



**CITY MANAGER**

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CITY OF DURHAM

# Social Districts

October 17, 2022

# Social Districts

- A tool for creating an economic spark for small business coming out of the pandemic for cities across North Carolina through state legislation.
- Cities can opt-in to social districts via an ordinance
  - Cities can have multiple social districts
- A defined area in which a person can responsibly enjoy an alcoholic beverage (indoors and outdoor) sold by an ABC permittee located within the district.

# Social Districts Signs

The district must be clearly defined and signs must be posted in conspicuous locations indicating:

1. The geographic area included in the district
2. The days and hours the district is in effect
3. The telephone number for the ALE Division and Durham Police
4. Alcoholic beverages purchased in the district can only be consumed within the district
5. Must be disposed of before a person exits the district



# Social Districts Signs

Uniformed signs for businesses (window stickers) are required to indicate they are participating or not participating in the social district.

1. ABC permittee business who opt-in
2. ABC permittee business who opts-out
3. Non-ABC permittee business, but opts-in to allow beverages in their business
4. Any business can opt-out and not allow outside beverages in their business

# Social Districts Cups

Beverages can only be sold in a container that meets all of the following requirements:

1. Not made of glass
2. Cannot hold more than sixteen (16) fluid ounces
3. Displays in at least 12-point font: “Drink Responsibly – Be 21”
4. Must display the unique social district logo in which it will be consumed
5. Must clearly identify the ABC permittee from which the drink was purchased



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# Social Districts Designee

- Cities can select a designee to establish management plans for the social districts.
- Parks and Recreation and the Attorney's Office have worked with DDI to identify ways to implement this opportunity.
- DDI is the Business Improvement District (BID) provider already and has extensive success and knowledge of the downtown Durham community and businesses.

# Social Districts Outreach

To date, DDI has performed outreach through surveys, meetings and informational sessions to educate and learn with:

- Downtown residents
- Downtown businesses
- Education and faith-based leaders
- Local and state law enforcement (City, County, ALE Officers)
- City and County Administrative leaders
- City, County and State elected officials

# Social Districts Proposal

Downtown Durham Inc. to be the City's Social District Designee

- Develop and implement marketing, education and communication plans for the public and businesses
  - Create a publicly available list of participating and non-participating businesses / entities
  - Serve as liaison between business and City



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# Social Districts Proposal

Downtown Durham Inc. to be the City's Social District Designee

- Create uniform signage
  - City will cover the expense for district signs
- Continue to maintain litter standards and responsibilities within the BID and Social District
- Proposed Social District days and hours:
  - Monday – Sunday (7 days a week)
  - 11:00am – 10:00pm



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# Social Districts Next Steps

IF Council is agreeable to exploring the potential implementation of a Social District, next steps could include:

1. Adoption of an ordinance
2. City selects a designee for the Social District
3. Memorialized through an agreement and identify scope of work and budget considerations

# Social Districts Proposal

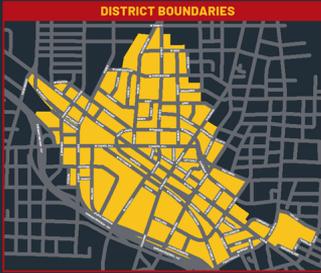
**DRAFT**

Thanks for joining us!

You're now **exiting the district.**

**No alcohol  
past this point.**

**DISTRICT BOUNDARIES**



Learn more online at [website will be here](#)

The social district is in effect Monday through Sunday from 11 a.m. to 10 p.m. Alcoholic beverages may only be consumed within the boundary and must be disposed of before exiting the district. Local Law Enforcement CONTACT INFORMATION: A.L.E. District IV Office: 919-779-8188, Durham Police: 919-560-4427.

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 Durham  
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"Real Space. Great."

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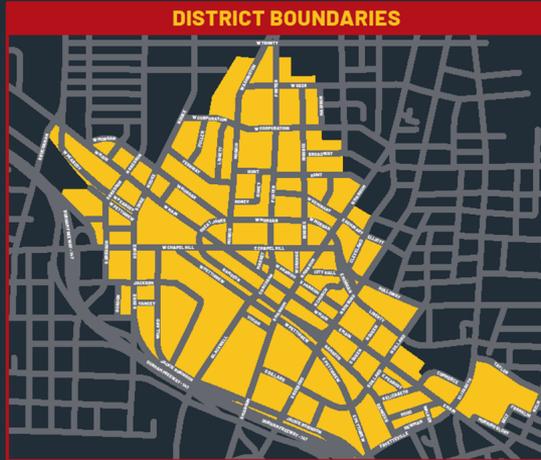
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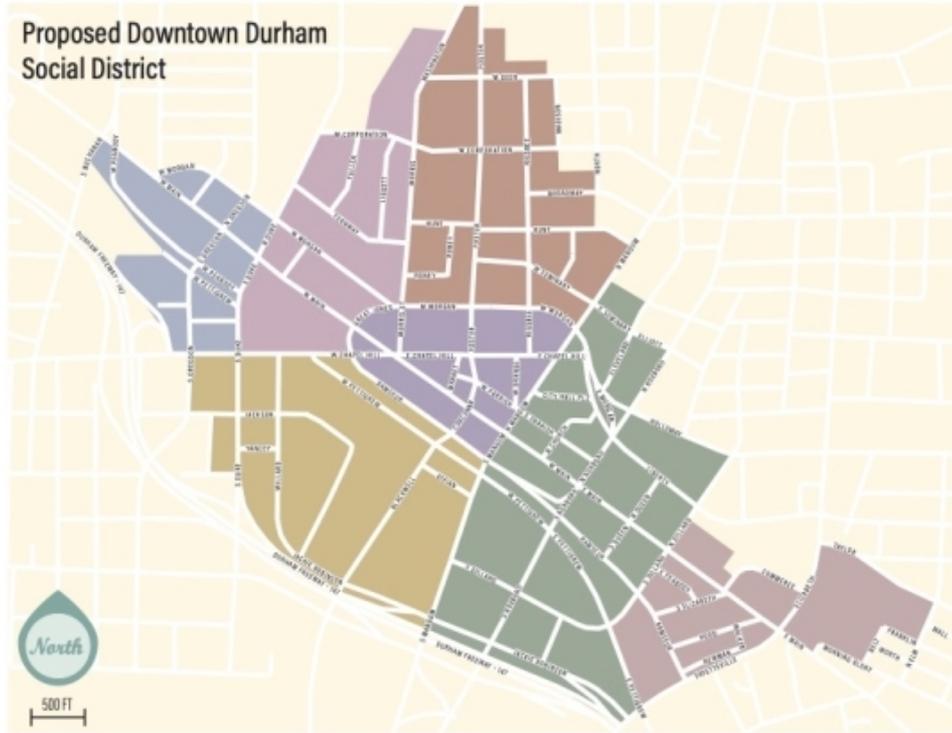
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# Social Districts Proposed Boundary



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# Social Districts Examples



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# Social Districts Examples



*Sip n' Stroll  
Downtown*

**SOLD HERE**

Drink Responsibly - Be 21

[raleighnc.gov](http://raleighnc.gov)  
Search Term: Social District



*Sip n' Stroll  
Downtown*

**WELCOMED HERE**

Drink Responsibly - Be 21

[raleighnc.gov](http://raleighnc.gov)  
Search Term: Social District



*Sip n' Stroll  
Downtown*

**NOT PERMITTED HERE**

[raleighnc.gov](http://raleighnc.gov)  
Search Term: Social District



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