



Executive Action Sheet for Senate Legislation

- Senate Bill 331-
- Resolution 331- **002**

I, Sydney Thayer, President of the Student Assembly of William & Mary do hereby:

- Approve
- Veto

The Student Assembly Senate Legislation:

In support of the New Beer Policy...

Sydney Thayer

President, 331st Student Assembly (23-24)

DATE: **2/7/24**

331st Student Assembly,
Senate Resolution 331-002

A Resolution

Encouraging the University to adopt a liberal beer policy to bolster school spirit and cultivate a healthy game day experience.

In Support of the New Beer Policy & In Thanks of the Athletics Department and Aramark

Heretofore referred as the "Beer Bill"

An Act of the 331st Student Assembly of William & Mary,

Sponsored by Sen. Connor Cheadle, J.D. ('25), Sen. Connor O'Neill, J.D. ('25)

Supported by the *Student Bar Association of William & Mary Law School*, Brendan Clark, J.D. ('24)

WHEREAS, this past Homecoming Football game drew a record breaking crowd of 13,713;¹

WHEREAS, the Beer Garten in Zable Stadium has been a resounding success, consistently drawing a larger crowd than capacity affords;

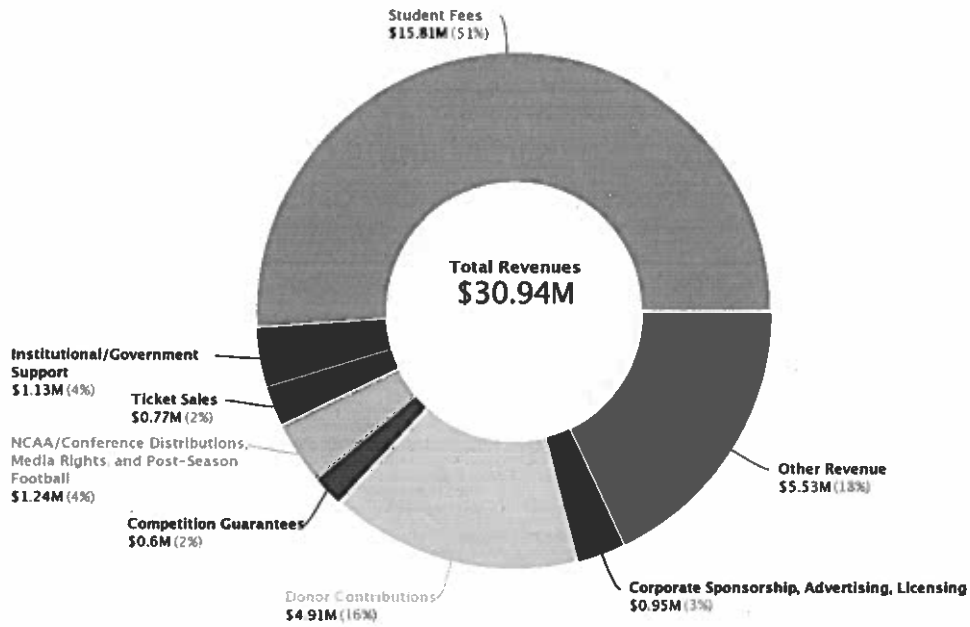
WHEREAS, the Beer Garten in Zable Stadium is limited to only three-hundred people and is frequently filled to capacity at games;

WHEREAS, the limits on the number of people allowed in the Bier Garten needlessly reduces revenue by artificially constraining the supply, in lieu of an overwhelming demand;

WHEREAS, William & Mary's Athletic revenue and expenses, for fiscal year 2022 were as follows:

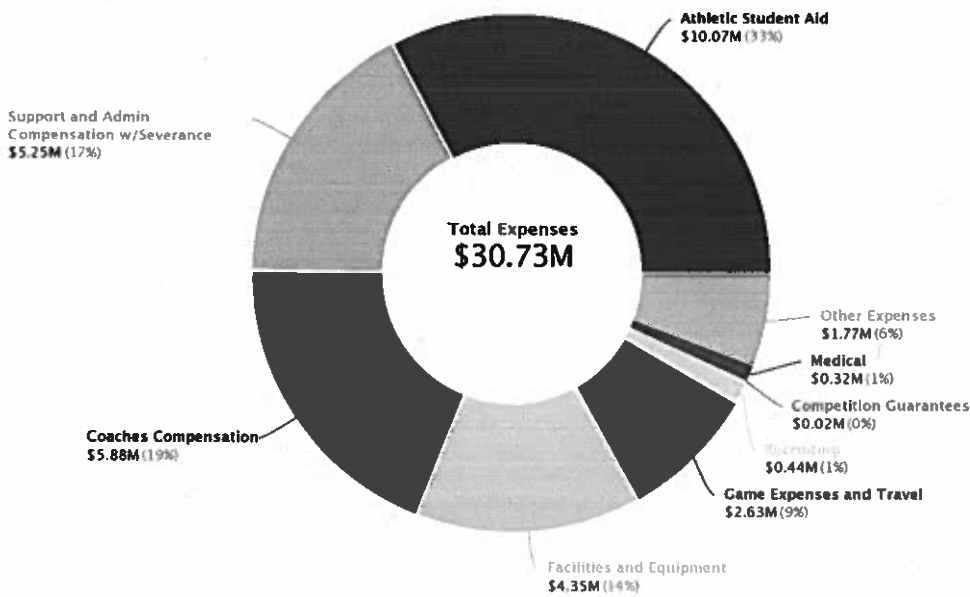
¹ [No. 13 Football Falls to Towson on Homecoming, 34-24 - William & Mary Athletics \(tribeathletics.com\)](#)

William & Mary - 2022



Amounts reflect current dollars.
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WHEREAS, a significant portion of athletic funding is derived from student fees and it is in our best interests to assist Athletics in finding alternative sources of revenue that are derived from the entertainment they provide;

WHEREAS, the students hold the lion's share of financial interest in success and quality game-day experience of William & Mary sporting events;

WHEREAS, an end on the artificial constraint of beer sales will, undoubtedly, remove the artificial constraint on sales and increase Athletic's revenue intake, through not only football games, but for the whole multitude of William & Mary sports events;

WHEREAS, a liberation of beer sales will most certainly draw more fans to purchase tickets and attend William & Mary football games, further increasing revenue intake;

WHEREAS, the Athletics Department has indicated that, via their contracting partner Aramark, beginning the Spring Semester of 2024 they will be piloting beer concessions at William & Mary sporting events;

WHEREAS, a study done on the impact of open beer sales in the stadium of a large midwestern university concluded that "[t]here was a decrease in alcohol-related EMS calls on home game days . . . [And] [i]n-stadium alcohol sales had no significant impact on the frequency or proportion of alcohol-related ED visits." Moreover, the study finds that "it is possible that fans drank less at tailgate parties knowing they could consume more once the game started The results of this study may inform similar institutions regarding the safe implementation of alcohol sales during mass-gathering events";³

NOW THEREFORE BE IT HEREBY RESOLVED, that Student Assembly is supportive of enhancing the fan experience of William & Mary athletic events through the policy that Athletics and Aramark have put forward for implementation this semester;

NOW THEREFORE BE IT HEREBY RESOLVED, in lieu of pending policy as forthcoming from the Athletics Department, the Students and Senate of the Student Assembly hereby recommend the following considerations be taken into weighty account by the Athletics Department in the formulation of their policy;

NOW THEREFORE BE IT HEREBY RESOLVED, that the Student Assembly of William & Mary encourage the University, the Office of the President, and the Department of Athletics institute the updated concessions policy for all sporting events that eliminates designated alcohol areas and allows fans to carry beverages to their seats. The policy should eliminate the need for separate lines for ticket purchase and beer (canned wine, etc.), thereby streamlining the process and

³ [The Impact of Alcohol Sales in A College Football Stadium on Healthcare Utilization - PMC \(nih.gov\)](#).

allowing fans to participate more fully in stadium activities. Consideration should be given to the rule that fans may still be required to wear wristbands for age verification, however, ID checks upon entering the stadium would streamline this process. The policy should state that beer can be purchased at regular concession stands and/or stand-alone beer stands. Stated in whole, the Student Assembly would like to allow students and ticketed patrons to take their purchased beers back to their allotted seats in the stands, and that no restriction on be placed on where one may carry or consume said beer (canned wine, etc.);

NOW THEREFORE BE IT HEREBY RESOLVED, that the Students and the Senate of the Student Assembly would like to keep the end-zone Bier Garten in addition to the aforementioned policy recommendations, and that the enclosure of the Bier Garten be removed to allow the free-flow of patrons and foot traffic through the space. Alternatively, Student Assembly supports the idea of converting the Bier Garten into a specialized VIP zone to draw additional revenue;

NOW THEREFORE BE IT HEREBY RESOLVED, that the Student Assembly recognizes the importance of game-day safety and ask that Athletics take the necessary steps to ensure that adequate and responsive emergency services remain available at sporting events;

NOW THEREFORE BE IT HEREBY RESOLVED, that the Students of William & Mary wholeheartedly thank the Athletics Department and Aramark for considering this policy change and commend their proactive efforts to modernize William & Mary's game-day concessions;

NOW THEREFORE BE IT HEREBY RESOLVED, that nothing in this Resolution is to be construed in any manner to suggest that Student Assembly supports, approved-of, or is complicit in underage drinking, overdrinking, or supports in any way activities or behaviors that are likely to result in alcohol-related illegal activities or incidents. Moreover, Student Assembly explicitly condemns any activity that results in alcohol-related illegal activities or incidents. This Resolution is not to be construed in any manner as to show that Student Assembly is complicit in, supportive of, or is in any way responsible for, or willfully ignorant of, the dangers posed by underage or excessive alcohol consumption. Student Assembly understands and is intimately aware of the challenges posed between the intersection of university culture and alcohol consumption, however, the verbage or construed tone of this Resolution are in support of the principle that fun, social, and fulfilling activities are not mutually exclusive with personal or institutional responsibility;

NOW THEREFORE BE IT HEREBY RESOLVED, that the (of-age members) of the Student Assembly of William & Mary want beer.