

Unsolicited Letter of Recommendation and Memorandum

Willis Pratt
SIUC Stadium Manager
June 27, 2016

Jerry Rowling
Director of Athletics Department
SIUC

Re: Liquor Ban in All SIUC Sponsored Sporting Events

Dear Mr. Jerry Rowling,

My name is Willis Pratt, and I am the Stadium Manager at SIUC. I have worked in this department for about six years where, among my main duties, I have been in charge of creating revenue sources for financing the games and offering scholarships to the needy students. In my rich experience, I have observed the trends in gaming activities and learned the requests of our clients. Particularly, I have established the impact of satisfying the clients' needs on the revenue collection by the extracurricular department.

The intention of writing this letter is to contact you concerning the proposed liquor ban in all SIUC sporting events. I was notified of the new policy by the Chief Finance Officer during the meeting to assess the sources of revenue for the organization.

The finance department at SIUC reassures of its commitment to guaranteeing that the department has multiple sources of revenue, and that the activities of the organization are adequately financed. However, the proposed plan raises fundamental issues of concern that I would like to present to you for consideration.

We are aware that the negative consequences of the use of alcohol during games have necessitated the ban. In the past, inebriated fans have stood at a risk of falling off the rails, engaging in injurious confrontations, causing injuries to others and increasing expenses associated with the health and security threats (Pegg, Patterson & Axelsen 67). I surveyed several colleges that already sell alcohol during sporting events to see the kind of revenue they collect with additional alcohol sales as well as to investigate the behavior trends of the students. In most of the schools where the athletic department did not have its own facility, it generally shared the revenue with the owner of the facility and the owner of the concession.

The University of Minnesota is an example of an academic institution that implemented the policy to allow the sale of alcohol during its sponsored games. In the first year of sales, the University gained significant resources on the venture as demonstrated below.

In 2014, Minnesota made \$995,000 from the sale of alcohol in sporting events. The accounting department provided a detailed explanation on how Minnesota performed in its initial alcohol sales.

The University had signed a contract with Aramark Corp. in order to receive 30% of the total proceeds from alcohol sales, generating an after-tax revenue of \$293,000. The cost included an extra 5 campus police officers, 6 ushers, and a security supervisor, translating to about \$30,000 of expense. Additional costs included installation of vending stations at a cost of \$3,000. The total collection was \$ 2600, 000, which was used to finance athletics activities and offer financial aid (Durbeej et al., 2).

Later, the revenue collection in 2015 increased to \$ 550,000. The benefits were tremendous including the establishment of a sports academy and an increase in financial aid to students with financial needs. Other colleges that had significant collections include the University of West Virginia with a revenue collection of \$987, 560. The University of Texas was the greatest beneficiary with a collection of \$ 1.8 million in the year 2015 (Durbeej et al., 2).

Revenue is not the only benefit of alcohol sale in sporting events. The venue also stands a chance to land major concerts and events and generate rental fees that surpass individual drink purchases. The much bigger benefit of alcohol sale in sporting events is to contain the students within the school compound. Before the introduction of liquor to sporting events, the school experienced an increase in expenditure on injuries of students from road accidents outside the school. The students could go purchasing and drinking illicit brews that had far-reaching health consequences. They could sneak some of the drinks to the halls of residence, complicating the exercise of regulating proliferation of illicit liquor into the school compound. The ban implies that students will go for alcohol outside the school compound, drink uncontrollably and suffer injuries from road accidents outside the college. This could imply a loss of lives and an increase in expenditure for the health department.

A wide range of solutions exists that can regulate the drinking of alcohol to curb the disruptive behavior. The athletics department can train its employees and sufficiently empower them to ensure responsible social drinking and avoidance of public intoxication. The training should involve ushers, concessions workers, parking lot attendants, and security officers. The education will help them to identify and curb signs of impairment such as provocative arguments. The ushers should also be given strict instructions to conduct sobriety tests not to allow a person who is drunk from outside to access the stadium. SIUC can also hold the alcohol selling companies responsible for the disruptive behavior of its clients. One of the ways is to suspend a liquor license for permitting drunken patrons into the stadium. The organization should be held responsible for the consequences of disruptive behavior to the people who do not drink (MacAuley 1270). The inflation of prices for beer sold in the stadium can also deter fans from overindulgence.

If the liquor ban is inevitable, a specially designated area can be set behind the stadium to allow guests and spectators to enjoy their liquor as they watch the game through large flat screen TV sets. This group will not have access to the field or stadium area.

It is against this backdrop that I request you to reconsider your decision to implement the alcohol ban until these alternatives are considered. Perhaps, employing greater control on the use of alcohol in the stadium might increase revenue and curb the disruptive behavior. A delayed date of the implementation of the ban will help the employees test if the above recommendations can yield the desired results.

Your time taken to consider this matter and the suggested recommendations are highly appreciated.

Yours Faithfully,

Willis Pratt,

Stadium Manager

To: Stadium Employees-SIUC

RE: Planned Liquor Ban in All SIUC Sponsored Events

Good afternoon SIUC Stadium Employees.

As I write this memo, I am sure you are aware of the planned ban of liquor in all SIUC sporting events. The implementation of the plan involves setting up of an enclosed and specially designed area behind the stadium where guests will enjoy their beer as they view the game through large flat TV sets. Though, this group will not access the field or stadium area. The ban is meant to ensure that all members of this organization are safe and free from any injuries and security threats posed by inebriated fans.

The school's decision to make this move is mainly informed by the security concerns learned through heavy loss from disruptive behavior caused by irresponsible drinking. Colleges and Universities have experienced riots coming after highly contested games competitions. During such times, inebriated fans barricade the roads within the institution, through and break glass bottles along pavements and paths and injure other innocent students and staff. In addition, most of the gender-based violence including rape and bodily injuries have been reportedly caused by students under the influence of alcohol.

After considering this harm and making extensive consultations, a decision has been made that reducing the availability of alcohol, especially during events that are likely to increase the emotional excitement of the students will generate great social benefits to the administration and student fraternity. The staff will spend less time in arbitrating cases of violence and the students will concentrate more on the studies without the fear of disruptions. In addition, the indefinite closure of the school that mostly happens due to violence sparked by disagreements over games results will cease, and thus, allow students more time to concentrate on their studies.

The administration fully understands the concerns of the law abiding students who have ever kept calm as they enjoy controlled amounts of alcohol while watching games. The administration has directed great consideration to this matter and set up a special location for this group. The enclosure behind the stadium will give them a clear view of projected images through large TV screen sets. Such arrangement is necessary, especially at this point that the country has experienced indiscriminate fatal shootings from criminals intoxicated with alcohol. This move will have a great impact in ensuring the security of all the participants, a smooth continuation of games and uninterrupted academic calendar.

Please note that all the policies implemented by the administration are aimed at making life at the University easier, comfortable and conducive to the achievement of your collective dreams.

Thank you.

Willis Pratt,
Stadium Manager.