




Community Arts

MEMO

DATE: April 11, 2019
TO: City Council via Planning Commission
FROM: Mearle Marsh - Community Arts 
RE: Alcohol Permits at the Sandy Amphitheater

BACKGROUND:

One of the most asked questions over the years at the Amphitheater has been, “Where can I buy a beer?” In our patron surveys when we ask, “What can we do better?”, the top response is – sell beer. We have a unique challenge in that we allow outside food and drink, partially because the city wanted it to have a community feel, and because we don’t have enough infrastructure to service the number of people that attend the venue. This has led to the unintended consequence of people “sneaking” alcohol into the venue. We don’t allow alcohol, but the venue is not “dry”.

Currently, we don’t have the ability to check every bag, and if we did, how do you know what someone has in their thermos, or McDonalds cup? Upon implementing alcohol sales, we will use some of the revenue derived from sales to hire professional security personnel who know what to look for and how to communicate with the patrons. This change would mandate all liquids brought in by guests be in “factory sealed” containers. It will be part of the requirement of the Permit from the DABC (Department of Alcoholic Beverage Control).

When we sell the alcohol, we will be better able to control the amount of consumption by keeping out personal supplies, monitoring the number of drinks and setting a time to stop sales. This will help prevent patrons from drinking too much and becoming a distraction.

We will not sell beer at every event. We will target events we feel have the best possibility of financial success (National Acts, Country Acts, etc.) and avoid events that will be less successful (Children’s Shows, the summer musical and events like Ryan Shupe and Peter Breinholt). As part of our communication with the patrons, it will be clear whether alcohol will be sold or not at a specific event. However, I want to stress that in past years, there has been alcohol consumed (illegally) at every show at the amphitheater. We are working to get this under control.

HIGHLIGHTS:

- New Point of Sale locations for beer only:
 - There will be locations throughout the venue
- Wristband/ID locations (separate from beer sales locations):

- You have to obtain a wristband to purchase beer. At these locations you will show your ID to prove you're legal to buy. Only patrons with wristbands will be allowed to purchase and consume beer. You can only buy two beers at a time, but can only have one at a time while consuming.
- Security checking bags and coolers at the gates:
 - This special permit requires us to check bags and not allow any outside alcohol into the venue. We will contract with professional security firms who are trained in how to do this properly and efficiently.
- Factory sealed liquids only allowed in venue:
 - To prevent the sneaking of alcohol into the venue.
- Training for ID checkers:
 - This is a three-hour training that our volunteer ushers will be required to take so they know how to properly check IDs.
- One usher for every 50 patrons:
 - This is a requirement of the permit. We will need to provide one usher for every 50 patrons to help monitor compliance to the consumption rules.
- We would apply for three (3) separate thirty-day beer permits:
 - which would allow us to sell Utah permitted alcohol by volume beer only, not the "heavy" beers.
- We would identify at which shows we will sell beer:
 - We do not plan on selling beer at every event and we will notify ticket holders as part of our "Know Before You Go" program as to whether beer will be sold at the event or not.