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Memo

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CITY OF SEATTLE
05 SEP 29 AM 9:21
CITY CLERK

To: Judith Pippin, City Clerk
From: John Cunningham, HR Manager
Date: 9/27/2005
Re: Alcohol Management Policy

Seattle Center has modified its alcohol management policy and issued a new policy that supersedes the old policy, dated June 26, 2003. A copy of the new policy is attached and forwarded to you, as the public may be impacted by certain provisions contained therein.

If you have any questions, please call. I may be reached at 684-7216. Thank you!

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DEPARTMENT POLICY & PROCEDURE

Subject: Alcohol Management

Number: SC-P-047

Effective: June 14, 2005

Supersedes: *Jun 26, 2003*

Approved:

Department:

Seattle Center

Virginia Anderson

1.0 PURPOSE:

1.1 As a public entertainment facility, Seattle Center recognizes that its purpose is to provide entertainment in a safe, enjoyable atmosphere. An element of this experience may involve the consumption of alcoholic beverages by our guests. As a server of alcoholic beverages, we only serve those people capable of drinking alcohol responsibly. It is our goal to deter patrons from over consumption and from drinking and driving – endangering themselves and others. It is the goal of the Seattle Center Alcohol Management Policy to:

- 1.1.1 Take action to enhance the enjoyment of all our guests during their visits.
- 1.1.2 Offer assistance and encourage our guests to return home safely after attending an event at Seattle Center.
- 1.1.3 Promote public awareness of the problems of drunk driving.
- 1.1.4 Decrease potential liability in alcohol-related actions.

2.0 ORGANIZATIONS AFFECTED:

- 2.1 All Seattle Center Department personnel.
- 2.2 This procedure does not apply to represented employees when the procedure is in conflict with the express terms of a negotiated bargaining agreement.

3.0 REFERENCES:

- 3.1 Revised Code of Washington and Washington Administrative Code as applies to the sale and consumption of alcoholic beverages and spirits.

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4.0 DEFINITIONS:

- 4.1 **Alcohol** is that substance known as ethyl alcohol, hydrated oxide of ethyl, or spirit of wine, which is commonly produced by the fermentation or distillation of grain, starch, molasses, or sugar, or any other substances including all dilutions and mixtures of this substance.
- 4.2 **Beer** means any malt beverage or malt liquor as their terms are defined in the RCW.
- 4.3 **Board** means Liquor Control Board.
- 4.4 **Consume** includes the putting of liquor to any use, whether by drinking or otherwise.
- 4.5 **Liquor** includes the four varieties of liquor (alcohol, spirits, wine and beer) and all fermented, spirituous, vinous, or malt liquor, or combinations thereof, as defined in the RCW 66.04.010
- 4.6 **Minor** means any person under the age of twenty-one as described in RCW 66.44.270.
- 4.7 **Public place** includes the full campus of Seattle Center, all buildings situated thereon, and encompasses the full definition contained in RCW 66.04.010.
- 4.8 **Sale or sell** include exchange, barter, and traffic; and also include the selling or supplying or distributing, by any means whatsoever, or liquor, or of any liquid known or described as beer or by any name whatever commonly used to describe malt or brewed liquor or of wine, by any person to any person.
- 4.9 **Wine** means any alcoholic beverage obtained by fermentation of fruits (grapes, berries, apples, etc.) or other agricultural product containing sugar, to which any saccharine substances may have been added before, during, or after fermentation, and containing no more than twenty-four percent of alcohol by volume, as described in RCW 66.04.010.

5.0 POLICY:

- 5.1 The policy for "public" events (e.g. KeyArena, McCaw Hall) is as follows:
 - 5.1.1 Admission
 - 5.1.1.1 Patrons are prohibited from bringing alcoholic beverages into a Seattle Center facility or onto the grounds.
 - 5.1.1.2 No bottles, cans, cups, thermos bottles, or any other type of beverage container, other than those necessary

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for medical or child care purposes, may be brought into the KeyArena or McCaw Hall. At certain public events held outside these facilities, beverage containers may be allowed at the discretion of Seattle Center Management and the event promoter.

- 5.1.1.3. Possession of prohibited (or unlawful) items inside Seattle Center facilities may result in the disposal thereof, in addition to possible ejection and prosecution of the possessor.
 - 5.1.1.4. All patrons will be visually inspected upon entry to a building when Security or Admissions personnel are present. Patrons will be advised of our policy and may be questioned about possession of prohibited items upon entry. Patrons will have the opportunity to dispose of prohibited items prior to entry.
 - 5.1.1.5. At certain events (determined by previous history, current nationwide security status, and/or advice from local and federal law enforcement agencies), Security or Peer Security staff will inspect bags, backpacks, purses, etc. for compliance with applicable laws and policies. Patrons will have the opportunity to dispose of prohibited items prior to entry. Patrons refusing to cooperate with the inspection policy will be refused admission, and, should they request it, a refund will be made by mail.
 - 5.1.1.6. No person whose behavior indicates that he/she is obviously alcohol or drug impaired and poses a threat or danger to themselves or to others will be allowed to enter a facility. If such a person is attempting to purchase a ticket, the sale will be denied.
 - 5.1.1.7. All Seattle Center Admissions staff and peer security staff shall attend a Techniques for Effective Alcohol Management (TEAM) training at least once a year. The Admissions department will document such training.
- 5.1.2. Sale of Alcoholic Beverages
- 5.1.2.1. All servers of alcoholic beverages will be trained in methods of identification of intoxicated individuals, methods of handling these individuals, the proper course of action to be taken, and responsible beverage service practices (TIPS program). Such training will be documented by the concessionaire and shall be done as required by the Washington State Liquor Control Board.

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- 5.1.2.2. All concessions employees will be informed of concessionaire's policies in addition to personal liability, effects of alcohol, and methods of intervention.
- 5.1.2.3. The nature of an event (previous history garnered through venue checks) will determine whether or not alcoholic beverages are sold and the type of alcoholic beverages sold. Alcohol sales may be stopped at the request of Seattle Center Management at any time.
 - 5.1.2.3.1. **Concerts:** Whether or not alcohol is sold is determined on an event-by-event basis. When it is sold, sales will end at a time pre-determined by Seattle Center Management and the concessionaire.
 - 5.1.2.3.2. **Sporting Events:** Sales end at the conclusion of the second intermission for hockey and the end of the third quarter for NBA basketball. Sales end at the 10:00 minute mark of the second period for WNBA games.
 - 5.1.2.3.3. **Suites/Clubs:** Pre-orders only are allowed for certain types of events and liquor cannot move from clubs to seating areas at any time. ONLY Beer and wine are allowed to be removed from the suite level.
- 5.1.2.4. The nature of an event (previous history garnered through venue checks) will determine the container size limit and the number of drinks that patrons can purchase at one time. Seattle Center Management reserves the right to reduce the size limit and/or number of drinks at any time.
- 5.1.2.5. Patrons are not served drinks in glass bottles of any kind, and all caps are removed from plastic bottles before being given to the customer.
- 5.1.2.6. All patrons may be required to show valid proof-of-age to purchase alcoholic beverages.
- 5.1.2.7. No alcoholic beverage will be sold to an intoxicated individual.
- 5.1.3. Enforcement/Intervention
 - 5.1.3.1. Underage drinkers or persons passing alcohol to underage patrons will be ejected from the building. A

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record will be kept of the incident. When possible, parents of underage drinkers will be contacted.

- 5.1.3.2. Persons possessing alcohol yet unable to produce proof of age may be ejected.
- 5.1.3.3. Persons possessing any alcoholic beverage not purchased in the facility will have their beverage disposed of and may be ejected from the facility.
- 5.1.3.4. Persons exhibiting rowdy, disruptive behavior will be turned over to the police and may be ejected from the building.
- 5.1.3.5. All employees will monitor our guests for disruptive behavior and inappropriate conduct. Our employees will encourage patrons to make responsible arrangements for transportation (i.e. get a ride with a responsible driver, take a taxi, arrange for someone to come and get them). If necessary, employees will obtain help from the police and the concessionaire.
- 5.1.3.6. Seattle Center staff may also call for a free taxi ride home for intoxicated individuals who cannot otherwise arrange for alternate transportation.

5.1.4. Public Awareness

- 5.1.4.1. When possible, available space or marquees and message boards will be used to promote messages regarding drunk driving and driving safety.
- 5.1.4.2. Signage stating Seattle Center policies and applicable state laws will be posted in or near concession stands.
- 5.1.4.3. Signage stating the dangers of drinking alcohol while pregnant shall be posted in all women's restrooms.
- 5.1.4.4. When possible, season ticket holders' literature will include articles highlighting the efforts of the Promoter and Seattle Center against drunk driving.
- 5.1.4.5. The Washington State Liquor Control Board shall be kept abreast of our efforts to serve alcohol responsibly and prevent drunk driving. This includes written correspondence and invitations to alcohol management training sessions.
- 5.1.4.6. Seattle Center and concessionaire have instituted a Designated Driver program available at all events in the KeyArena. Announcements and signage are

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present to encourage patrons to take advantage of the program, which provides complimentary soft drinks to patrons 21 years of age and over, with a valid ID, and who have driven to the event, in exchange for a pledge not to consume alcohol at that event.

6.0 PROCEDURE

6.1 Parking Lot

- 6.1.1 Parking Attendants who observe patrons arriving or parking in Seattle Center lots with open alcohol containers, or consuming alcohol should advise those patrons of the Washington State and City of Seattle laws prohibiting open containers in automobiles and consuming alcohol on City property.
- 6.1.2. Parking Attendants who observe patrons arriving at Seattle Center lots with bottled or canned foods or beverages should advise those patrons of Seattle Center policies prohibiting bringing outside food and beverages into the following Seattle Center facilities: KeyArena, McCaw Hall, Mercer Arts Arena (or its successor), Exhibition Hall, Fisher Pavilion, Northwest Rooms, Bagley Wright Theater and Playhouse.
- 6.1.3. Any problems encountered should be referred to the Attendant's immediate supervisor or the police.
- 6.1.4. Police officers will issue citations, when necessary, to individuals who violate liquor possession and consumption laws.
- 6.1.5. Signs stating Seattle Center policies and State and City ordinances shall be posted at Seattle Center parking lots and garages.

6.2 Box Office

- 6.2.1 Ticket Sellers will write down the seat location of any individual whose conduct is disruptive and/or inappropriate. The seat location will be given to the Head Usher as soon as possible.
- 6.2.2. Ticket Sellers will delay a sale to any individual whose conduct is threatening and/or whose conduct is harmful to such individuals or others, in order to get the assistance of the Seller's supervisor or a police officer.
- 6.2.3. Ticket Sellers should not leave their booth in pursuit of an individual. Instead, call for assistance immediately.
- 6.2.4. All incidents will be reported to the Box Office Manager.

6.3 Door Attendants (Ticket Takers)

- 6.3.1. Door Attendants will observe the conduct of patrons as they enter the building to determine their condition.
- 6.3.2. Door Attendants will engage patrons in conversation if their conduct is disruptive or obviously alcohol impaired.
- 6.3.3. Door Attendants will retain the ticket stub or otherwise note the seat location of a patron and pass it on to the Head Usher for monitoring.
- 6.3.4. Door Attendants will advise patrons of Seattle Center's policies, including policies prohibiting possession of bottles and cans.
- 6.3.5. Door Attendants or security personnel will conduct an informal visual inspection of all patrons to prevent cans, bottles, coolers, and alcoholic beverages from being brought into the facility.
- 6.3.6. Door Attendants will refuse admission to patrons whose conduct is obviously alcohol or drug impaired. The Door Attendant will politely inform the patron that his/her condition is questionable and that he/she is requesting the assistance of your supervisor.

6.4 Alcoholic Beverage Sales

- 6.4.1. Concession sales staff will request valid I.D. of any patron who appears to be under 30 years of age. The six acceptable forms of I.D. in the state of Washington are: a driver's license or instruction permit, a US military I.D., a Merchant Marine I.D., a State Liquor Control I.D., a State I.D. card, or an official passport.
- 6.4.2. Concession sales staff will refuse service to anyone less than 21 years of age.
- 6.4.3. If a false I.D. is presented, concession sales staff will refuse service and contact their supervisor. The supervisor will inform the patron that the police will be called. Once the police arrive, a determination will be made on the validity of the I.D. If the I.D. is forged, it will be confiscated and the patron may be ejected.
- 6.4.4. If a patron cannot present a valid I.D. on request, concession sales staff will explain our policy and explain that they cannot be served.
- 6.4.5. If a patron's conduct is obviously impaired, concession sales staff will refuse service and politely explain our policy. Suggest non-alcoholic beverages and/or food items. Staff will show genuine concern and sincerity.

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- 6.4.6. If a patron appears to be purchasing alcoholic beverages for a juvenile, concession sales staff will ask for whom the beverage is being purchased and ask for a valid I.D. for the recipient. If they are under 21 years of age, the sale will not be made. Concession sales staff will politely explain to the patron the illegality of providing alcoholic beverages to minors.
 - 6.4.7. Alcohol sales are limited to the maximum purchase of two drinks per I.D. at any one time.
 - 6.4.8. All employees serving alcohol must be at least 21 years of age.
 - 6.4.9. Alcohol awareness signs and information regarding the type and duration of alcohol sales are posted in each concession stand, club, and suite.
- 6.5 In the Seating Area
- 6.5.1. Ushers will monitor the activities in their assigned seating areas, enforcing Seattle Center's policy on alcohol consumption.
 - 6.5.2. Ushers will notify the Assistant or Head Usher of alcohol violations or disruptive behavior by Seattle Center patrons.
 - 6.5.3. Ushers will ask patrons to discard prohibited items or give the prohibited items to the usher for disposal. Ushers will explain Seattle Center's policy with regard to the prohibited items and will also express concern for the safety of the patrons. If patrons are uncooperative, the Assistant, Head Usher, or a police officer will be summoned for assistance.
 - 6.5.4. Ushers observing an adult giving alcoholic beverage to a minor to consume will remind the adult of the law. If they do not cooperate, Ushers will obtain the assistance of a police officer.
 - 6.5.5. Ushers observing the disruptive, alcohol (or drug)-impaired behavior by patrons who appear to be underage and consuming alcoholic beverages will politely request valid I.D. If the patron cannot produce valid I.D. or is underage, or is judged by the usher to be potentially violent, a police officer will be summoned. The alcoholic beverage will be disposed of and the patron may be ejected.
 - 6.5.6. Ushers observing disruptive behavior or obviously alcohol (or drug)-impaired patrons purchasing alcoholic beverages will notify their supervisor, giving the seat location and identifying the seller.
 - 6.5.7. Ushers observing a disruptive, obviously alcohol (or drug)-impaired patron creating problems in their area must take action, and notify the Assistant, Head Usher, or a police officer.

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- 6.5.8. Ushers observing an obviously alcohol (or drug)-impaired patron leaving the seating area will politely attempt to discourage the patron from driving, suggesting alternatives such as using a cab or getting friend or relative to pick them up.
 - 6.5.9. At certain events, Security or Peer Security staff will be assigned as Alcohol Monitors, in which capacity they will roam the concourses and seating areas to monitor and respond to alcohol-related issues.
 - 6.5.10. Off-duty Seattle Center employees are encouraged to act in support of the enforcement of the alcohol management policy, (i.e. notifying ushers of disruptive or obviously alcohol-impaired patrons) when in attendance at Seattle Center events.
- 6.6 Assistant/Head Ushers
- 6.6.1. Assistant/Head Ushers must monitor the alcohol consumption activities in their areas of responsibility.
 - 6.6.2. Assistant/Head Ushers must be readily available when their assistance is required.
 - 6.6.3. Assistant/Head Ushers must enforce Seattle Center's alcohol management policies.
 - 6.6.4. If Assistant/Head Ushers refuse admittance to a patron due to their conduct or condition, it will be reported to the Event Service Representative on duty and a police officer.
 - 6.6.5. Assistant/Head Ushers may relocate patrons who complain about the behavior of other patrons with the approval of the event promoter, if seats are available.
 - 6.6.6. Assistant/Head Ushers will make a written record of all vital information regarding alcohol-related incidents. Such records will be forwarded to the Admissions Supervisor.
 - 6.6.7. Assistant/Head Ushers are expected to work closely with Event Service Representatives, police authorities and any other security personnel with regard to enforcement of Seattle Center's alcohol policy.
- 6.7 Leaving Seattle Center facilities
- 6.7.1. No patron will be allowed to leave the facility with alcohol.
 - 6.7.2. Patrons who are obviously alcohol (or drug)-impaired will be encouraged by event personnel (Door Attendants, Ushers, Head Ushers) and police authorities not to drive and to use alternate means of transportation.

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- 6.7.3. Parking Attendants who observe an obviously alcohol-impaired patron going to an automobile will encourage the patron not to drive. If the patron insists on driving, use a communications radio or phone to notify police authorities of the vehicle license plate and last seen direction of travel.

7.0 GUIDELINES FOR CATERED EVENTS

7.1 Distribution of Alcoholic Beverages

- 7.1.1. An approved Seattle Center Caterer must provide all liquor served at events in rented facilities. These Caterers have the permits, licenses, and insurance documents required by Seattle Center, including a State of Washington Liquor License with a catering endorsement.

- 7.1.1.1. Provided that, clients operating a beer or wine tasting event contracted in a Seattle Center facility other than KeyArena or McCaw Hall, may provide and serve alcohol without using an approved Caterer by obtaining a Special Occasion permit and adhering to all terms of that permit and their Seattle Center rental contract.

- 7.1.2. In their contracts with Seattle Center, Caterers agree to ensure that their servers of alcohol have received the state required training for serving alcohol and ID all patrons purchasing and/or consuming alcohol at an event. When the caterer leaves the contracted facility, so must all the remaining alcohol. No alcohol may be left in a room unattended.

- 7.1.3. Only employees of the caterer may serve alcohol. No volunteers may do so, nor are attendees allowed to bring in their own alcohol. Caterers have the right to refuse service to anyone they consider to be intoxicated or who can not prove they are 21 years of age or older.

- 7.1.4. Alcohol may only be served within the licensee's contracted facility. Event attendees are not permitted to take alcohol out of the facility. Licensee may be required to have and pay for Seattle Center Admissions or other security staff at their venue to monitor alcohol at exits.

- 7.1.5. For the best interests of attendees, alcohol may not be served unless food is also available.

7.2 Selling of alcohol

- 7.2.1. Licensees wishing to have a no-host bar at an event must contract with an approved Seattle Center Caterer.

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7.2.2. Licensees wishing to operate a beer garden must comply with the following conditions:

7.2.2.1. The beer garden shall be separately fenced with six-foot high chain link fencing or 42 inch high picket fencing. When the picket fencing is used, a second 42 inch high picket fence shall be installed around the outside of the interior fence, at least six feet from the interior fence.

7.2.2.2. All persons entering the beer garden shall present valid identification attesting their age to be at least 21 years.

7.2.3 Alcohol sales/service shall cease at 1:00 am for all events held in venues other than KeyArena or McCaw Hall, unless otherwise determined by Seattle Center in an event rental contract.

7.3 Consumption of Alcohol

7.3.1. Persons wishing to consume alcohol must have a valid I.D. attesting their age to be at least 21 years. The six acceptable forms of I.D. in the state of Washington are: a driver's license or instruction permit, a US military I.D., a Merchant Marine I.D., a State Liquor Control I.D., a State I.D. card, or an official passport.

7.4 Penalties

7.4.1 Licensees or caterers not adhering to the policies of Seattle Center or the regulations of the City of Seattle, King County, and the State of Washington may be subject to penalties, including but not limited to the following: 1) forfeiture of any applicable event deposit; 2) removal from Seattle Center's approved list of caterers; 3) prohibition of promoting future events at Seattle Center; and 4) applicable penalties set forth by the State Liquor Control Board.

8.0 RESPONSIBILITIES

8.1 The Director of Seattle Center shall promulgate and publish such policies and changes to policy as are necessary and consistent with the needs of the Seattle Center and in compliance with the rules for vending and consuming alcohol as set forth by the Washington State Liquor Control Board.

8.2 The Managers of facilities at Seattle Center, including the Servicing and Operations Manager for those buildings that are not assigned managers, shall be responsible for ensuring staff assigned to support building operations carries out the requirements of this policy.

8.3 Facility staff, including Ushers, Assistant/Head Ushers, Parking Attendants and all others whose duties include the operation of any facility of Seattle Center's, shall be responsible for carrying out the tasks

detailed in article 6 of this policy. Further, where specific responsibilities are allocated to a title, anyone who is assigned to perform those tasks are responsible for carrying out this policy, even though they may hold a different title.

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