



## Alumni Park Alcohol Policy

The Alumni Park Alcohol Policy is addressed in the UW–Madison Campus-wide Administrative Policy, [UW–Madison Specific Alcohol Beverage Regulations](#), effective July 1, 2017, section E-4.

Because Alumni Park is on university lands, and Alumni Park and the Memorial Union Terrace are contiguous spaces with shared educational, cultural, social, and recreational activities and patrons, the Wisconsin Foundation and Alumni Association (WFAA) and the University have developed shared conduct policies and behavior expectations, and a shared enforcement zone for the Memorial Union Terrace and Alumni Park.

- Any alcohol service for events held in Alumni Park facilities must conform to [UW–Madison Specific Alcohol Beverage Regulations](#) for events. Wisconsin Union Catering is the preferred licensed food and beverage service for events in Alumni Park. “For any event where a significant number of participants are expected to be under 21 years of age, alcohol service [if any] will be provided only in a ‘beer garden.’ ” — Wisconsin Union Alcohol Service Guidelines
- During the days and hours the Memorial Union Terrace is open, alcohol purchased at Memorial Union/served by Wisconsin Union personnel may be possessed and consumed only in designated areas of Alumni Park during Park open hours and on the Goodspeed Family Pier during pier open hours. (Some areas may be excluded when in use for special events.) See Attachment A: Map.
- No carry-in alcohol (alcohol not purchased through the Memorial Union) is allowed in Alumni Park or on the Goodspeed Family Pier.
- When the Terrace is closed, no alcohol purchased at Memorial Union may be brought into any area of Alumni Park.
- Other than at permitted events with alcohol service by Wisconsin Union Catering, alcohol may not be brought into One Alumni Place/the Below Alumni Center, or the Rooftop Deck.
- Alcohol (even if purchased at the Memorial Union) is **not** allowed/may **not** be brought into the following places unless otherwise approved for specific events:
  - The Alumni Park Welcome Plaza or stairs to that plaza (south of Memorial Union building face)
  - The walkway/bicycle parking area between the Red Gym and Alumni Park
  - Beyond the Goodspeed Family Pier to the east
  - The Pyle Center (702 Langdon Street) building, courtyard, or balcony/deck

- All Wisconsin Union and University of Wisconsin-Madison policies regarding purchase and consumption of alcohol on the Union premises will apply to alcohol use and consumption in Alumni Park, e.g.:
  - “Two forms of ID are required to purchase alcohol: one for Union membership and one for proof of age. Alcoholic beverages in the possession of minors will be confiscated.” — Wisconsin Union Policies
  - Prohibition on purchase or transfer of alcoholic beverages to minors.

Also:

- “Alcohol beverages will not be served to individuals who appear to be intoxicated.” — [UW–Madison Alcohol Beverage Responsibility Sign](#).
  - “Individuals under the minimum legal drinking age who consume or possess alcohol beverages may be subject to arrest and civil citation.”— UW–Madison Alcohol Policy
- Wisconsin Union building and event managers will patrol Alumni Park and Goodspeed Family Pier as they do the Terrace, and provide the same level of monitoring and enforcement in Alumni Park as they do for the Terrace. Behaviors in conflict with the mission, values, and rules of Alumni Park and the Wisconsin Union are not allowed. Disruptive or intoxicated patrons may be asked to leave or ejected from the premises, and could be subject to further sanctions.

Alumni Park is located on University of Wisconsin–Madison campus lands, and all visitors are expected to follow the rules of [UW Chapter 18: Conduct on University Lands](#) which defines a wide range of behaviors on university lands or at campus-sponsored events.

*Patrons who do not comply with these rules may be subject to sanctions including removal from the premises, disciplinary action under applicable university student and employee disciplinary processes, and/or referral to the UW–Madison Police Department. Per the shared enforcement zone developed for Alumni Park and the Memorial Union Terrace, any removal of a person from Alumni Park shall also extend to the Memorial Union Terrace, and vice versa.*

Attachment A: Map. Designated areas of Alumni Park outlined in red.

