

## Hospitality and the Young Adult

### Accommodating the 18-20 Year Old

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## Webinar Program Objectives

- What organizations are potential partners?
- What are the challenges in dealing with conservative community groups?
- What are effective underage strategies?



## Springfield, Missouri

City Population: 150,298  
Metropolitan Area: 398,124  
3<sup>rd</sup> Largest City in the State

42,201 College Students  
Including Missouri State University

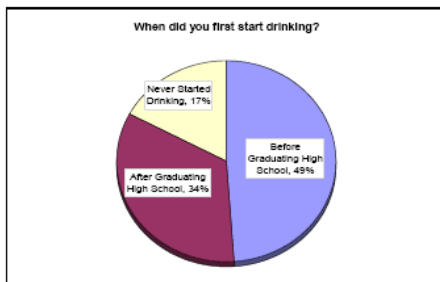
Three Historic Business Districts

## Genesis for Springfield's HRP

- Redeveloping Center City
- Underage Drinking
- Active DWI Enforcement
- Straining Relationships
- Safety Concerns
- Desire to be Proactive
- Culture of Involvement

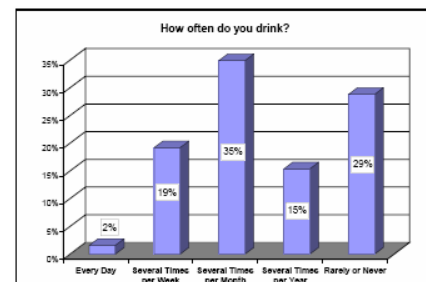


## Missouri State Student Survey



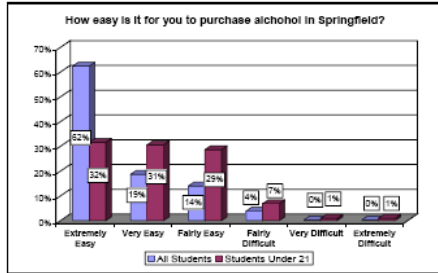
About half of respondents said they began drinking before graduating high school. About one-third said they began drinking after graduating high school.

## Missouri State Student Survey



About one-fifth of respondents said they drink at least several times per week, while almost half said they drink less than several times per month.

## Missouri State Student Survey



Although respondents 21 and over find it considerably easier than those under 21 to purchase alcohol in Springfield, almost two-thirds of students under 21 said it was very easy, if not extremely easy, for them to purchase alcohol in Springfield.

## Primary Catalysts for Change

- DWI Unit Reallocated to Community Policing
- Nightclub Incident
- Fragmented Industry



## Potential Partners for Underage

- Universities
- Hospitality Businesses
- Police
- Community Partnership (Non-Profits)
- Churches



## Conservative Community Groups

- Invite to the Table
- Listen to Ideas and Concerns
- Scrutinize Programs and Policies
- Accountability - Businesses & Patrons



## Effective Strategies for Underage Patrons

- Communicate Across Stakeholder Groups
- Establish Hospitality Best Practices
- Adopt Drink Special Ordinance
- Develop Fine for Fake IDs
- Draft Good Neighbor Handbook
- Collect & Review Last Drink Data
- Coordinate Professional Training for Employees
- Promote Alternative Activities



## Springfield, Missouri

### Hospitality Resource Panel

[www.itsalldowntown.com/HRP](http://www.itsalldowntown.com/HRP)

[www.RHlweb.org](http://www.RHlweb.org)



## Windsor, Ontario, Canada

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- City Population: 208,400
- Regional Population: 410,224
- Southernmost city in Ontario
- Detroit, MI – border city
- S/E Michigan population: 4,908,997



## Windsor, Ontario, Canada

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- Drinking age in Ontario is 19 years
- Drinking age in Michigan is 21 years
- Last call is set at 2:00 a.m. by the Province of Ontario
- After hours clubs can allow patrons under the age of 19 years, but cannot serve alcohol

## Downtown Windsor BIA

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- One of the largest BIA's in Ontario
- Over 650 members
- Over 40% of storefronts are hospitality based
- Largest BIA member – Casino Windsor

## Windsor's Entertainment District

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- Americans aged 19-21 years have come to Windsor from Indiana, Ohio, Illinois and Michigan to take advantage of the drinking age
- Downtown was not designed to be an entertainment centre – design features are not suited to late night crowds.
- Decline in quality of life for residents
- Increase in bar capacity

## Response to Situation

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- Windsor Police Services (WPS) works closely with the Alcohol and Gaming Commission of Ontario (AGCO) to enforce liquor laws
- AGCO regulates the alcohol and gaming sectors in accordance with principles of honesty and integrity, and in the public interest

## Response to Situation

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- AGCO enforces infractions such as overcrowding, underage serving (18 years and under), after hours serving and serving intoxicated individuals
- AGCO requires all servers to complete Smart Serve Training

## Response to Situation

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- Smart Serve Training teaches servers to prevent alcohol-related problems, and shows them how to intervene if problems do occur. The course covers such topics as the effects of alcohol, responsible serving techniques, legal issues, and house policies.

## Response to Situation

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- Licensees benefit from Smart Serve in a number of ways:
  - Reduced risk of liability
  - Possible insurance savings
  - Promotion of public safety
  - Reduced staff turnover
  - Enhanced professionalism and improved hospitality service
  - Increased profitability
  - Prevention of excessive consumption by patrons
  - Lower compliance and enforcement costs.
- [www.smartserve.org/home.asp](http://www.smartserve.org/home.asp).

## Response to Situation

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- Senior WPS Officer appointed to DWBIA Board to facilitate information sharing and coordinated actions
- Special Downtown Enforcement Unit operates between 10:00 p.m. and 5:00 a.m. on Friday and Saturday, in addition to regular complement

## Response to Situation

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- WPS and the AGCO issue fines for fake ID's
- WPS operates the Reduce Impaired Driving Everywhere (RIDE) program
- WPS issues 12 hour suspensions for drivers with a 0.5 BAC (Ontario legal limit is 0.8 BAC)

## Response to Situation

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- Responsible hospitality venues in close proximity to one another have pooled resources to hire contract duty police to patrol their block
- A new contract duty deployment program is currently being piloted
- Temporary street closures to address pedestrian safety

## Response to Situation

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- Downtown Safety Improvement Fund program – partnership with the DWBIA and the Crown Attorney's Office
- Two year moratorium on new bars resulted in zoning amendments that limit new "entertainment lounges" to Downtown

## Response to Situation

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- Continued dialogue and marketing partnerships with hospitality industry
- Continued dialogue with the AGCO and WPS

## Downtown Windsor

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