

# MEMORANDUM



**Date:** October 2, 2023

**To:** UNCW Board of Trustees

**From:** Gino Galutera, Associate Vice Chancellor for Business Services

**Cc:** Miles Lackey, Vice Chancellor for Business Affairs

**Re:** Alcohol Sales at Athletic Events – FY23 Update

## **Background:**

In 2019 the Board of Trustees approved the sale of beer and wine at athletic events in Trask Coliseum, and in 2020 approved the sale of beer and wine at athletic events held at Brooks Field, Boseman Field, and the UNCW Soccer Stadium Complex. Pursuant to the aforementioned approvals, the administration is required to provide the Board with an update annually on the sale of beer and wine at applicable athletic venues. As a result, information pursuant to fan attendance and alcohol sales for FY23 has been provided below along with additional feedback related to the overall fan experience applicable operations.

## **Fan Attendance and Alcohol Sales:**

Fiscal Year 2023 (July 2022 - June 2023)			
Athletic Venue	Fan Attendance	Units Sold (#)	Sales (\$)
Trask Coliseum (basketball)	67,703	10,169	\$111,630
Brooks Field (baseball)	35,614	5,257	\$56,379
Boseman Field and UNCW Soccer Stadium Complex (softball and soccer)	15,424	1,695	\$15,245
<b>Totals:</b>	<b>118,741</b>	<b>17,121</b>	<b>\$183,254</b>

## **Staff Assessment:**

The implementation of alcohol sales at UNCW athletic events has been conducted in a responsible manner. As a result, the introduction of said sales has been beneficial to the overall fan experience and has not had a negative impact with respect to fan behavior.

## **Action:**

This item is for informational purposes only.