



**CITY OF NEW BEDFORD**  
JONATHAN F. MITCHELL, MAYOR

**NEW BEDFORD LICENSING BOARD**  
STEVEN A. BEAUREGARD  
MARCELINO G. "SONNY" ALMEIDA  
EDMUND F. CRAIG, JR.

## MEMORANDUM

April 26, 2016

New Bedford City Council  
Ms. Linda Morad  
Council President  
133 William Street  
New Bedford, Ma. 02740

**RE: N.B. Bay Sox Request for Alcohol Service**

Dear Council President Morad:

Please be advised that the Licensing Board voted in the majority at its April meeting to approve the Bay Sox alcohol control policy and site plan specifications for the sale of beer and wine at this year home games. The vote however is contingent upon the City Council's approval of the land transfer.

Attached are copies of the approved alcohol control policy and site plan for your review.

Should you have any questions regarding this matter, please do not hesitate to contact this office.

Sincerely,

New Bedford Licensing Board

Steven A. Beauregard  
Chairman

SAB/nn

Attachments: (4)

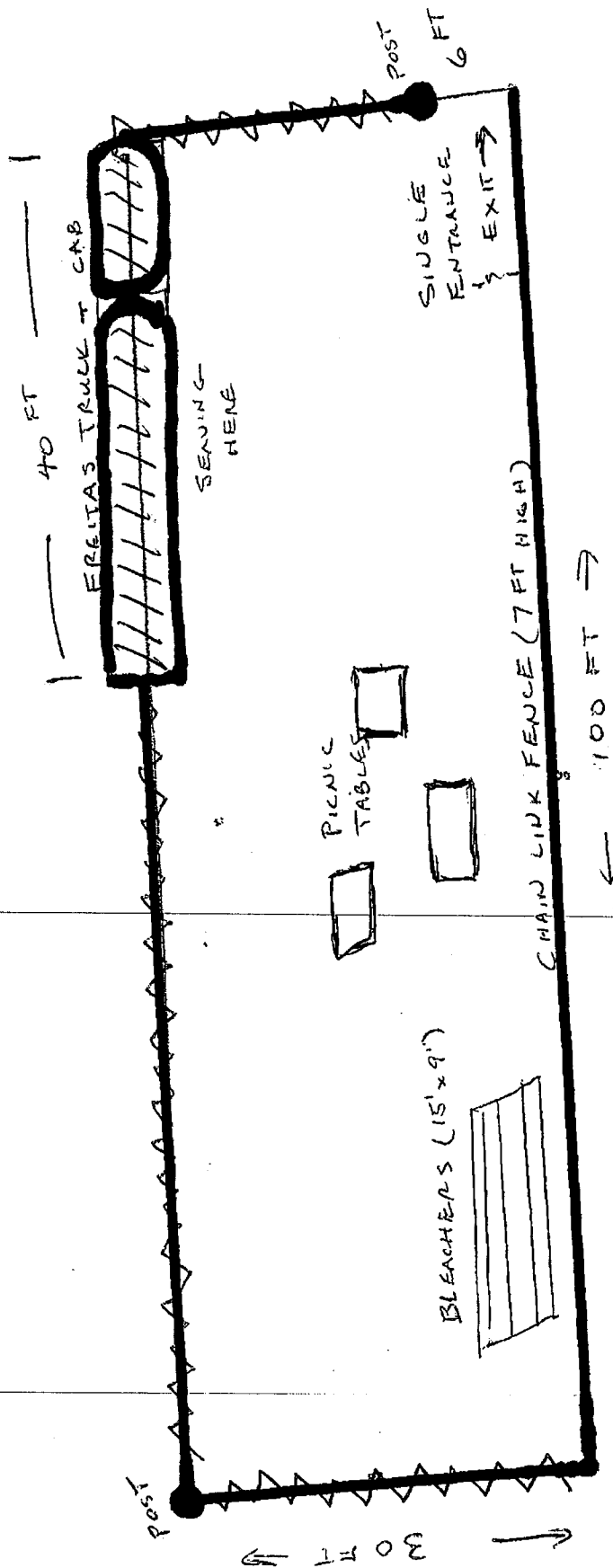
Cc: Jonathan F. Mitchell, Mayor  
Mikaela A. McDermott, City Solicitor  
File

**Alcohol Control Policy at Bay Sox Home Games**

1. The Bay Sox will contract with a reputable beer and wine distributor (Freitas) to handle transporting, serving, and removing the beverages for Bay Sox home games.
2. All servers will be over 21 and will have TIPS certification.
3. The beer and wine will be sold in distinguishable plastic cups.
4. The beer and wine will be removed from the premises after every game.
5. The beer and wine will be served in a fenced-off, restricted area along the first base sidelines between the first base dugout and the visiting bullpen with no minors allowed in the area.
6. A customer will be required to wear a bracelet if they are purchasing alcohol.
7. Servers will check ID cards for anyone who appears to be younger than 30 years old.
8. Guests may not purchase more than two drinks at one time.
9. A manager will be on the premises to monitor alcohol sales and address any issues.
10. The Bay Sox will hire additional security at the ballpark as needed.
11. Guests will be required to drink beer and wine inside the designated Beer and Wine area.
12. There will be signage at the field regarding the designated area and bracelet requirement.
13. Beer and wine will not be sold earlier than one hour before the game.
14. Beer and wine will not be sold after the middle of the 7<sup>th</sup> inning of the game.
15. The Bay Sox will not offer discounted prices on beer and wine.
16. The Bay Sox will maintain approval from the NECBL to serve beer and wine.
17. The Bay Sox will maintain a \$1Million liquor liability insurance policy.
18. Anyone who appears to be intoxicated will not be allowed in the facility.
19. This alcohol control policy will be communicated to all servers and managers.
20. The Bay Sox will have a written summary of this policy at the ball park.

BATHROOMS

ROAD - HUNTER STREET



SNOW FENCE

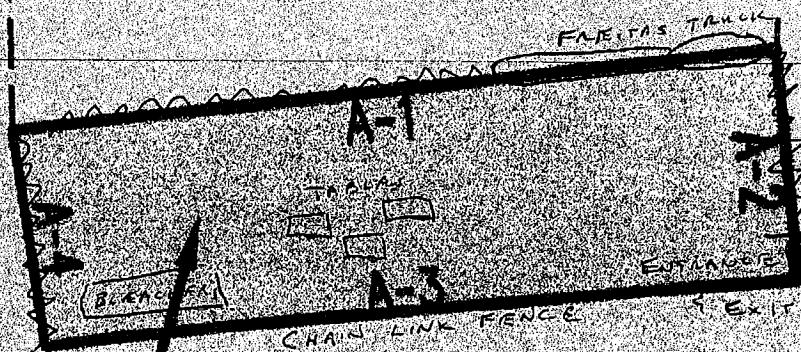
DESIGNATED AREA @ PAUL WALSH FIELD

4/25/16 P.M. O'Connor

HUNTER STREET

S8° 26' 50.00"E

99.11'



FIELD

PROPO

(3



Google Maps 230 Hathaway Blvd



Imagery ©2016 Google, Map data ©2016 Google 50 ft