



Recommended License Conditions for Temporary Events, Summer Festivals and Outdoor Events

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SCAODA Report–Moving Forward: Policies and Strategies to Prevent and Reduce Excessive Alcohol Use in Wisconsin

Wisconsin loves its outdoor summer festivals. Unfortunately, underage and binge drinking are frequent occurrences at summer festivals and outdoor events operating under temporary “Class B” or Class “B” licenses in Wisconsin.

Municipalities should attach conditions to temporary licenses to reduce alcohol related injuries, disorderly conduct and violence, and to prevent underage drinking. The license conditions can ensure that the organization sponsoring each event implements specific strategies or else risks losing its license to sell alcohol beverages the following year. When alcohol beverage sales are essential to the operation and success of a festival, appending license conditions allows the festival to proceed while implementing policies that support community health and safety.

Even if a municipality has not attached license conditions to the temporary licenses, a community can monitor what is happening at its summer festivals and outdoor events. In the absence of clearly stated license conditions, temporary licensees are more likely to voluntarily adopt policies that reduce underage drinking than policies that reduce binge drinking.

Four Policies and Practices That Prevent and Reduce Underage Drinking Are:

1. Require I.D. checks at the entrance to serving area
2. Wrist bands to identify attendees ages 21 or older
3. Keep people under age 21 out of the area where alcohol is sold or consumed, for example by using a secure perimeter (fence) around the serving area
4. Use distinguishable cups that allow for easy identification of alcohol vs alcohol-free beverages

Seven Policies and Practices That Prevent and Reduce Binge Drinking Are:

1. Limit the number of beverages that can be purchased at a time
2. Limit size of beverages served to single servings 12 oz or smaller of beer and other fermented malt beverages (e.g., hard seltzers & “wine” coolers), and 5 oz or smaller of wine
3. No discount alcohol pricing
4. No sales to obviously intoxicated individuals
5. Prohibit servers from drinking
6. Food and alcohol-free beverages available where alcohol is sold
7. End alcohol sales one hour before closing