



TO: WSLCB Board

FROM: Licensing

DATE: August 31, 2021

SUBJECT: Levy at Lumen Field – Levels of Service Pilot Program

Representatives for Levy at Lumen Field have requested consideration of a pilot program that would allow an increase in the levels of alcohol service within their operating plan. Per WAC 314-02-058(3)(b); “if alcohol service is requested outside of the parameters of the approved chart, a special request with justification for the alcohol service area must be submitted with the operating plan for consideration by the board.”

Levy at Lumen Field is respectfully requesting the following considerations for a one-year pilot program:

Pre-Made Batched Spirits Cocktails

The pre-made batched spirits cocktails consisting of 8% or less Alcohol by Volume (ABV) would be sold at up to ten concession bars and consumed in general seating. The container holding the drink will be a ten-ounce striped cup that is sealed and different in appearance from non-alcoholic beverages. The licensee is aware that the addition of liquor “shots” to the pre-made cocktails is prohibited.

Low Proof Pre-Made Canned Spirits Cocktails

In addition to the pre-made batched spirits cocktails, the arena is requesting consideration to sell pre-made canned spirits cocktails to be sold from seven “Grab & Go” facilities. The pre-made spirits canned cocktails will be sold in containers of twelve ounces or less, are all under 8% ABV comparable to beers, ciders, and malt-based seltzers, and would be consumed in general seating. Any concerns of these types of drinks being easily handed off was alleviated when the arena shared that only alcohol beverages will be in canned form and any water, sodas, or other non-alcoholic drinks will be in 20oz plastic bottles or paper cups with the Coke™ logo, making it easier to distinguish what a customer is drinking.

Addition of Wine to Hawking

Currently an arena that hosts professional sporting events can hawk sealed beer by means of a MAST (Mandatory Alcohol Server Training) certified employee walking around the general seating sections. This practice assists in congestion at concession stands as customers can buy a beverage without leaving their seat. The arena would like to add the option of hawking sealed individual servings of wine that would be in cans or Tetra Pak containers.

Security and Safety Measures

The arena is going to reduce their maximum number of alcohol service areas from 279 to 273, and when Lumen Field is operating at maximum occupancy there are approximately 69,000 guests. They are also going to increase the ratio of staff to attendees to one staff member for every forty guests; this will surpass the rule requirement, which is one to fifty. In addition, the licensee will seek to ensure that a minimum of 75% of all day event employees have received MAST and/or Responsible Liquor Sales training. Lumen Field has a state of the art surveillance system to help ensure the safety of all of its guests. Depending on the event type, additional security teams may be deployed, which consist of, but are not limited to, law enforcement personnel from the Seattle Police Department, King County Sheriff's Office, and Washington State Patrol. Lastly, tailgating is not permitted on the facility property although the activity does occur in areas close to the arena.

Licensing's Recommendation

Licensing is recommending the approval of a one-year pilot program for the levels of service included in this proposal. The request for an increase to level of service through a pilot program is not new to sports entertainment facilities, as more recently, T-Mobile piloted pre-made batched spirits, which after a successful trial changed into a permanent approval. If approved, the Levy at Lumen Field would be the fourth sports entertainment facility that has had a pilot program approved for similar levels of service.

Pilot Program Re-evaluation

We will re-evaluate the pilot program at the one-year mark to ensure public safety risk was not increased. During the re-evaluation period, Licensing will request the following documentation in addition to collaborating with Enforcement and reviewing any violation history:

- Input from the City of Seattle on continuing the increased levels of service and if there were any public safety concerns;
- Information on the DUI rates to see if there had been an increase since initiating the pilot;
- Data on overconsumption events where customers were removed from the arena due to public intoxication, inappropriate behavior, or fights that may have ensued due to overconsumption.

Once received, Licensing will bring a summary forth to the Board for consideration of continuing the pilot program or possibly moving out of the pilot program status.

Licensee Request and Supporting Documents

The following attachments include the request that came from Levy at Lumen Field.

- Attachment A – Special Request Letter with operating plan, which includes information pertaining to the desired levels of service, Seattle Police Department's input, DUI data, and previous alcohol related ejections.

- Attachment B – Correspondence with the Seattle Police Department referencing they have no concerns with increased levels of service.
- Attachment C – Correspondence from the licensee’s representative responding to Licensing’s additional questions regarding their request.

This memo was presented to and approved by the Board on August 31, 2021.

David Postman, Board Chair

Ollie Garrett, Board Member

Russ Hauge, Board Member