



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

FROM: Kirk W. Kincannon, Executive Director

DATE: March 2, 2017

Agenda

Committee of the Whole
Wednesday, March 8, 2017 – 6:30 p.m.
Boardroom – Herrity Building
Chairman: William G. Bouie
Vice Chair: Mary Cortina

1. Alcohol Policy – Action*

*Enclosures



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

This page intentionally left blank.

Board Agenda Item
March 22, 2017

INFORMATION (with presentation)

Adoption – Policy 307 Alcohol

The Park Authority has a long successful history related to the provision of alcohol related services. In the mid-1970s, the Park Authority Board approved the Alcoholic Beverage Use Application Fee and Permit to accommodate the consumption of alcohol during private use and rentals at many of the Resource Management Division rental facilities. In 1976 the Park Authority Board approved the creation of Public Links, Inc., to provide beer sales at the golf courses. This has been expanded over the years and now includes wine sales at Laurel Hill Golf Club. Providing alcohol related services is now an 'industry standard' for park and recreation entities, enriching program and service offerings, and contributing to revenue generation.

With increased inquiries for alcohol use at park facilities the timing is appropriate to formalize a public policy and provide clarity and transparency related to associated rules and procedures. The policy is intended to provide guidance and help to protect the safety of general park visitors and of those at events and activities which involve alcoholic beverages on park property.

A staff team from all divisions was formed in October 2016. It has reviewed current Park Authority practices, reviewed requests received over the past several years, benchmarked 13 local and 11 non-local park and recreation entity policies and practices, reviewed existing laws, analyzed potential park and facility locations for consideration, studied best practices for procedure implementation, and looked into potential programming opportunities. From the collection of work, a draft policy was developed and reviewed by the Leadership Team in January 2017. Throughout the team's work, the Alcoholic Beverage Control Board, the Fairfax County Police Department, Risk Management, and Office of the County Attorney have been involved and have reviewed the enclosed documents.

In addition to the policy development, the team worked with site staff to develop a Park and Facility Listing of designated locations within the parks as required by the Virginia Alcoholic Beverage Control Act. This listing has not yet been formally approved by Virginia Alcoholic Beverage Control but is provided in draft format to help assist in understanding the potential scope of use currently being considered. In developing the list staff looked across the board at sites, keeping in mind several considerations such as mission alignment, park location, capacity, buffer areas, presence of pre-existing potential inherent dangers, culturally or naturally sensitive areas, vehicular related items such as parking egress access, availability of public transportation and site layout related to flow of traffic, as well as the availability of restrooms, utilities, and staffing. All

Board Agenda Item
March 22, 2017

of these considerations were then organized into a 3-tier approach as indicated in Attachment 2. In order to clearly communicate the opportunities and boundaries of the designated locations, maps will be developed for each park identifying designated (allowable) and unallowable areas to help guide staff and the public.

The Park Authority will offer a Public Comment meeting in March with a 30-day public comment period. Following the public comment period, the Policy will be presented to the Board for adoption. The team continues their work in developing alcohol related Agencywide Standard Operating Procedures and Site Specific Procedures which will be completed and approved by the Director prior to full implementation later this spring.

FISCAL IMPACT:

None. Expanding alcohol sales has the potential to generate increased revenue which would be appropriated in Fund 800-C80000 Park Revenue Fund.

ENCLOSED DOCUMENTS:

Attachment 1: Policy 307 – Alcohol

Attachment 2: Park and Facility Listing (Draft- reference only)

STAFF:

Kirk W. Kincannon, Executive Director

Aimee L. Vosper, Deputy Director/CBD

Sara Baldwin, Deputy Director/COO

Dave Bowden, Director, Planning and Development

Todd Brown, Director, Park Operations Division

Todd Johnson, Director, Golf Enterprises

Barbara Nugent, Director, Park Services Division

Cindy Walsh, Director, Resource Management Division

Judy Pederson, Public Information Office

Emilie Shumate, Business Services Manager, Resource Management Division



Policy 307	Title: Alcohol Policy	
Date Approved: Click here to enter a date.	Last reviewed: 3/22/2017	
Objective: 300		

Purpose: This policy defines the applicable rules, restrictions, and conditions that apply to serving, consuming, or possessing alcoholic beverages on Park Authority property. Alcoholic beverages refers to beer, wine, and mixed beverages as defined by the Virginia Alcoholic Beverages Control (ABC) Act. This policy is intended to protect the public safety of park visitors and those at events and activities which involve alcoholic beverages on park lands and at park facilities.

Policy Statement:

Alcoholic beverages are prohibited in all parks and recreation areas unless the use, consumption or possession of alcoholic beverages on Park Authority property are part of a Park Authority program or an approved use pursuant to a permit issued by the Park Authority and implemented in strict accordance with the Virginia Alcoholic Beverages Control Act.

1. An approved Park Authority Alcoholic Beverage Use Permit will be required for any and all public or private rentals, events, and activities with alcohol on Park Authority property. Applications for a Park Authority Alcoholic Beverage Use permit must describe the scope of the activity including security plans and event logistics.
2. Permission for use, consumption or possession of alcoholic beverages will be granted only for the times, dates, and areas specified in the appropriate contract or permit. The Park Authority reserves the right to disapprove or revoke permission of a Park Authority Alcoholic Beverage Use permit application or Park Authority permit application at any time.
3. Alcoholic beverages are allowable only in the designated areas at the parks and facilities listed on the Alcohol Policy Park and Facility Listing. These designated areas have been established based on public safety with considerations of park capacity, location within the park, accessibility, parking, restrooms, and other amenities. Changes to Park and Facility Listing will be considered and approved by the director.
4. The applicant, host and/or sponsor agrees to indemnify and hold harmless Fairfax County with respect to all claims or losses, to include injuries or property



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

damages as a result of the use of Park Authority property. The applicant, host and/or sponsor may be required to provide a certificate of insurance that lists Fairfax County and the Park Authority as additionally insured for the time frame of the event.

5. The applicant, host and/or event sponsor must be present at the event during the times and dates specified in the Park Authority Alcoholic Beverage Use permit application and the applicant must ensure that no person under the age of 21 will use, consume, or possess any alcoholic beverages. Applicant must also coordinate alcohol delivery to facility during the scheduled rental time and removal of any remaining unconsumed alcohol prior to the end of the scheduled rental period.
6. Applicants may be required to provide enclosures and have sufficient controls to prevent unauthorized access into the designated area. In addition, the applicant may be required to employ security and/or police to ensure public safety and compliance with applicable law.
7. The Park Authority reserves the right to regulate activities on its property in the best interest of the public, park, its users, and neighbors. All persons attending or affiliated with events with alcohol are subject to park rules and regulations as well as county and state laws. Should persons be ejected from the park or otherwise cited for violations of any activity associated with alcoholic beverage use, the permit may be revoked and the group disbanded.
8. Park Authority programs and special events with alcoholic beverages will be advertised as such, held in designated areas, and follow Alcoholic Beverage Control Act requirements and Park Authority procedures. Alcohol for Park Authority programs and special events may only be purchased through the Revenue and Operating Fund or with the assistance from the Park Foundation and/or sponsor.

References:

- [Fairfax County Code Section 5-1-25 Possession of Open Alcoholic Beverage Containers Prohibited](#)
- [Alcoholic Beverage Control Act Section 4.1](#)

Supporting Documentation:

- [Fairfax County Park Authority Alcohol Beverage Use Permit Application](#)



FAIRFAX COUNTY PARK AUTHORITY POLICY MANUAL

- [Alcohol Policy Parks and Facilities Listing](#)

Alcohol Policy – Park and Facility Listing

Director approved as of __/__/____

An approved PA Alcoholic Beverage Permit and appropriate VA ABC licenses are required for any park uses involving alcohol.

Tier 1 – These parks are generally indoor facilities, have on-site staff and are available “after hours” or not during regularly scheduled program hours. These sites can be booked for hourly-based events and rentals.		
Park	Location	Dedicated Area Description
Resource Management Sites:		
Colvin Run Mill	Great Falls	Barn
E.C. Lawrence Park	Chantilly	Walney Visitor Center, Amphitheatre
Frying Pan Farm Park	Herndon	Visitor Center Lobby, Auditorium, Classroom, Outdoor Shelter
Green Spring Gardens	Alexandria	Horticulture Center with Atrium, Multipurpose Room, Classroom, Library, Defined Patio
The Historic House at Green Spring Gardens (PA programs only)	Alexandria	Kitchen, Michael Straight Room, Fountain Beattie Room, Defined Lawn Area, Porch
Hidden Oaks Nature Center	Annandale	Indoor exhibit area, Entry, and Classroom
Hidden Pond Nature Center	Springfield	Indoor exhibit area, Entry, and Classroom
Huntley Historic Site	Alexandria	Inside the building and immediate grounds
Huntley Meadows Park	Alexandria	Visitor Center exhibit area, Entry, Classrooms, Outdoor covered classroom area
Riverbend Park	Great Falls	Indoor at Nature Center, Visitor Center, and Outdoor deck area
Sully Historic Site	Chantilly	Visitor Center, defined lawn areas
Historic Properties Rental Services:		
Cabell’s Mill	Centreville	Inside, patio, and immediate grounds (bounded by the fire lane, Walney road, stream, and tree line to meadow trail entrance)
Clark House	Falls Church	Inside, front porch, and immediate grounds (bounded by sidewalk and tree lines)
Dranesville Tavern	Dranesville	Inside, porches and immediate grounds (bounded by entrance road, parking lot, Route 7 fencing/tree line)
Great Falls Grange/Forestville Schoolhouse	Great Falls	Inside and immediate grounds around both buildings, as far back to include the picnic shelter.
Hunter House	Vienna	Inside, porch and immediate grounds (Bounded by parking lot and following the tree lines that screen tennis courts, garden plots, and open play area)
Stone Mansion	Alexandria	Inside, porch and immediate grounds (bounded by Stoneybrooke Lane, parking lot, following the top of the ridgeline to include the flat lawn space at the rear of the building.)
RECenters:		
Audrey Moore	Annandale	Clubroom 1, 2, 3, & 4; Senior Center Lobby; Senior Center 1 & 2; Gym; Outdoor classroom

Cub Run	Chantilly	Clubroom 1, 2, & 3; Party Room; Conference Room
R. E. Lee	Alexandria	Clubroom 1, 2, 3, & 4; Overlook, & Gym; Mini Lee Building
Mt. Vernon	Alexandria	Clubroom 2, 3, & 4; Team Rooms 1, 2, 3, & 4; Ice Rink Seating Area
Oak Marr	Oakton	Exercise Room 1, 2 & 3; Multipurpose Room
Providence	Falls Church	Clubroom 1, 2, 3, & 4
South Run	Springfield	Clubroom 1, 2, 3, & 4 (vestibule)
Spring Hill	McLean	Multipurpose Room 1, 2, 3 & 4; Gym

Tier 1-A (Golf) Six of the seven courses have On Premise beer licenses and Laurel Hill Golf Club has a permit for wine. These permits and services are managed by the Public Links, Inc. Also listed are the facilities available for consumption, events and rentals with alcohol.

Park	Location	Dedicated Area Description
Golf Courses:		
Burke Lake	Fairfax Station	On Premise license allows the sale and consumption of beer inside the clubhouse, on the fenced-in outdoor patio at the front of the clubhouse and on the course with proper marked entries and signage.
Greendale	Alexandria	On Premise license allows the sale and consumption of beer inside the clubhouse, on the patio at the back of the clubhouse, and on the course with proper marked entries and signage.
Jefferson District	Falls Church	On Premise license allows the sale and consumption of beer inside the clubhouse, on the bi-level patio at the back of the clubhouse, and on the course with proper marked entries and signage.
Laurel Hill	Lorton	On Premise license allows the sale and consumption of beer and wine inside the clubhouse, on the patio behind the clubhouse, and on the course with proper marked entries and signage.
Pinecrest	Alexandria	On Premise license allows the sale and consumption of beer inside the clubhouse, on the patio outside the clubhouse, and on the course with proper marked entries and signage.
Twin Lakes	Clifton	On Premise license allows the sale and consumption of beer inside the clubhouse, on the outside covered patio, and on both courses with proper marked entries and signage.

Tier 2 – These parks are generally medium to large locations that can accommodate up to 500 people outdoors. These sites are sometimes unstaffed – and may require staff or security to be on-site during an event. These sites can be booked for events as long as one day.

Park	Location	Dedicated Area Description
Lewinsville Park	McLean	Designated event area
McLean Central Park	McLean	Designated event area
Turner Farm	Great Falls	Orientation Room, Observatory and adjacent designated area, designated event areas
Wakefield Park	Annandale	Outdoor classroom and adjacent designated area
Braddock Park	Clifton	Shelter and adjacent designated event area
Lake Accotink Park	Springfield	Designated event area

Tier 3 – These parks are large to very large staffed parks that can accommodate high volumes of 500+ people outdoors. A Special Event Permit may also be required. Multiple day events can be approved.

Park	Location	Dedicated Area Description
Burke Lake Park	Fairfax	Open Field Area as defined by Large Special Events map

	Station	
Frying Pan Farm Park	Herndon	Equestrian Center Indoor Arena, 4-H Building, and designated event areas
Lake Fairfax Park	Reston	Large Shelter and Picnic Area, Multipurpose Fields A & B, Canopy G
Riverbend Park	Great Falls	Shelter and adjacent designated event area
South Run District Park	Springfield	Field House and adjacent outdoor grassy area
Sully Historic Site	Chantilly	Visitor Center, patio, specified lawn areas

Specific use/Special use parks and facilities

There are many special use facilities within parks that could attract events that may request the use of alcohol that may not be specifically listed above. The FCPA will assess requests for parks and facilities not listed on a case by case basis considering such things as mission alignment, park location, capacity, buffer areas, presence of pre-existing potential inherent dangers, culturally or naturally sensitive areas, vehicular related items such as parking egress access, availability of public transportation, and site layout related to flow of traffic, as well as the availability of restrooms, utilities, and staffing. Following staff review and recommendation, the director will have final approval. In general, there will be no consumption of alcohol in public thoroughfares and parking lots without appropriate permitting.



POLICY 307

Alcohol Policy

Purpose

- Define rules, restrictions, and conditions that apply to serving, consuming or possessing alcoholic beverages on Park Authority property.
- Alcoholic beverages are prohibited in all parks unless they are part of a Park Authority program or an approved use pursuant to a permit issued by the Park Authority.

Where we are now

The Park Authority already offers programs with alcohol

- Park Services has successfully offered Tours to wineries
- Resource Management Division has successfully offered several tasting programs associated with interpretive themes
- Chairman Bulova has successfully held wine tastings at her summer concert series and recently pursued the process for “BYOB” or beer tastings
- PirateFest is pursuing offering alcohol at their event in 2017
- New Large Special Events line of business

Benefits of Documenting Policy

- Standardize Approach
- Improve response time to customer; currently reactionary
- Partnerships
- Maximize use of our assets
- Revenue Potential
- Large Special Events
 - *The agency received park rental requests for larger events and a Special Event fee was established*
 - *Alcohol is a component of Large Special Event requests*

Alcohol Policy Team

Representatives from all divisions with experience in planning, permitting, evaluating or programming use of FCPA property that may include alcoholic beverages.

Participant	Division	Participant	Division
Emilie Shumate	Resource Management	Bob Johnson	Admin
Cindy Messinger	Admin	Chris Goldbecker	Lakefronts/PSD
Barbara Cosgrove	Golf	Teri Tucker	Frying Pan Farm Park Resource Management
Cindy Jordan	Resource Management	Yvonne Johnson	Frying Pan Farm Park Resource Management
Todd Brown	Park Operations	Mary Olien	Green Spring Gardens Resource Management
Tammy Schwab	Resource Management	Sandy Rittenhouse-Black	Green Spring Gardens Resource Management
Kelly Davis	Planning and Development		

Background Research

Benchmarking Survey

<u>Local County:</u> County Government Policy Reston Community Center McLean Community Center	<u>Local Non County:</u> City of Fairfax County Town of Herndon Town of Leesburg Loudoun County Reston Association Town of Vienna Northern Virginia Regional Park Authority <u>On line research for:</u> Arlington County City of Alexandria Prince William County Park Authority	<u>Non Local:</u> Baton Rouge, LA Charleston, SC Boise City, IO Long Beach, CA DeKalb, GA Denver, CO Johnson Co, KS San Diego, CA Seattle, WA Spokane, WA Boulder, CO
--	--	--

- Took commonalities from survey and built our policy to be consistent with them

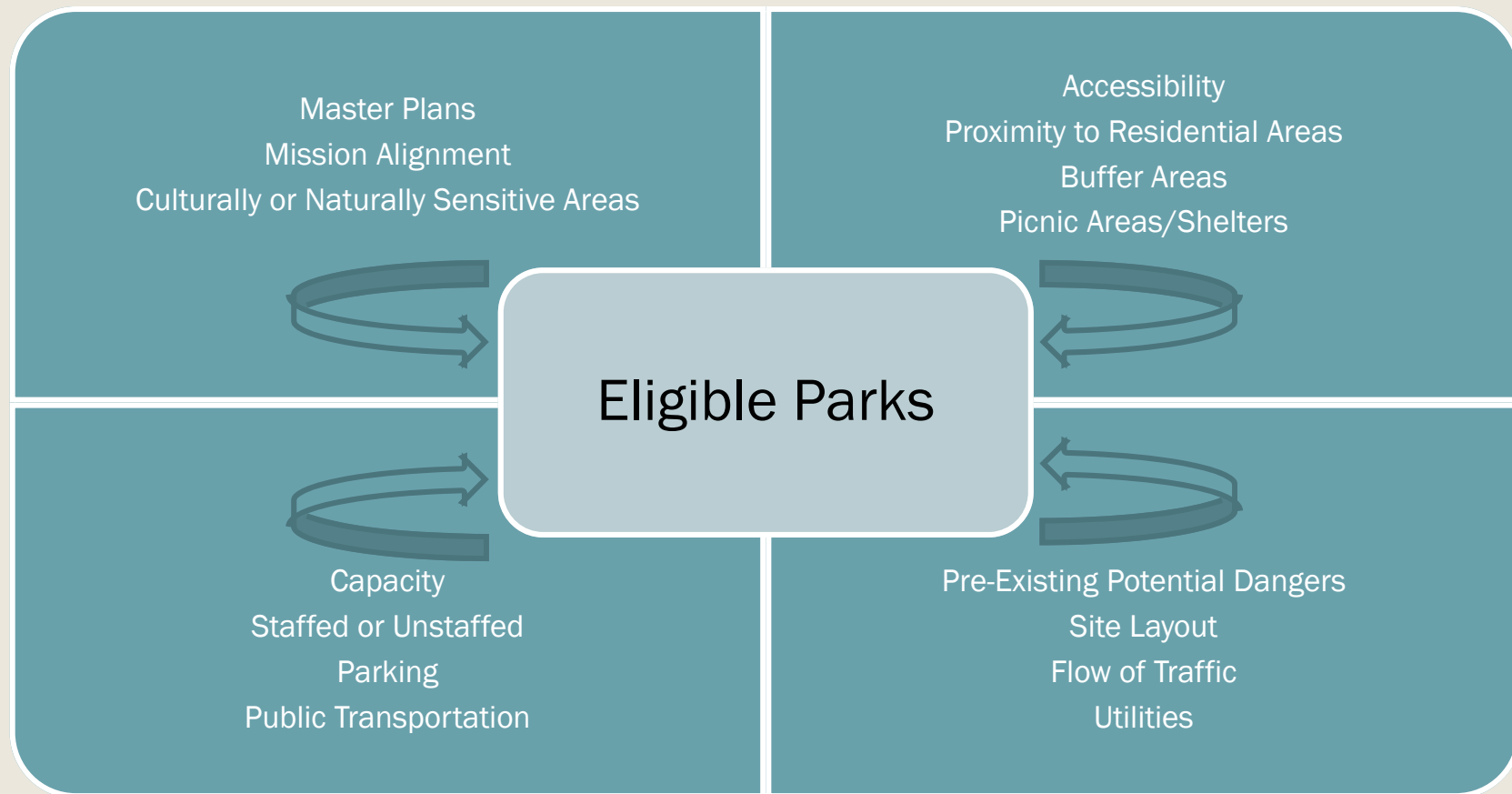
Review of Laws and Policies

- Fairfax County Government Alcohol Policy
 - *Park Authority is exempt*
- Fairfax County Codes
- VA ABC laws
- Related VA codes

Outreach

- Fairfax County Police Department
- Fairfax County Risk Management
- Fairfax County Attorney's Office
- Virginia Department of Alcoholic Beverage Control

Parks and Facilities Listing



Parks and Facilities Listing

- These facilities were then organized into a 3-tier approach (Attachment B)

TIER 1

These parks are generally indoor facilities, have on-site staff and are available “after hours” or not during regularly scheduled program hours. These sites can be booked for hourly-based events and rentals.

TIER 1-A (Golf)

6 of the 7 courses have On Premise beer licenses and Laurel Hill Golf Club has a permit for wine. These permits and services are managed by the Public Links, Inc. Also listed are the facilities available for consumption, events and rentals with alcohol.

TIER 2

These parks are generally medium to large locations that can accommodate up to 500 people outdoors. These sites are sometimes unstaffed – and may require staff or security to be on-site during an event. These sites can be booked for events as long as one day.

TIER 3

These parks are large to very large staffed parks that can accommodate high volumes of 500+ people outdoors. A Special Event Permit may also be required. Multiple day events can be approved.

- Maps will be created for each designated area to help guide staff and the public
- Facilities would be added to or removed from the listing by staff recommendation and approved by the director

Park Authority Program Considerations

Staff have many great ideas to expand these offerings in the future to continue to bring in additional revenue

- A full survey hasn't been completed but staff has provided many programming ideas.
- Opportunities wouldn't have to be limited to PA serving but we could pass more of the risks on with contracting caterers/alcohol-related providers to provide opportunities to enhance events and programming.
- Visit Fairfax has expressed interest in this policy as they believe it will serve to attract more group use, reunions, family gatherings, etc.

Next Steps

1. Policy
2. Procedures
3. Site Specific Procedures
4. Update application forms and applicable websites

1. Policy Approval

- Public comment meeting held in March with a 30-day public comment period*
- Board Approval in April*

2. Procedures (driven by the policy)

- Workgroup has begun outlining procedures document*
- Once policy is adopted, procedures will be focus of team*
- Cross-agency work team focusing on specific requirements for applications and events involving alcoholic beverages*

3. Site Specific Procedures

- Team will create template for site-specific procedures to be developed as necessary*

Procedures – Draft Outline

A. Purpose: To provide guidelines for the issuing of authorization for consumption of alcoholic beverages in approved, designated areas within Fairfax County Parks.

- **Definitions:** Fairfax County Park Authority Alcohol Beverage Use requests provide authorization for consumption of alcohol in accordance with state law, by groups or individuals who have fulfilled all contractual obligations for facility rentals.

B. Process

General Guidelines

Application Process/Timing

Park Authority Alcohol Beverage Use Permit

ABC Permit Requirements

Hours of Service

Permitted areas of Consumption sales and/or possession

Who may Provide/Serve/Consume Alcohol

Insurance Requirements

Management and Control Requirements

Site Programming with Alcohol

C. Reporting



COMMENTS/QUESTIONS?