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**INTRODUCTION**

The City of Adrian seeks to take advantage of Public Act 124 of 2020 signed into law on July 1, 2020. This is enabling legislation that would allow Michigan municipalities to establish Social Districts that would allow for “common areas” where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants, and tasting rooms) can sell alcoholic beverages in special cups to be taken into that area for consumption. The City of Adrian Social District Plan will be shared with downtown businesses and residents as well as the DDA and sent to the Michigan Liquor Control Commission for state concurrence. It is anticipated that it may be refined from time to time, as experience warrants.

**MANAGEMENT**

The City of Adrian Social District is created and managed by the City in cooperation with its Downtown Development Authority. The district management and operation will be assisted by the City’s police department, public works, community development, clerk, and finance departments.

**DISTRICT BOUNDARIES**

The City of Adrian Social District will encompass the southern side of Front Street, from Winter Street to Broad Street, the western side of Broad Street, from Front Street to Church Street, the northern side of Church Street from Broad Street to Maumee Street, and both sides of Maumee Street, from Church Street to Winter Street. The district is depicted in Exhibit A. Streets in the Social District will typically remain open to traffic and parking.

**POTENTIAL PARTICIPATING LICENSE HOLDERS**

Participating license holders will be asked to sign a Social District Agreement with the City, which must approve social district permits issued by the MLCC. This allows a license holder to sell alcoholic beverages in special district cups in its service area to be taken into the common area for consumption, once an appropriate license is issued by the MLCC.

**NON-ALCOHOL BUSINESSES WITHIN THE DISTRICT**

Businesses that do not sell alcoholic beverages and are located within the district, are considered a part of the common area and may allow for Social District beverages to be brought into their places of business.

**OPERATIONS**

The City of Adrian Social District would operate year round, seven days a week. The common areas would be open from the time Noon until 10 pm each day. After 10 pm, Social District beverages cannot be sold by participating establishments nor possessed and consumed in the

common area. Rather, after 10 pm, consumption of alcoholic beverages must be contained within the license holders' service area.

### **DISTRICT DESIGNATION AND MARKING**

The boundaries of the City of Adrian Social District will be clearly designated and marked with signage and graphics on streets and sidewalks.

### **SOCIAL DISTRICT LOGO AND BEVERAGE CONTAINERS**

The City of Adrian Social District may have a name for branding and marketing purposes but must have a special logo for use on the non-glass district beverage cups of no more than 16 ounces. The cups of various colors to differentiate among license holders must also have a logo or name identifying the establishment that sold the beverage. The City of Adrian District cup may not be reused, must remain in the establishment where they were purchased or in the common area, and may not be taken into a licensed establishment that did not sell the beverage. Each licensed establishment will be required to place a sticker identifying that establishment on the social district beverage cup being sold for consumption in the common area. The City of Adrian Social District will explore the use of cups that can be recycled or composted.

### **SECURITY-ENFORCEMENT**

Security and enforcement in the City of Adrian Social District will be provided by the City of Adrian Police Department. The City of Adrian Social District businesses may hire certified private security personnel to assist within the district.

### **INSURANCE**

The City will insure its management and operation of the City of Adrian Social District through its municipal umbrella insurance policy. Participating license holders will be expected to secure their own liability insurance.

### **SANITATION**

The City of Adrian Public Works Department will provide sanitation within the district including trash removal and litter pick up on an as-needed basis. Each licensed establishment that wants to obtain a social district permit must provide a trash/recycling receptacle at the entrance to their establishment for empty social district cups and empty those receptacles as needed.

### **MARKETING AND PROMOTION**

The City of Adrian Social District should have a branded name for marketing purposes and a distinctive logo. The DDA will take the lead in branding and marketing efforts.

### **FESTIVALS/SPECIAL EVENTS**

PA 124 does not allow special event liquor licenses to participate in a Social District. If a special license is issued for a location within the Social District, the holder of a social district permit shall not sell and serve alcoholic liquor during the effective period of the special license.

**EXHIBIT A**

**CITY OF ADRIAN SOCIAL DISTRICT**

