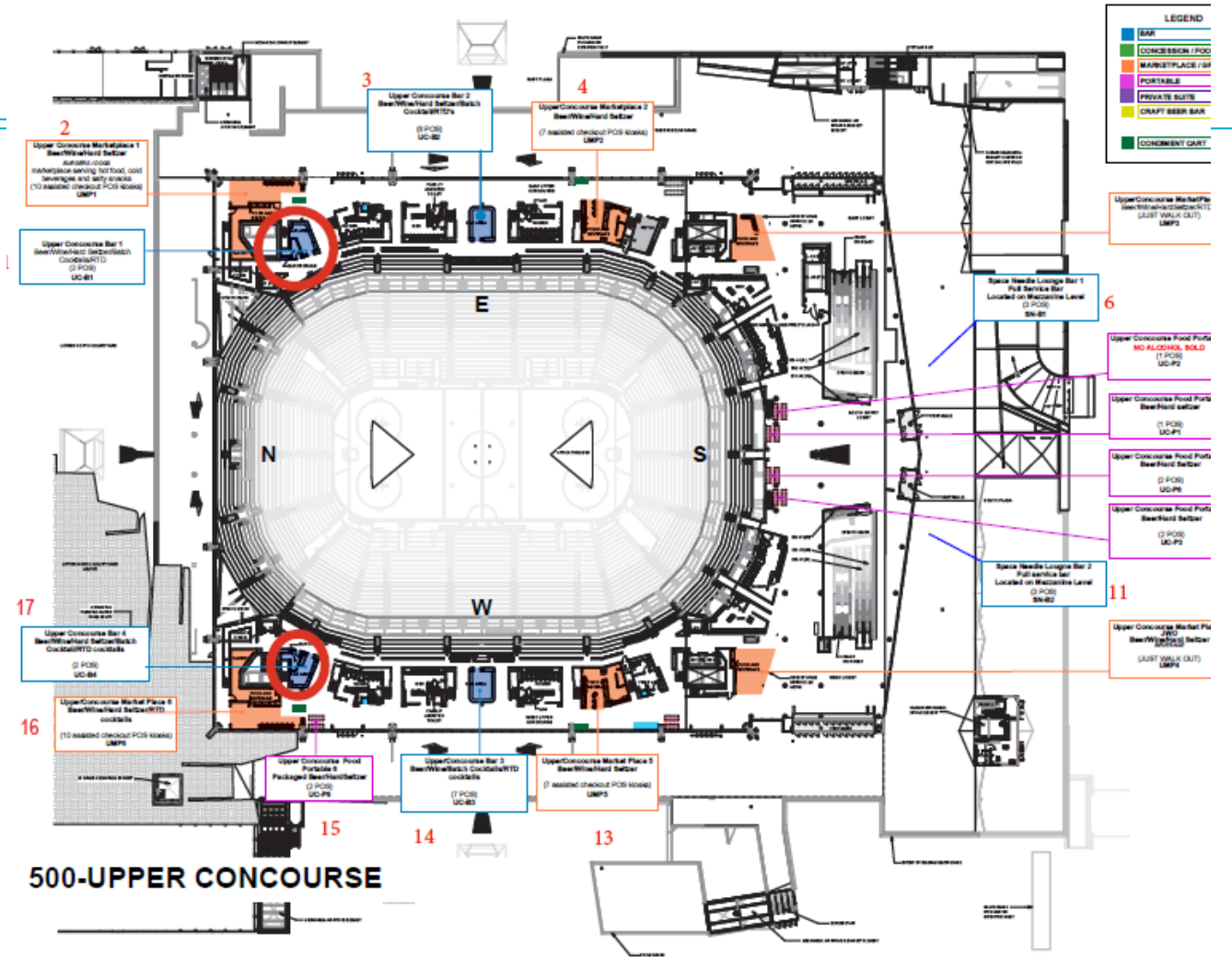
Survey Data

- In app questionnaire in creation via Kraken app (pending addition of alcohol related issues per NHL)
- Experience rating 1-10 on specific criteria
- Post Event surveys passed along to department heads with focus on severely low scores

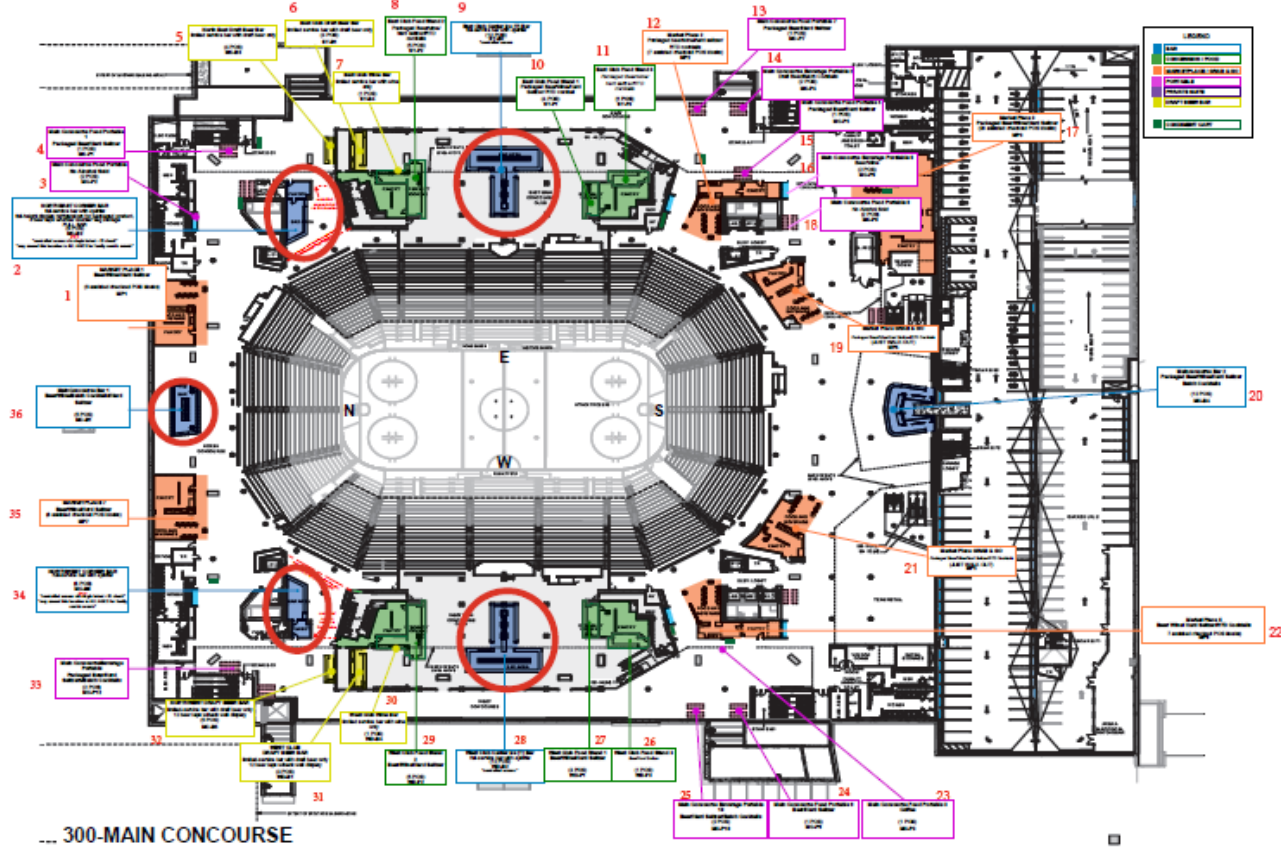
Control Group Ideas

- We would suggest Sports and Concerts as part of our event selection, our venue is unique in that we operate over 140 events annually that vary in type.
- Our suggestion would be as follows:
 - Adding full bar service to 2 location on the upper concourse, those locations are 1 and 17 as indicated in our AOP floor plans with the guest being to return to their seat with spiritous drinks
 - Adding full bar service to 1 location on the main concourse, this is bar 36 as indicated in our AOP floor plan and allowing guest to return to their seats with spiritous drink
 - Main Concourse bar 2 and 34 as indicated in our AOP service maps, currently offer full service bar, request allowing guest to return to their seat with spiritous drink.
 - Adding full bar service to event level bars 2 and 3 as indicated on our AOP floor plan
 - Allowing spiritous drink purchased Verizon lounge Bar indicated as #4 on our AOP floor plan to leave the Verizon with guest to their seats.

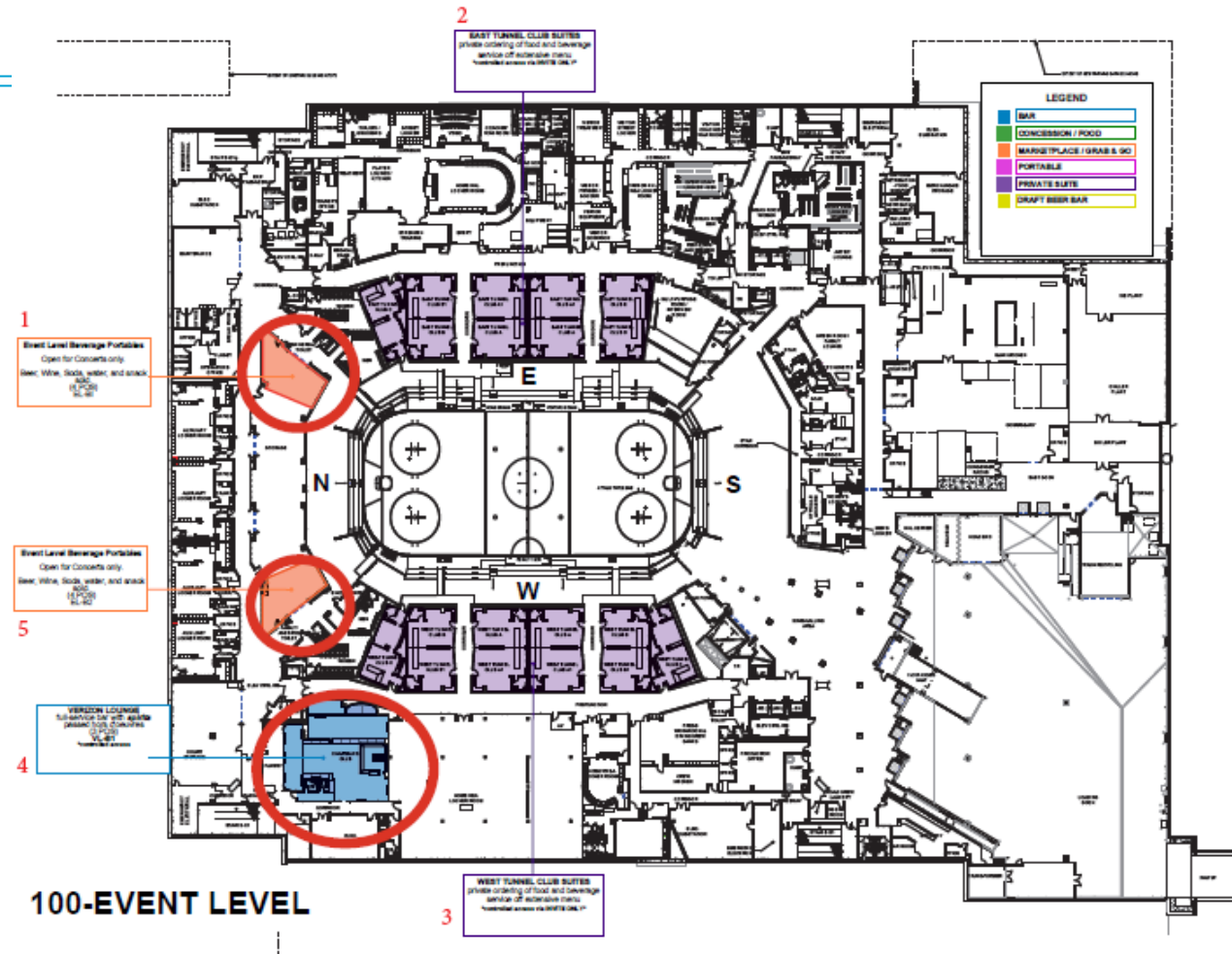
Upper Concourse



Main Concourse



Event Level



Radermacher, Joe (LCB)

From: Murray, Meagan <Meagan.Murray@sodexo.com>
Sent: Wednesday, December 18, 2024 2:43 PM
To: Radermacher, Joe (LCB); Pat Ferguson
Cc: Davis, Sarah (LCB)
Subject: Re: Follow-up to Spirits Discussion
Attachments: Blank incident form.pdf

External Email

Hello Joe,

I appreciate your patience on this. See our highlighted responses below, let us know if we can assist further.

1. A list of sales data points you track and some ideas on how this could be used to both evaluate past and future success with this change. An example would be “we could provide a comparative data analysis of alcohol sales prior to and after implementation of batched and canned spirits sales and how it relates to alcohol related incidents during those same time periods.” (We’re not looking for you to provide this analysis by the 16th, rather that you provide some ideas on what you can provide as part of this project from a sales data perspective.)
 - We track alcohol sales per type (beer, wine, liquor, RTD, etc.) and evaluate units sold per capita year-over-year to identify trends. We would also be able to evaluate by location as well.
 - This would give us the ability to evaluate shifts in customer behavior pre-launch and post-launch to determine popularity and downstream impact of this program.
2. An example of an incident report and all the information that is collected. We’d like to have our Enforcement team look at these from all three venues to help determine best practices, additional data points that can be collected to aid in the evaluation of this project, and ways to standardize across the venues.
 - Attached is a blank incident report form. The Mariners are cautious of sending out a version which is filled out due to data sensitivity. If you would like to see a completed form we can ask the Mariners to redact any identifiable information.
3. I believe you were included in the water filling station discussion, but if you could provide a ratio of filling stations to seats in the park that would be helpful. If I’m mistaken about you having those free filling stations, then comment on the potential for their addition to the park.
 - We have multiple water fountains on every floor, normally between the men's and women's restrooms, fans are permitted and welcome to fill their water bottles at these fountains. My understanding is that we are not adding the traditional water bottle filling stations any time soon.

4. I believe you were also included as having a reporting process for fans to notify security of alcohol related issues. Please provide an overview of that process so we can evaluate along with the others. If I'm mistaken about that as well, then an acknowledgement that a system will need to be implemented.

- We have a fan text hotline that is broadcast pre-game in our "See something say something" campaign. During this pregame PA read, the fan code of conduct is reviewed including "Our Event Staff will proactively intervene to support an environment where all Guests can enjoy the ballpark experience, one that is free from disruptive behavior, including the following... Intoxication or other signs of impairment related to alcohol or drug consumption". We are focusing more on that next year, including the text option on more signage in the park. This program is focused on all incidents, not just alcohol. Additionally, the Mariners still deploy ushers for each aisle and are easily accessible to guests for reporting purposes.

5. An overview of survey data that is collected and the potential for additional survey points to assist with this project. Also, please confirm if you have any barriers to including our agency and questions from it in your surveys such as MLB required limitations.

- We have the voice of the consumer survey, that comes out through MLB. The Mariners are able to request additional questions be added to this survey.

6. Finally, please provide some ideas on how we could create control groups within the park if that is something that is required in the project. An example could be rotating availability of spirits between 100, 200, and 300 level seats or alternating weeks of availability. There is no guarantee that control groups will be required, but we'd like to know what may be feasible for your operations if they are.

- A different/customized/specialty 12oz. cup can be designed and deployed to any set of locations to track targeted metrics and establish a control. We would just need enough lead time to get these cups developed.

Happy Holidays,



Meagan M Murray

District Manager

Seattle Mariners/T Mobile Park, WSF, Yakima Convention Center
1250 First Ave South, Seattle, WA 98134

Cell: 206-445-8279

Email: Meagan.murray@sodexo.com

From: Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>

Sent: Monday, December 16, 2024 10:45 AM

To: Pat Ferguson <patfergusonconsulting@comcast.net>; Murray, Meagan <Meagan.Murray@sodexo.com>

Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>

Subject: RE: Follow-up to Spirits Discussion

External sender

Check the sender and the content are safe before clicking links or open attachments.

Hi Meagan & Pat,

I just wanted to follow-up with you on our request for information that we sent. We will be meeting internally at the end of the week to continue our project planning and discussion around spirits consumption in general seating and your input will be critical to this discussion. We'd appreciate getting this information from you soon so that our team can read ahead in preparation for our meeting but understand if you need a couple more days. But if you could get it to us by Wednesday close at the latest, that will work. Thanks again for your collaboration on this!

Respectfully,

Joseph Radermacher

Licensing Compliance Specialist



1025 Union Ave SE | PO Box 43098 | Olympia, Washington 98504

phone: (360) 664-1696 | e-mail: joe.radermacher@lcb.wa.gov

From: Pat Ferguson <patfergusonconsulting@comcast.net>

Sent: Friday, November 22, 2024 3:59 PM

To: Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov>

Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>

Subject: RE: Follow-up to Spirits Discussion

External Email

Good afternoon, Joe,

Meagan/Sodexo at T-Mobile Park is my client, so I am obviously letting her take the lead on this. I know she is in the throes of Enchant at the Park, and tonight is opening night. I am sure she will get to you ASAP.

Thank you for all your help. We appreciate the Board working in concert with the facilities.

Regards,

Pat

On 11/22/2024 2:08 PM PST Radermacher, Joe (LCB) <joe.radermacher@lcb.wa.gov> wrote:

Hi again Meagan and Pat,

Since we haven't been able to connect this week, I wanted to follow-up with you via email before the Thanksgiving holiday. We've held follow-ups with both Lumen Field and Climate Pledge Arena representatives this week and I'm happy to share the same with you.

To start, we want to keep you apprised of our plans for the coming weeks and months regarding this project for the implementation and evaluation of spirits consumption throughout general seating areas. Our plan is to hold another internal discussion as an agency the week of December 16th to use the feedback we've received from you and the others and continue our development of a project framework. We plan on returning to the table again with all of you for further plan refinement after the new year holidays in hopes of having a recommendation for the Board sometime thereafter.

As a recap of the major points we learned from you and the others in our November 4th meeting, we understand the following;

- This desire stems 99% from fan input across all three venues.
- There is concern that the current model for spirits consumption in lounge areas creates a desire for fast consumption so that patrons can return to their seats.
- When it comes to entertainment events, most alcohol purchases are in the lead up to the event start and most don't want to leave their seats once the shows have begun.
- As the first location to pilot and be allowed to have batched and canned cocktails added permanently, you have seen little change to alcohol related incidents.
- There are already significant security and training standards in place across the venues and most partner with SPD for additional security and oversight.
- Your house standard for spirits drinks is that they are all mixed and contain ice, which is an additional measure to help prevent transfer to non-alcoholic beverage containers for hand-off or movement to spirits restricted areas.

In preparation for our meeting in December, we would like to get some additional information from you to aid in our discussion. Reps from Lumen Field and Climate Pledge Arena have committed to providing similar information by December 16th so we're hoping you can do the same. We're looking for the following:

1. A list of sales data points you track and some ideas on how this could be used to both evaluate past and future success with this change. An example would be "we could provide a comparative data analysis of alcohol sales prior to and after implementation of batched and canned spirits sales and how it relates to alcohol related incidents during those same time periods." (We're not looking for you to provide this analysis by the 16th, rather that you provide some ideas on what you can provide as part of this project from a sales data perspective.)
2. An example of an incident report and all the information that is collected. We'd like to have our Enforcement team look at these from all three venues to help determine best practices, additional data points that can be collected to aid in the evaluation of this project, and ways to standardize across the venues.
3. I believe you were included in the water filling station discussion, but if you could provide a ratio of filling stations to seats in the park that would be helpful. If I'm mistaken about you having those free filling stations, then comment on the potential for their addition to the park.
4. I believe you were also included as having a reporting process for fans to notify security of alcohol related issues. Please provide an overview of that process so we can evaluate along with the others. If I'm mistaken about that as well, then an acknowledgement that a system will need to be implemented.
5. An overview of survey data that is collected and the potential for additional survey points to assist with this project. Also, please confirm if you have any barriers to including our agency and questions from it in your surveys such as MLB required limitations.
6. Finally, please provide some ideas on how we could create control groups within the park if that is something that is required in the project. An example could be rotating availability of spirits

between 100, 200, and 300 level seats or alternating weeks of availability. There is no guarantee that control groups will be required, but we'd like to know what may be feasible for your operations if they are.

That is quite a bit of information we'd like to have from you. Hopefully you can accommodate most of it, if not all. Please let me know your thoughts on this when you can. I will be out of office all next week, but Sarah will be in on Monday at a minimum. We look forward to continuing our collaboration on this project and thanks for your willingness to participate thus far.

Respectfully,

Joseph Radermacher

Licensing Compliance Specialist



1025 Union Ave SE | PO Box 43098 | Olympia, Washington 98504
phone: (360) 664-1696 | e-mail: joe.radermacher@lcb.wa.gov

From: Radermacher, Joe (LCB)
Sent: Thursday, November 14, 2024 2:48 PM
To: Murray, Meagan <Meagan.Murray@sodexo.com>; Pat Ferguson <patfergusonconsulting@comcast.net>
Cc: Davis, Sarah (LCB) <sarah.davis@lcb.wa.gov>
Subject: Follow-up to Spirits Discussion

Hello Meagan and Pat,

I would like to set up a meeting with you for a quick follow-up to our spirits discussion from the November 4th session. I want to ensure I've accurately captured the operations, capabilities, and ideas you have as it relates to this project now that we've had an opportunity to collaborate more. We will continue to evaluate how we can best implement these changes in some form as well as what it will take to measure success and your input will continue to be relied upon.

Please let me know when you both have some time, hopefully prior to Thanksgiving week, and I would be happy to schedule for us. I am available most times throughout Wednesday, Thursday, and Friday next week. Beyond that, I would need to look at the first week in December, but that is the latest we hope to meet again for this follow-up. Our goal is to have collected and confirmed feedback from those venues who attended our November 4th meeting ready for further discussion internally by mid-December.

Thank you for your willingness to collaborate with us on this project. I look forward to hearing back from you and getting a meeting scheduled for us!

Respectfully,

Joseph Radermacher

Licensing Compliance Specialist



1025 Union Ave SE | PO Box 43098 | Olympia, Washington 98504

phone: (360) 664-1696 | e-mail: joe.radermacher@lcb.wa.gov

P.A.T. "Patty" Ferguson
P.A.T. Ferguson Consulting, LLC
3800A Bridgeport Way West - Ste 300
University Place WA 98466-4416
www.dramshopexpertwitness.com
253 307 3374



Created 12/17/2024 12:53:01 (PST)	Dispatched --	On Scene --	Closed --
---	-------------------------	-----------------------	---------------------

When

Event Training	Event Marker --	Priority --
--------------------------	---------------------------	-----------------------

What

Incident Type Security Page (Security)	Assigned To --	Department Reporting --	Person Reporting --
Handled By --	Reported Via --	Alcohol Related No	Customer Complaint No
Agency Incident # --	Call Sign --	Ticket # --	Resolution --

Summary

--

Notes/Narrative

--

Where

Location Field	Section Field	Row --	Seat --
Inside/Outside Inside	Conditions --	Normal Lighting --	
Obstacles Present --			

Associated Person

--

Medical Details

--

Police Details

--

Vehicle Details

--

Witness Details





--

Office Use Only

--

Attachments

--

Incident Items

Item

--

\$ Amount

--

Item Two

--

Item Two \$ Amount

--

Linked Conversations

--