PROPOSAL:  One Day Liquor License Applications, Waldo Stadium

Background

As a Michigan non-profit organization, the University may request up to 12 one-day liquor licenses for use at special events. The application requires formal action by the governing board of the non-profit. Historically, Athletics has only requested from this Board and the Michigan Liquor Control Commission, alcohol service for the Gill Club with these one-day licenses. The request for alcohol services throughout the stadium has been a recurring theme in fan surveys and the Fan Advisory Committee. To address this feedback and to align with the University’s peers in the Mid-American Conference and the state and nationwide movements to allow alcohol service at football games, the University is seeking to broaden the current alcohol service to include the public seating areas. The University will use only servers who are TIPS trained (Training for Intervention Procedures) in compliance with Michigan Liquor Control Commission’s requirements. Only beer, wine and seltzer will be served at the events. The University will ensure that alcohol may only be sold to those 21 and older, with a maximum of two (2) alcoholic beverages being sold per transaction. Service of alcohol will be discontinued beginning in the 4th quarter and a security plan has been developed to ensure compliance with MLCC requirements and to provide a safe, enjoyable experience for all football patrons. The University anticipates applying for one-day licenses at the following events:

- Home Football Games (5) in all gameday and seating sections of Waldo Stadium (service to end in the beginning of the 4th quarter)– August 31, 2023; September 30, 2023; October 14, 2023; November 7, 2023; November 21, 2023;

Recommended Action

It is recommended the Board approve the above applications for one-day liquor licenses to the MLCC seeking to allow alcohol service throughout Waldo Stadium or parts thereof.