



RNRA
RIVER NORTH
RESIDENTS
ASSOCIATION

Best Practices for Liquor Licensees (rev: 9/12/22)

River North is a dynamic, mixed-use neighborhood with a large residential community as well as a high concentration of bars, restaurants, hotels, and other hospitality businesses. These elements create a vibrant urban environment, but also the potential for conflict. RNRA supports responsibly managed hospitality venues and encourages good corporate citizenship.

Subject	Practice
Third Party Promoters	Limit the use of third-party event promoters and remember that your reputation is in their hands. Ensure that marketing and advertising are designed to attract patrons who will conduct themselves properly in your establishment and respect the surrounding community.
Servers and Security Staff	Select servers and security staff carefully, deploy enough for each day and shift, and train them to be prepared for what they're likely to encounter in your establishment. Instruct door staff to discourage patrons from engaging in loud or disruptive behavior when coming and going and prohibit anyone from leaving with glass containers or alcoholic beverages.
Valet Parking	If you offer valet parking, choose a high-quality firm that employs well-trained, professional personnel and has access to adequate off-street parking. Ensure that the number of valets necessary to handle vehicles quickly and efficiently are deployed for each day and shift.
Technology	Leverage technology wherever possible to enable appropriate external lighting, crowd control, surveillance, communication, ID verification and noise control. If possible, consider participating in the OEMC Private Sector Camera Initiative.
Call 911	Train all staff members to be vigilant, to call 911 from a house phone in the event of problems and to log each call. This reduces your liability in the event of subsequent investigations or litigation.
Promotions	The pandemic and subsequent lockdowns have had a devastating economic impact, from which River North's hospitality sector has not yet completely recovered. We understand the motivation to reduce prices, but operators must be very careful about promotions and special offers that are likely to attract unruly patrons and result in intoxication, uncontrollable crowds, or violence.
Parties	Be careful about parties and large events. Operators may refuse entry to groups disembarking "Party Buses" that have failed to contract with management for use of your venue. Notify Police, community groups and neighboring residential properties in advance about events that may impact the neighborhood.
Exterior of Establishment	Keep the area outside of your establishment clean and be proactive about limiting external and through-wall noise after 10:00 pm, including noise caused by DJs, entertainers, entering and exiting patrons, valet valets, bouncers, ride-shares, and taxicabs.
Crowd Control	Develop and execute a thoughtful plan to safely manage crowds before, during and after closing time and post conspicuous signs asking patrons to respect your neighbors and avoid littering, loitering and noise as they enter and leave. Utilize cabs, ride sharing services and public transportation as necessary to maximize safety. Take proactive steps to avoid vehicular congestion that could interfere with local traffic and/or impede access by emergency vehicles.
Community Relationships	Get to know your beat officers, local community and homeowners association leaders and neighboring businesses. Attend CAPS Hospitality and Beat meetings and support local charitable events and community programs whenever possible.
Weapons	Prohibit the carrying of firearms or other weapons onto the property, other than by licensed law enforcement professionals, and enforce this policy by any means necessary. If individuals are barred entry for possession of weapons or other potentially dangerous behavior, notify the Police and other area establishments and provide a physical description.
Bottle Service	Carefully consider whether, and under what circumstances, "bottle service" should be offered to the patrons of your establishment. This practice significantly reduces the ability of your servers and staff to monitor intoxication and prevent over-serving, which is an essential responsibility of liquor licensees.
Bottom Line	<i>Conduct business as though you live next door.</i>

RNRA Public Safety Committee - RNRAChicago.org/Community/Public-Safety

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