

THE UNIVERSITY OF MICHIGAN
REGENTS COMMUNICATION
ACTION REQUEST

Subject: Michigan Stadium

Action

Requested: Approval to Apply for and Maintain a Class C Liquor License from the State of Michigan Liquor Control Commission

Background:

The Department of Intercollegiate Athletics wishes to obtain a Class C liquor license for Michigan Stadium, including all areas of the concourse of the Stadium and all ticketed seating areas. The licensed area would include small discrete portions of Crisler Center immediately adjacent to Michigan Stadium, as needed to secure all points of ingress and egress to the Stadium. All of the space and facilities within the area for which the license would be sought are owned and controlled by the Board of Regents. This facility license to sell alcohol at Michigan Stadium would permit the service of alcohol to attendees at University of Michigan football and other intercollegiate athletic events, as well as a small number of non-athletic events each calendar year.

If a license is approved by the State of Michigan Liquor Control Commission, the Donald R. Shepherd Director of Intercollegiate Athletics (Athletic Director) will be responsible for developing procedures to ensure compliance with State of Michigan laws, Liquor Control Commission rules and regulations, and will ensure all university and Athletic Department policies related to alcohol are observed. These policies and procedures will include measures to ensure alcohol is not served to anyone under the legal drinking age, only qualified servers will be used to dispense alcohol, and appropriate insurance, as determined by the university's Risk Management Department, is maintained. The lawful sale and consumption of alcohol at Michigan Stadium during University athletic and other events as permitted by the Class C license once secured would be expressly permitted by the Board of Regents pursuant to this Action Request, as recognized by the Regents' Ordinance, Article V, Section 1.

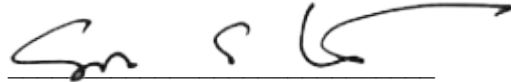
The Athletic Director will be responsible for executing all documents as may be required for the application, renewal, or certification of a Class C liquor license at Michigan Stadium. Because the rules of the Liquor Control Commission do not allow people to consume alcohol that was not purchased at the licensed facility, the license could be put into escrow to address those situations as needed.

We recommend that the Board of Regents authorize the Donald R. Shepherd Director of Intercollegiate Athletics to execute all documents for the application, renewal, and maintenance of a Class C liquor license for Michigan Stadium.

Respectfully submitted,



Warde Manuel
Donald R. Shepherd Director of
Intercollegiate Athletics



Geoffrey S. Chatas
Executive Vice President and
Chief Financial Officer

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