



2013 CASTLE HILL PICNIC CONCERT SERIES

New Alcohol Policy Frequently Asked Questions

Why are The Trustees changing the Summer Picnic Concert Series BYOB alcohol policy?

As the picnic concerts have continued to grow in popularity over the past 17 years, with an average of 1,800 visitors per concert, incidents of underage drinking and excessive consumption within this family environment have increased. Additionally, The Trustees have had to revise their alcohol policy to be in compliance with state liquor regulations. Over the winter, Trustees staff worked with the Ipswich Police Department to develop a safe and workable plan for implementing this policy change.

How long have you known you were in violation?

The Ipswich Police notified us last August. As the number of concertgoers has increased over the years due to increased visibility and popularity of the concerts, so has the need for increased staff and police details for crowd control and monitoring purposes. With increased crowds and monitoring, there has also been an ongoing concern among patrons, staff and police about underage drinking and excessive consumption by some attendees. As a result, the Ipswich Police began to take a closer look at our alcohol policy last August, notified us in during a site visit in August, and discovered we needed to make a policy change in order for us to legally continue hosting the picnic concert series. We've been evaluating our options and have just recently made our final decision.

Did you look into any other options?

We considered a number of options, including making the concerts completely dry, which would have disappointed many of our patrons. The new policy allows us to remain in compliance with our liquor license while still allowing alcohol on the premises and promoting public safety, our primary goal.

What alcohol can be purchased on site and where?

Ipswich Ale Brewery and Mill River Winery will sell beer and wine to patrons with positive identification at the Casino Complex from 5:00-8:30PM. Located partway down the Grand Allée, the Casino Complex will offer people seats at garden tables where they may enjoy a drink and listen to the concert. Those preferring to take their drink to a picnic blanket may do so on the second Allée. Alcoholic beverages will not be permitted on the first Allée near the concert stage, making the first Allée an alcohol-free family-friendly picnic area.

Where can alcohol be consumed?

Alcohol consumption will be allowed at the Casino Complex and the second Allée only. Alcohol consumption or possession will not be permitted elsewhere on the property. Staff and police will monitor the crowd for compliance.

How many beverages will each person be able to purchase?

Buyers will be allowed a maximum of 2 drinks per bar visit.

Will you consider changing this policy for 2014?

We're going to pilot this new policy this season and re-evaluate it for next year at summer's end. If we're successful and are able to reduce incidents of underage and excessive drinking as a result of the new policy, we will likely continue.

Why won't you be selling hard liquor?

Ipswich Ale Brewery and Mill River Winery will operate under 1-day beer and wine licenses, and thus, are permitted to sell wine and malt beverages only. Additionally, we have decided it is not appropriate to sell hard liquor at this family event.

Why Ipswich Ale Brewery and Mill River Winery?

Ipswich Ale Brewery is from Ipswich and Mill River Winery is from Rowley. Both offer quality products and are from the North Shore. It is important to The Trustees to support local and area businesses when possible.

Why aren't you offering any reggae bands in your lineup this year?

Due to the immense and growing popularity of reggae, and the fact that we had to turn away more than 300 cars at last year's reggae concert after reaching our concert capacity of 2,000 patrons, we have decided our venue is too small to continue offering reggae music. We, too, are disappointed!

How will you enforce this new policy and monitor the crowds?

Alcohol check points will be in place within each parking lot and all parcels brought onto the premises will be subject to search. Visitors attempting to enter the premises with alcohol will have the option of returning the alcohol to their vehicle. Any underage visitors entering illegally with alcohol will be asked to leave the property immediately and forfeit alcohol to the police. Checkpoint security will be assisted by a Trustees staff member at each site to answer questions about the policy change. Security and Trustees staff will monitor crowds for compliance with the alcohol policy and general good behavior.

How will you prevent people from going back to their cars to obtain alcohol they brought in?

We will have staff monitoring the parking lots during the duration of the concert.

If you have questions onsite, find a staffer with a Trustees shirt on and they will be happy to spend more time with you. If you have questions in advance, please contact Peter Pinciario, The Trustees Deputy Regional Director of the Greater Boston and Northeast Region at ppinciario@ttor.org or **978.356.4351 x1810**.

Thank you so much for your cooperation in advance, and we look forward to seeing you at the concerts this year!

