



Dedicated to entertaining East Lansing responsibly

**BAR & NIGHT CLUB
21ST BIRTHDAY
BEST PRACTICES**

- 1) Door staff must identify person celebrating birthday and friends in the party.
 - Door staff should first determine if the birthday group has been celebrating prior to arriving at your establishment.
 - Visibly intoxicated patron will **BE DENIED ENTRY**.
- 2) Notify manager on duty before 21st birthday party enters your establishment.
- 3) Manager on duty must speak with the birthday person and his/her **FRIENDS**.
 - Manager should explain to the party what is expected of them, suggesting celebrating responsibly and inform them the birthday group will be monitored closely.
 - Manager should also inform friends that anyone found encouraging or pressuring birthday person to drink multiple shots will be asked to leave.
 - (Optional) Manager may want to suggest to the group, as an incentive, that birthday groups that celebrate responsibly will be rewarded with some sort of perk (free passes, discount card, etc.).
 - (Optional) Manager asks if there is a designated driver & give perks accordingly.
- 4) Manager on duty should inform all bartenders, servers and door staff of the birthday party. Each member of the staff must be able to identify the 21st birthday person and his/her friends.
- 5) Assign a server to the party. One server should be designated to serve the 21st birthday person and his/her friends in order to monitor the number of drinks the 21st birthday person has consumed, and ensure that the drinks at the table have been brought from the designated server and not obtained from the bar or someone else. The server must notify the manager on duty if the birthday party is not celebrating responsibly or not following guidelines explained to them when they entered your establishment.
- 6) Assign an employee to the party. One employee shall be designated to watch the party closely to make sure friends are not pressuring the 21st birthday

person to do multiple shots, or obtaining alcohol from anyone other than the designated server. Additionally, the designated employee should ensure that any person in the party who is visibly intoxicated is asked to leave immediately.

- 7) Establishments will not offer free or discounted birthday special drinks.
- 8) After the birthday party leaves your establishment, the manager on duty should use the "Phone Tree" to inform other establishments of the birthday party.

Even though this policy is specific to the 21st birthday phenomenon, tenets of this policy are relevant to other celebration drinking events like Mardi Gras, St. Patty's Day, Football Saturdays, etc

9/04