



### **POSITION STATEMENT**

The New Bedford Bay Sox' request for alcohol sales service at all home games played at Walsh Field.

*The New Bedford Area Chamber of Commerce is a non-profit business advocacy and economic development organization. It has a diverse membership base of 1,000 businesses – primarily small and medium size - in the SouthCoast region of Massachusetts. This policy position is intended to serve as guidelines for the Chamber's Government Affairs efforts and has been reviewed and approved by the Chamber's Government Affairs Committee and Board of Directors.*

Adopted: 4/27/2016

Position: The New Bedford Area Chamber of Commerce and its Board of Directors fully endorses and supports the New Bedford Bay Sox' request for alcohol sales service at all home games played at Walsh Field (beginning June of 2016) for the following reasons:

- From an economic standpoint, offering fans a more varied concession experience at all home games will strengthen the team's ability to increase revenue additional through ticket sales.
- The Bay Sox will contract with a reputable beer and wine distributor (Freitas Liquors) to handle transporting, serving, and removing the beverages for Bay Sox home games.
- All servers will be over 21 and will have TIPS certification.
- The beer and wine will be removed from the premises after every game.
- 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.
- A customer will be required to wear a bracelet if they are purchasing alcohol.
- Servers will check ID cards for anyone who appears to be younger than 30 years old.
- Guests may not purchase more than two drinks at one time.
- Beer and wine will not be sold after the middle of the 7<sup>th</sup> Inning of the game.
- The Bay Sox will maintain a \$1 Million liquor liability Insurance policy.
- Anyone who appears to be intoxicated will not be allowed in the facility.

#### **Rationale:**

Having the ability to now serve beer and wine at all New Bedford Bay Sox home games, if managed correctly and under the proper leadership, should minimize the potential threat of any alcohol-related disturbances. The New Bedford School Committee voted in favor of this measure by a 4-3 vote on Monday, April 11, 2016, to

transfer roughly 3,000 square feet of school property on Paul Walsh Field to the city of New Bedford. State law prohibits currently the sale of alcohol on school grounds, so the property transfer was necessary to sell beer and wine to fans at all home games.

It should also be noted that there are plans to revert this particular parcel of land back to its original state under the school's jurisdiction if the field is no longer needed by summer collegiate and or professional league baseball organizations in the future.

The Chamber believes that individuals have a responsibility consume alcohol responsibly at all Bay Sox home games, and that there are ordinances and laws in place to both hold those accountable who might be in violation all while protecting the rights of the spectators.

The economic impact for both the New Bedford Bay Sox franchise and New England Collegiate Baseball League of now adding beer and wine sales as an additional concession for all home games cannot be ignored, either. Furthermore, it should also be noted that beer – like hot dogs, popcorn and pretzels – have become regular fare sold at most baseball games (summer collegiate, semi-professional and professional-level) game, and thus, adding beer and wine sales to the normal game day fare here in New Bedford for the Bay Sox seems to be only natural and fitting.

The Chamber has confidence that the city of New Bedford, the New Bedford Bay Sox franchise, its community partners and attending spectators will equally handle this matter with the utmost professionalism, care, respect and integrity so that all entities may benefit.

*While this statement is policy as of the effective date of this document, the Chamber reserves the right to adopt changes and make modifications and additions to its policies, and will continue to monitor issues as they develop.*

Please contact Rick Kidder, President & CEO of the New Bedford Area Chamber of Commerce at (508) 999-5231 with any questions regarding this policy position.

*The New Bedford Area Chamber of Commerce is a private, non-profit business association based in the City of New Bedford, Massachusetts. Chartered in 1885, the Chamber serves nearly 1,000 member businesses of all sizes from virtually all industries in the ten communities of New Bedford, Acushnet, Dartmouth, Fairhaven, Freetown, Mattapoisett, Marion, Rochester, Wareham, and Westport. The Chamber supports and promotes the local business community through leadership in public advocacy, education, networking, information, and community development.*