

We have all chosen to live in Oregon. We're here because we like the quality of life in Oregon: we like knowing our neighbors, our school teachers, our police, our store owners. Many of us make a special effort to shop locally and participate in the many aspects of our community life. We all want to maintain Oregon as a family-friendly vibrant community.

There is a sense in Oregon that we can work together to keep our community a safe, family-friendly place to live. It is in this spirit of community that I bring to the Board a set of ordinances to manage the sale and consumption of alcohol, especially among our children.

What Other Municipalities Have Done

The consumption of alcohol, if left unmanaged, costs our community a great deal in safety, in family tragedy, and in dollars. This is why so many other municipalities, like ours, have passed similar ordinances to manage the sale and consumption of alcohol. A few examples:

- Kenosha, Manitowoc, Two Rivers, Valders, Manitowoc County, Fond du Lac, North Fond du Lac, Wausau, Racine, Kenosha and Prairie du Chien have all adopted "social host ordinances" that create a significant forfeiture (\$1,000-\$5,000) for adults who allow three or more unrelated youth to drink on their property
- La Crosse and Menomonie have adopted "public intoxication" ordinances that vary but in general allow taking people into custody if they are impaired to the point they are vulnerable or dangerous
- Rice Lake, Ashland, Neenah, Boscobel, and Rhinelander do not license alcohol and gasoline sales at the same location
- Madison is considering location and neighborhood guidelines for issuing alcohol licenses and has limited additional Class B licenses in the identified "density area"
- The City of Racine has adopted a city-wide moratorium on off-premises alcohol licenses and imposes license conditions that address specific concerns regarding the operation or location of licensees as determined by Common Council, its committees and advisor

Inaction Costs Us

The reason these and other municipalities have acted is simple: Wisconsin has long led the nation in the consumption of alcohol among both adults and children; and this consumption of alcohol costs us dearly. A few statistics.¹

- In Wisconsin, the average per capita consumption of alcohol is 3.0 gallons per person, including both adults and children
- Wisconsin leads the nation in the number of binge drinkers among high school students and adults
- In 2009, 41% of high school students were self-reported drinkers, and 25% of all high school students reported that they were binge drinkers
- Wisconsin adults consume almost 15% more than the national average

¹ All of the statistics presented in here can be found in "Wisconsin Epidemiological Profile on Alcohol and other Drug Use, Wisconsin Department of Health Services, November, 2010.

Consuming alcohol at this level has real costs to the individual, to the family, and to the community.

Wisconsin leads the nation in the prevalence of alcohol dependence and abuse. Alcohol related hospitalizations and alcohol related cost have consistently risen in Wisconsin, from \$595 million in 2002 to \$1030 million in 2008.

Arrest rates for operating a motor vehicle while intoxicated and liquor law violations have been consistently and significantly higher in Wisconsin than nationally. In 2008, for example, the national per capita number of arrests of adults and juveniles for these alcohol related offenses was 207 per 100,000 population. Here at home the number is 739 per 100,000.

Fueling these statistics is the fact that Wisconsin has 17,449 alcohol licenses, or one outlet for every 326 people.

Board Authority

The Legislature has recognized that alcohol is a commodity that needs to be managed; and that is why the legislature granted municipalities like ours significant and broad statutory authority to enact all of the proposals I am putting before the Board.

In the coming weeks and months you will hear public input about these proposals. I invite you to study the facts carefully and prepare yourselves for a good discussion about these ordinances. I believe they are important to maintaining Oregon as the family friendly place we all love.

Steven J. Staton