



SOCIAL DISTRICT MANAGEMENT AND MAINTENANCE PLAN

150 N. Main Street | Imlay City, MI 48444
810-724-2135 ext 1307 | icdda.com



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BACKGROUND

On July 1, 2020, Governor Whitmer signed House Bill 5781 into law creating the Social District Permit. The governing body of a local governmental unit may designate a Social District within its jurisdiction. Qualified licensees whose licensed premises are contiguous to the commons area within the Social District, and who have been approved for and issued a Social District Permit, may sell alcoholic liquor (beer, wine, mixed spirit drink, spirits, or mixed drinks) on their licensed premises to customers who may then consume the alcoholic liquor within the commons area of the Social District.

The City of Imlay City, in an effort to continue the revitalization of the downtown and increase opportunities for business and recreation, is creating a social district that encompasses all qualified licensees within the downtown and allows for consumption at multiple locations throughout the district under the management of the Downtown Development Authority.

DISTRICT BOUNDARY AND COMMONS AREA(S)

Exhibit B depicts the social district boundary, the commons area(s), and the location of qualifying licensees.

Exhibit C includes the names and addresses of all qualified licensees within the social district.

Current qualified licensees include:

Third and Main Imlay City, LLC

244 E. Third Street, Imlay City, Michigan 48444

Botana's El Paiza, Inc.

234 E Third Street, Imlay City, Michigan 48444

LEPRECHAUN AERIES #4082, IMLAY CITY EAGLES

170 S Almont Ave, Imlay City, MI 48444

Upon Resolution adopted by the City Commission, additional commons areas may be designated if new qualified licensees are established within the district, enabling a new area to meet the requirements for a commons area as defined in MCL 436.1551(8)(a).

PUBLIC SAFETY

The City of Imlay City Police Department will provide law enforcement services to the social district. In accordance with existing protocol, at least one officer will be designated to patrol the City until midnight each night. The officers on patrol will be jointly responsible for providing services within the social district.

During special events and any time when the district is anticipated to see significant crowds and activity, City Police will issue a request to staff for special patrol officers in addition to those regularly scheduled.

For emergency purposes, City police are located adjacent to the east end of the social district boundary.

The Imlay City Fire Department will respond to all fire, and rescue, issues within the district aided by Lapeer County EMS.

WASTE MANAGEMENT

Trash receptacles will be available throughout the district and its consumption areas. If needed, new receptacles for permanent/long-term use will be provided and will match those placed elsewhere throughout downtown.

Receptacles will be serviced weekly by the City's internal Department of Public Works (DPW), and upon request for special events.

SIGNAGE AND HOURS OF OPERATION

Posted standard hours of operation will run:

Sunday – Thursday (daily) 12 pm until 9 pm

Friday – Saturday 12 pm – 11:00 pm

Signage will be placed throughout the social district to denote the boundaries of the district and its designated consumption areas. Some signage may include a QR code linked to a webpage which includes key information pertaining to the social district. Such information may include, but is not limited to: hours of operation, a list of social district permit holders, and any upcoming special events.

Signs may be posted using any of the following methods, where appropriate:

- Using stanchions
- On building walls
- On street lamps or other posts
- At entrances/exits to social district permit holders

Social District Permit Holders will be required to post signage within, or affixed to, their establishment which includes the district standard hours of operations and map of commons areas.

BEVERAGE CONTAINERS

Beverage Containers and Rules of Use

Per PA 124 of 2020, the following regulations apply to containers within the Social District:

- The container prominently displays the social district participating license holders trade name or logo or some other mark that is unique to the social district license holder under the social district license holder on-premises license.
- The container prominently displays a logo or some other mark that is unique to the commons area.
- The container is made from recyclable clear or translucent plastic material. No glass containers are allowed.

- The container has a liquid capacity that does not exceed 16 ounces
- Social District containers may not be carried into another establishment.

The following additional rule applies to the use Social District containers:

- The DDA will make available the Social District logo stickers for the containers that is unique to the commons area. The district logo has been designed and is shown in Exhibit A. The DDA will provide one thousand (1000) 2" round stickers to each license holder within the social district in January of each calendar year. Businesses in need of additional labels will submit an order to the DDA Director by email or a request form located on the DDA website (icdda.com) noting the quantity needed. Orders will be placed by DDA staff within a week, and shipped directly to the business. An invoice for all charges related to the order will be sent to the business and must be paid within two weeks of the order's arrival to the business.
- Businesses are required to indicate a drink has been sold by their establishment by including the business's logo, trade name, or other feature unique to the social district permittee on the cup itself. Therefore, participating license holders will provide their own sticker displaying their trade name or logo and containers meeting the state requirements.
- Businesses are encouraged to write the initials and/or birthdate of the individual to whom each alcoholic beverage is sold on the cup itself. This recommendation exists to help prevent over service and unlawful transfer of alcoholic beverages to minors, and to promote the general health and safety of the community.

COMMUNICATION WITH SOCIAL DISTRICT PERMIT HOLDERS

Social District Permit holders will be required to submit an email address to the City and the DDA for use when communicating important information that pertains to the social district. Such information may include, but is not limited to, upcoming special events.



Exhibit A – Logos

SOCIAL DISTRICT MAP

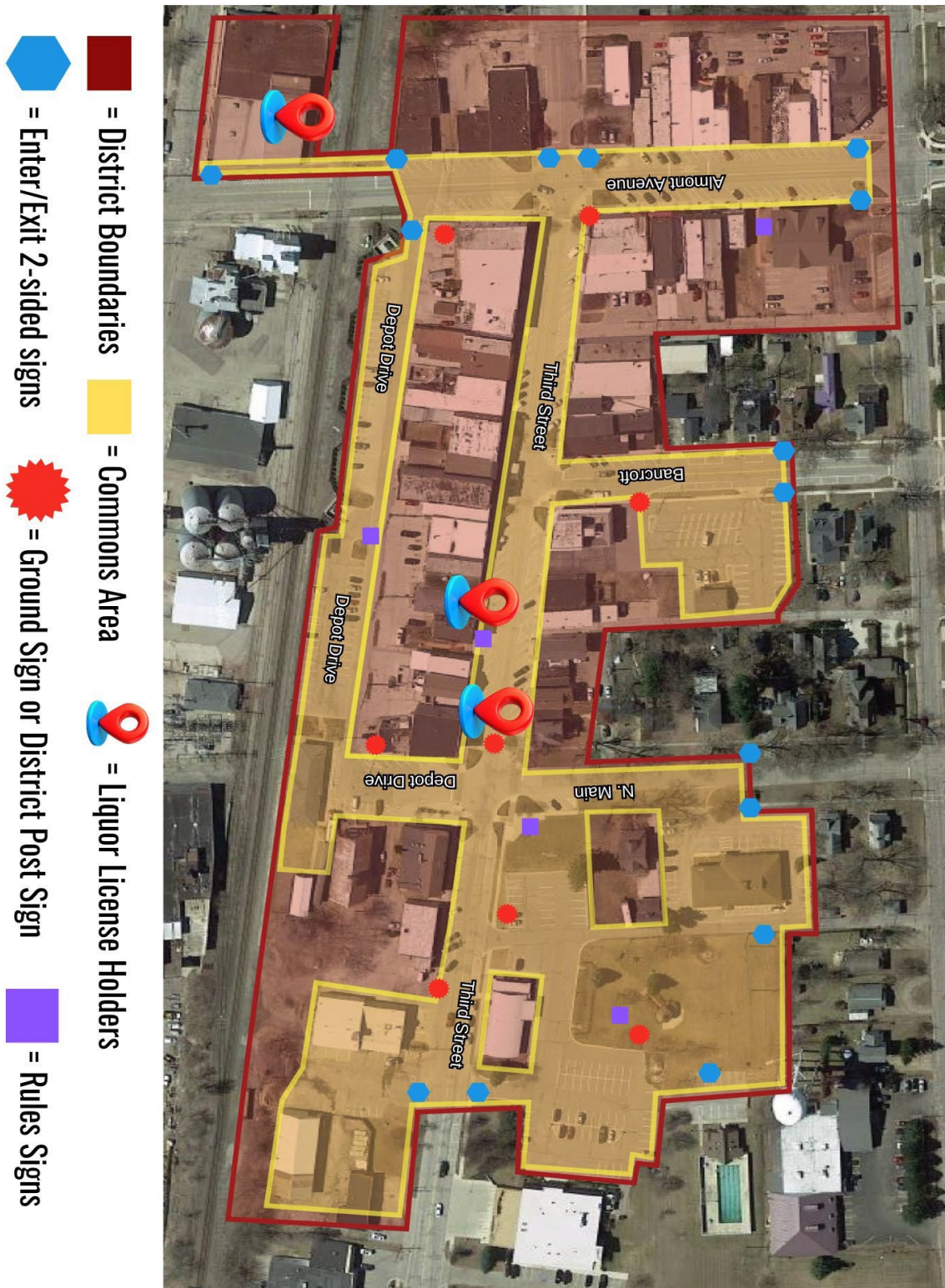


Exhibit B – Social District Boundary & Commons Areas

Exhibit C – Qualified Licensees and Addresses

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