



CITY MANAGER

CITY OF DURHAM

Social District

November 7, 2022

Social District Designee

- Cities can select a designee to establish management plans for the social district.
- 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 District 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 businesses and City

Social District Proposal

- 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

