

**PROMOTER'S CHECK LIST**  
**IN A BEVERAGE ALCOHOL LICENSED BUSINESS**  
Developed by the Food & Beverage Association of San Diego County

**CRITICAL QUESTIONS TO ASK BEFORE AN EVENT IS PLANNED**

As more licensed beverage businesses allow outside Promoters access to their businesses for Promotional Events and to expand their operations, concerns arise that these promoters and the events they wish to conduct are **Legal** and will have a **Positive** impact on the business. Special consideration needs to be used to insure a positive outcome on the business.

**The Promoter**

- Business name
- Promoters name or person (s) representing the promoter for the promotion
- Insurance requirements include (insurance rating, levels of coverage, type of insurance)
- Licensing requirements (the City of San Diego requires all Promoters to be licensed by SDPD Licensing Division)
- References (names, phone numbers and addresses of past and current customers)
- Disclosure of any past or current violations experienced as a result of the Promoter involving but not limited to the ABC, Police and/or Fire Dept.
- Discuss appropriate security deposit in the event of damage to the business.
- Discuss revenue collection and disbursement

The business operator should educate the Promoter regarding the particular requirements of the venue (conditional licensing, CUP, entertainment permits, Fire Dept. requirements including occupancy load and ABC license conditions).

The Promoter should be made aware they are liable to the operator should there be any damages and or clean up as a result of the promotion including Attorney's fees and reasonable safeguards are the responsibility of the Promoter.

**The Event**

- What is the theme and purpose of your event?
- What type of entertainment or performance will be done and will it enhance your concept?
- What are the demographics of the audience?
- What will the sound levels be or will sound and or vibration bleed through your building?
- Are rehearsals required and when?
- Do you need to provide meals for the talent?
- Do entertainers need custom lighting and sound or do they provide it themselves?
- Are their any special stage requirements?
- Beginning and ending times?
- Estimated number attending?
- Will pyrotechnics be used including but not limited to fireworks, tricks and candles? If so the Promoter is required to obtain a Special Permit from the Fire Dept.
- Cancellation--in the event of a cancellation what are the terms and conditions?

**Security**

If the Promoter is to be responsible for Security the operator must be VERY specific and detailed about every aspect of what is required to prevent liability.

Most businesses prefer to use their own security, this is usually the best practice!

In either case Security must be trained to know the businesses Policies & Procedure. Security must receive training that provides hands on tools (various grabs, handholds, role-playing scenarios, etc.) for controlling patrons without injuring the patrons. The following is a best practice, Policies & Procedures for security in a Beverage Alcohol Licensed Business:

- Maintain a clean and safe establishment! A slip and fall can be just as damaging as a fight. Also, an environment with broken glass and water on the floor is a much more dangerous environment when a fight occurs.

- All Policies & Procedures must be enforced strictly, equally and fairly. If policies are enforced in a haphazard manner then that will cause confrontations with customers.
- Quick action must be taken to control & stop fights or violent customers. But they are only to get physical in such situations when being physical is the only way to control the situation. If a patron is engaged in passive resistance, then there should not be a need to become physical with that patron. Every effort must be made to talk, talk, talk through the problem with the customer.
- Reasonable physical force can be used to control violent patrons. Force cannot be used to injure patrons. That means Security must not allow Patrons to get into their head and make them angry. At that point, that Security person should be separated from the situation to ensure that Security person does not become a problem.
- If a patron is accidentally injured immediate protection must be given to the patron. If management determines the Security person intentionally injured the patron then that Security person should be immediately terminated, and must bear the full weight of the civil and criminal system on his or her own.
- An approved incident report form must be completed and submitted to management as soon as is possible by Security and all other employees involved.

## Community Covenant

As a responsible Host, we agree to:	As a responsible Guest, we ask you to:
<p>Provide a clean, safe environment;</p> <p>Prevent overcrowding;</p> <p>Require promoters to conduct events responsibly;</p> <p>Maintain adequate, well-trained staff;</p> <p>Provide a selection of alcohol-free alternative beverages;</p> <p>Offer food whenever possible;</p> <p>Maintain a safe well-lit outdoor environment free of litter, trash, and graffiti;</p> <p>Minimize noise disturbance to neighbors, whether businesses or residents;</p> <p>Assure proper identification is presented by anyone who orders beer, wine or spirits, and appears younger than 30;</p> <p>Strive to prevent sales, service, or passing alcoholic beverages to anyone under 21;</p> <p>Intervene with anyone who appears to be intoxicated, or whose behavior is disruptive;</p> <p>Provide safe alternative transportation for someone who is a safety risk; and,</p> <p>Avoid advertising that promotes high-risk, underage, or irresponsible drinking.</p>	<p>Help provide a safe and enjoyable environment to meet and socialize;</p> <p>Respect the importance of checking identification;</p> <p>Respect our need to prevent overcrowding and disturbances;</p> <p>Not pass alcohol to underage guests;</p> <p>Assist in maintaining a clean, safe environment;</p> <p>Respect our property, staff and other guests</p> <p>Drink responsibly, if you drink, and enjoy food;</p> <p>Know your limit, and when you approach it switch to a non-alcoholic beverage;</p> <p>Check with our staff to arrange transportation if it is unsafe for you or a friend to drive;</p> <p>Keep conversations low when you leave our establishment;</p> <p>Respect our neighbors, whether businesses or residents;</p> <p>Always wear your seat belt;</p> <p>If you choose to drink, use a designated driver;</p> <p>Be a safe pedestrian, remember, an intoxicated guest may not be any safer on the sidewalk, street, or in a parking lot than behind the wheel of a car.</p>