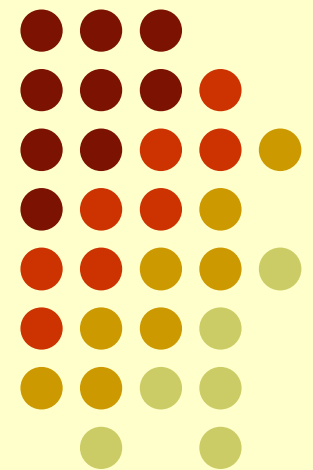
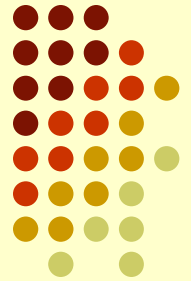


Gainesville Responsible Hospitality Partnership

October 15, 2007

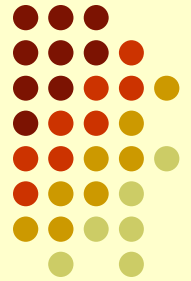


Background



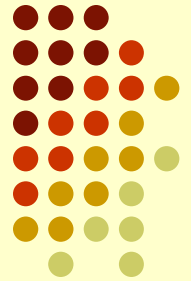
- Hospitality industry is a valued and important aspect of the social and cultural activities of residents and visitors
- Gainesville's two hospitality zones are located within the Downtown and CPUH CRA districts
 - Roughly a 15 bars in CPUH
 - Over 30 bars in Downtown
- Hospitality industry contributes to economy, also contributes to vitality and liveliness of district, especially on evenings and weekends
 - Nature of industry and products served necessitates that business owners and patrons share responsibility in protecting the health and safety of patrons as well as the surrounding community

Background



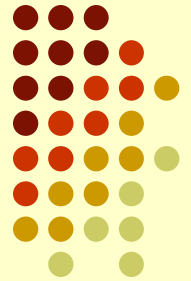
- CRA's mission is to foster vibrant, healthy urban neighborhoods
- Promoting responsible hospitality helps improve a district's street life, physical environment, and the greater community's perception of the area
 - Elevate the worth of the neighborhood and promote reinvestment

Gainesville Responsible Hospitality Partnership



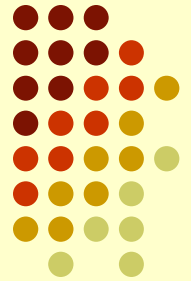
- A coalition of local businesses, City/CRA/GPD representatives, and UF students and staff
- Along with GPD and ABT, GRHP sponsors training sessions for hospitality employees
 - Security issues, fraudulent IDs, crowd control, responsible service practices
- Partnership created the Responsible Vendor Covenant
- GRHP membership is structured to be flexible, to accommodate the non-traditional work schedules in the hospitality industry.
 - Membership is voluntary and free, participating businesses are encouraged to attend monthly meetings to discuss hospitality issues
 - Members must abide by the Responsible Vendor Covenant

Responsible Vendor Covenant



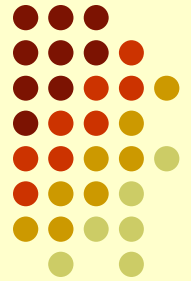
- Businesses pledge to:
- Comply with legal obligations governing sale/service of alcohol
 - No service to patrons under 21
 - No service to visibly intoxicated patrons
- Provide beverage training service to employees
- Create an atmosphere that facilitates positive, respectful social interaction
- Check all IDs
- Offer competitively priced low-alcohol and alcohol-free drink alternatives
- When possible, provide and encourage the sale and consumption of food along with alcohol
- Offer or promote safe and sober ride home
- Comply with City's handbill ordinance

Responsible Vendor Covenant



- Membership will be terminated if a business accrues more than 12 arrests for possession of alcohol under 21 within a 3 month period
- Membership may be regained after a 3 month period in which the business accrues no more than 12 arrests for the possession of alcohol under 21

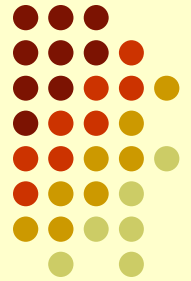
Benefits of GRHP Membership



- Support of UF Greek Community
- Window decal affirming membership
- Identification as a Responsible Hospitality provider in GRHP promotional and informational material (free advertising!)
- Complimentary identification as a Responsible Vendor in INsite Magazine
- Opportunities to discuss hospitality related issues through monthly meetings

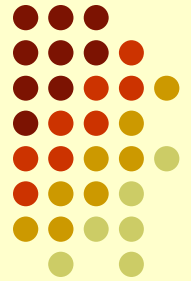


GRHP Success Stories



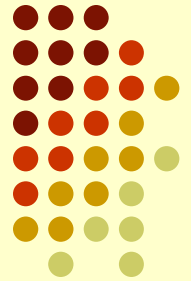
- Along with GPD, GRHP hosted an internationally attended webinar highlighting Gainesville's innovative, nontraditional techniques used to fight crime and promote safety within hospitality zones
- CRA Staff attended GPD tour of Downtown and CPUH hospitality zones in order to better understand the challenges and successes associated with late night activity in these zones
- Intern Ashley Arthur has met with UF student groups and local bar owners and has helped GRHP membership reach 17 bars (and counting)
- GRHP is working to renew and expand support within the UF Greek community
- GRHP is currently focusing on publicity efforts to raise awareness of responsible hospitality and to promote Gainesville's Responsible Vendors
 - Direct attention to the level of care and respect that businesses afford their customers.
 - Recognize those businesses that are proactive
 - Raise awareness of those that are not

GRHP Member Efforts



- “Front end” approach
- Bold messaging to young adults
- Billboarding
- ID verification
- Service Industry best management practices
- SAFE-T Kiosk
 - Physical place where law enforcement and volunteers are present
 - Getting home/transportation
 - Finding friends
 - Medical assistance
 - Reporting problems and emergencies

GRHP Members and Responsible Hospitality Providers



- UF Greek community
- Burkhardt Sales & Services
- Scan Technology
- INsite Magazine
- The Swamp Restaurant
- Grog House
- Copper Monkey
- Gator City
- XS
- Calico Jacks
- JP Gators
- Italian Quarter Bistro & Lounge
- Market Street Pub
- Fat Tuesdays
- The Bank
- Bar One
- Rue Bar
- That Bar
- Jewells
- Mojitos
- 8 seconds
- 2nd Street Speakeasy