

DOWNTOWN SOCIAL DISTRICT

Framework:

Allow patrons who purchase alcohol from participating bars and restaurants to carry their drink in designated and branded containers within a specified geographic area in the downtown Rockford "Entertainment / Social District".

Voluntary Program:

Businesses and special events would have the choice to Opt in by adding a sign. If a business Opts in, they would have a branded sign on their window / door that they are participating. This would then advise patrons that they can enter the establishment with alcohol in the branded cup. Bars/restaurants that sell alcohol, would have the option to allow patrons to carry out and carry in, but can also opt out to carry in (they would have a branded sign on their window posted that outside alcohol not allowed). Businesses would also have the option of having signs noting they are not participating.

Boundaries:

See reverse side for a draft of the footprint.

Hours:

Monday - Friday, 4 - 11 p.m.; Saturday/Sunday 10 a.m. - 11 p.m. with a cut off time of 10:30 p.m. on sale of to go branded cup sales to discourage alcohol after 11 p.m. in the District. We would pilot the program during the summer months.

General Rules:

Alcoholic beverages cannot be brought into the district from home or from any establishment other than those participating businesses. Alcoholic beverages must be in approved cups only, which will be branded with the program and possibly include a sticker with the name of the establishment clearly visible. Alcoholic beverages can only be consumed on the public sidewalk (ie: the commons area) located within the boundaries. Beverages cannot be consumed in the road, in parking lots, on private property or in any parks or green spaces (Option to include Davis Park, along with riverfront path and Joe Marino & Millennium Park for consideration). Alcoholic beverages cannot be removed from the boundary area.

Patrons may not enter another dining establishment, retail store, outdoor dining area, private park, or any other private business with an alcoholic beverage that has been purchased at an approved social district establishment unless the business has provided approval.

There are example communities such as Greensboro: <https://www.downtowngreensboro.org/things-to-do/the-boro-social-district/> and Holland Michigan <https://downtownsocialdistrict.com/> that have reported successful programs.

Other:

Not all issues, such as cost structure for operating the program, enforcement concerns, littering trash cans (number and location) or other items have been addressed and will need to be vetted as we proceed should there be support.

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