

**LEGISLATIVE #**

**120146C**

Power Point Presented by Ryan Prodoshy

# ORIGINAL ORDINANCE

## PURPOSE

- To reduce or eliminate unlawful consumption of alcoholic beverages by underage persons in alcoholic beverage establishments.\*
- To protect the safety and health of our youth and community.\*

## RECOMMENDED ACTION

- Implement an ordinance that will restrict patronage after 9:00pm of persons under 21 years of age in alcoholic beverage establishments that repeatedly suffer or permit underage persons to unlawfully possess or consume alcoholic beverages.\*

\*Notes from council meeting presentation

# RESULTS OF ORDINANCE

## BEFORE ESTABLISHMENT 2006- 2008

- \$222,000 spent on overtime pay it cost to patrol downtown on weekend nights.\*
- \$125,000 spent in 2008 alone.\*

## AFTER ESTABLISHMENT 2009

- Overtime costs have all but disappeared.\*
- Underage drinking arrests have dropped dramatically.
  - 2007: 995 Arrests\*
  - 2008: 914 Arrests\*
  - 2009: 441 Arrests\*

\*Courtesy of The Gainesville Sun

# CASE STUDY: 101 CANTINA

## PROBATIONARY PERIOD 2010-2011 VS. SAME PERIOD IN 2012

- Sales down 38% during probationary period
- -\$250,000 in Revenue during probationary period
- 4.25 patrons turned away due to intoxication during probationary period.
- 40.29 (+963%) patrons turned away due to intoxication during the same period in 2012.

# SECURITY PROTOCOL: 101 CANTINA

## ON SITE

- 2 Forms Of Identification
- ID Scanner at Door
- Wrist Band for 21+
- Hand Stamp for 21+
- Stationary Security
  - Front Door
  - Back Door
  - High Traffic Areas
- Roaming Security

## IN TRAINING

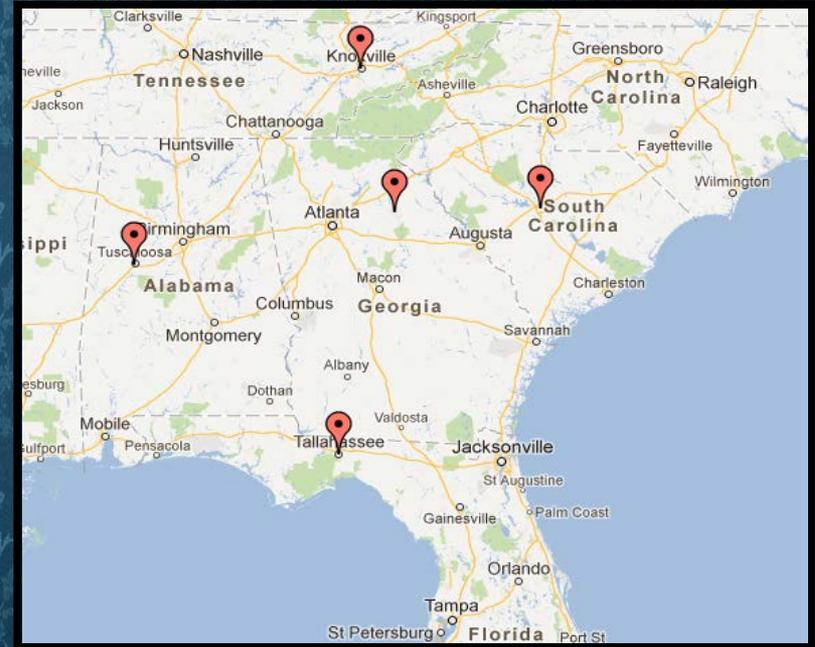
- Annual participation in GPD training courses
- All managers have received certification in crowd management
- Security team meetings held regularly
- Security personnel reviews held regularly

# ECONOMIC IMPACT

- Attracts 7,000+ visitors, many of which are from out of town
- \$1.8 million revenue generated for the College Park area annually
- Generates \$108,000 in tax revenue annually
- Creates/Saves hundreds of jobs during the slow summer season

# SIMILAR CITIES

- Tallahassee, Florida
- Tuscaloosa, Alabama
- Knoxville, Tennessee
- Athens, Georgia
- Columbia, South Carolina
- \* All state regulated



# PROPOSAL

- Word ordinance to read the same as original ordinance.
- Allow special event permits to be issued.
- Issue permits contingent up 21+ after 9pm.
- Original ordinance applies to special event premise extensions.
- Create a SOP of security mandates and regulations.
- Create a security program similar GFR crowd management program.