

Alamosa Police Department

2431 Main Street, #22
Alamosa, Colorado 81101

JOHN A. JACKSON, CHIEF OF POLICE

Dear Business Owner:

The Alamosa Police Department will continue to use compliance checks to enforce liquor sales laws. We believe that helping you to avoid law violations, such as selling alcohol to underage people, will help us avoid the problems that come with underage drinking. It is less expensive and easier to prevent youth access to alcohol than to investigate the vehicular accidents, fights, and other crime that underage drinking promotes. Nearly half of all injury accidents involve drivers who have been drinking alcohol. Communities that have reduced the availability of alcohol to underage drinkers have experienced fewer traffic accidents and criminal incidents. The Police Department has conducted numerous checks within the both the City and the County of Alamosa. On several occasions, our underage buyer was able to purchase alcohol without a request being made in an attempt to determine the buyer's age. The amount of violations found suggests that a serious problem exists in our community.

Underage adults will come into your establishment to try and buy alcoholic beverages. Police Officers will be working with these individuals to monitor their actions. Staff caught selling alcohol to underage buyers will be referred to the Municipal Court for criminal prosecution. Businesses where sales to underage buyers occur will be referred to the licensing authority for administrative action. Reports on compliance check operations become public data under Colorado law, meaning that the identity of businesses checked and the outcome of each check can be obtained and published by the news media.

We want your staff to refuse alcohol sales to our underage buyers. We can offer the following tools to help ensure that your staff knows the law:

- Copies of the "Valid ID" book (photo examples of proper ID's) can be obtained from most alcohol distributors or from commercial vendors including the Driver's License Guide Company (1-800-227-8827)
- At your request, we can send an officer to your establishment to give a 10-15 minute presentation on alcohol sales laws and fake identification.
- Contact your insurance company or alcohol distributor as they may provide training guides, signs, or informational training programs available.

Selling alcohol is a legitimate business that plays a valid role in our community. We pride ourselves on being a friendly and pro-active police department. Selling alcohol is a privilege that has very specific responsibilities attached to it. We only ask that you fulfill those responsibilities. This is our request for your cooperation in a necessary effort by our community to reduce the availability of alcohol to our youth. Please work with us to ensure your business' compliance with underage sales laws.

If you would like further information, please call Chief John A. Jackson at 719-589-2548.

Sincerely,



Chief John A. Jackson
Alamosa Colorado Police Department