



BERMUDA SHORTS DAY

January 2016

**OUR PROMISE:
TO SERVE AND REPRESENT**

ABOUT THE SU

As of 2016, the University of Calgary's Students' Union (SU) is in its 73rd year. The SU is an effective advocacy and service group for all undergraduate students at the University of Calgary. All undergraduate students are members of the SU. The Students' Legislative Council (SLC), the SU's governing body, is made up of five executives - the president and four vice presidents - and 19 faculty representatives, elected annually to represent students' interests. The SU's operations are supported by a professional team of staff and hundreds of student staff. As well as managing MacEwan Student Centre (MSC), the SU runs a number of businesses. All proceeds from these student-owned ventures are reinvested directly into SU programs, services, and events to benefit students and the campus.

Facts and Stats

...

BSD was first held in 1960.

In 2015, the concert had a capacity of 4,400 people.

In 2015, 40 students volunteered with BSD Day of Service.

In 1988, university administration prohibited most BSD activities, and the following year, they approached the SU to create a single, large, controlled BSD event where there would be no drinking outside of the concert area.

U of C students are the only participants allowed into the festival grounds.

Admission to the event is only available by obtaining a wristband in advance from the SU.

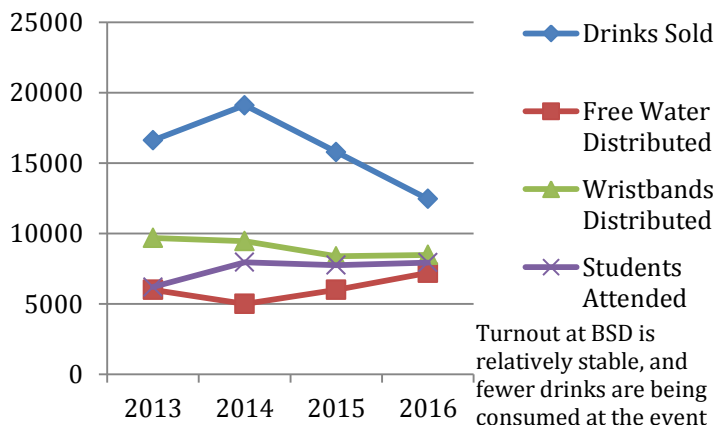
BERMUDA SHORTS DAY (BSD)

On the last day of winter semester classes, the University of Calgary Students' Union hosts an annual celebration that has become known as Bermuda Shorts Day (BSD). BSD involves a free, afternoon concert and is organized by the Students' Union to provide a safe, fun place on campus for students to celebrate the end of the school year. This event is exclusive to U of C students; admission is controlled by wristbands that students can obtain in advance of the event.

OTHER BSD ACTIVITIES

The BSD Day of Service, organized with the Centre for Community Engaged Learning, provides students an alcohol-free opportunity to celebrate the end of the school year. Students participating in the BSD Day of Service make a difference in our community through volunteering with organizations around Calgary

BSD by the Numbers



HISTORY AND BACKGROUND

Alan Arthur was a freshman back in 1960 when the U of C was called the University of Alberta-Calgary Branch and was located in the west wing of the main building at SAIT. According to Bryce Forbes in the Calgary Herald, in the summer of 1959, Arthur said people "honked and hollered" at him for wearing shorts outside since it wasn't a common occurrence for guys to wear shorts. So in his mind, the best way to change the perception was to have more people wear Bermuda shorts.

So, the following year, Arthur wrote "April 1st is Bermuda Shorts Day" on a board used for announcements. He said it was coming to the end of the school year and he picked April 1 because it was "supposed to be a warmer spring day."

In an April 2005 issue of the Gauntlet, Gauntlet founder Maurice Yacowar recollects that what was once a modest party "served a serious purpose" and that BSD, as it is now, is a reminder of "this university's phenomenal growth and enrichment."

Initially, the SU beer gardens were one of many events that took place on campus on BSD. In 1989 the university approached the SU to create a single, large, controlled BSD event where there would be no drinking outside of the concert area and beer gardens.

In 2009 BSD was re-located from the south courtyard to Parking Lot 32 due to the construction of the Taylor Family Digital Library. This is where the event continues to be held.

The BSD concert serves an important purpose for U of C students. Not only does this event foster a sense of campus community, it creates a sense of U of C pride as one of the university's oldest campus traditions.

SAFETY

This on-campus event opens at 12:00 p.m. and ends at 5:00 p.m. Incidents during the concert have been minor and few. This is due, in part, to the SU and the university coordinating with the relevant authorities to provide a safe and controlled atmosphere. The SU has been commended on their management of the event by Campus Security and the Calgary Police Service. The SU's proactive "Be a Smart Drinker" campaign also communicates the need for celebrating responsibly.

There are clearly identified regulations for students participating in BSD. This includes allowing only U of C students (no guests) into the concert, prohibiting alcohol on campus outside of licensed areas, and eliminating non-sanctioned BSD activities. Students who violate these rules are subject to the university's Non-Academic Misconduct Policy.

Interesting BSD Facts

• • •

- Every spring, approximately 9,000 students line up over four days to get their free BSD concert wristband
- Students must provide government issued ID for proof of age three times: 1) to obtain a wristband, 2) at the concert entrance, and 3) at the bar service area to prevent underage drinking
- Students must provide their valid U of C ID card to obtain a wristband and again at the concert entrance to prevent non-students from attending
- Backpacks are not allowed in the event
- The SU gives away 6,000 free bottles of water to students during the event
- There are five food trucks on site
- The "Be Safe Drinker" campaign is launched weeks before the event to remind students to plan their day to ensure their safety
- There are 80 portable toilets on site and along the exit path of the concert
- More than 30% of the BSD budget is allotted to security matters to provide a safe, controlled environment for students
- SU staff work closely with the Calgary Police Service and Campus Security to address any problems that may occur
- Emergency Medical Services are contracted to be on site to assist with any medical needs or illnesses
- More than 100 security personnel with varying levels of responsibilities are on staff for the event, including the Calgary Police Service who are on campus for the afternoon
- The event is managed and operated by the SU; event coordinators and the bar and service staff are SU employees
- Service staff at the bar are ProServe trained
- SU staff monitor students at the bar service area as well as in the crowd to address excessive drinking and adverse behavior
- The SU closes MacEwan Hall and MSC 4 p.m. - 6 p.m. on BSD to ensure safety
- The SU arranges for taxis to be waiting along 24th Avenue NW
- The SU partners with the Calgary Police Service to arrange for Check Stops outside of the university