



# Social District Six Month Update

*June 5, 2023*

- **April – December 2020:** Council positioned policies to support expanded outdoor dining and merchandising during COVID.
- **September – November 2021:** HB 890 passes, Cool Spring Downtown District's (CSDD) Board of Directors receives an overview presentation. Board agrees to explore further.
- **March 2022:** CSDD hosts ZOOM meeting with State-wide professional associations. More than 60 businesses and residents attended the event.
- **July 2022:** CSDD and the Economic and Community Development Department meet to develop proposed boundaries for Council consideration.
- **August 2022:** CSDD releases a survey to downtown stakeholders and the public at large
- **September 2022:** CSDD attends City Council Work Session, Council directs staff to proceed
- **November 14 and 28, 2022:** City Council conducts Public Hearings to implement
- **December 1, 2022:** City and CSDD implement Social District policies and branding
- **June 5, 2023:** Council requested update at the 6 month mark

## What is a Social District?

A defined outdoor area in which a person may consume alcoholic beverages sold by an ABC permittee. This term does not include the ABC permittee's licensed premises, or an extended area allowed under G.S. 18B-904(h).



## What can you do in a Social District?

- Purchase your alcohol beverages from one of the participating restaurants/breweries located within the Cool Sprint Downtown District.
- You will be given a specially designed cup that can be used only in the social district's boundary lines (see our Social District map).
- Experience the Vibe of the Social District as you shop our downtown merchant community.
- Dispose of your designated social district cup into any of the trash cans located in Downtown Fayetteville.



## DOWNTOWN FAYETTEVILLE<sup>NC</sup> SOCIAL DISTRICT

### HOURS OF OPERATION

MON - SAT: 12PM-10PM  
SUN: 10AM-10PM

### LOCAL ALE DIVISION

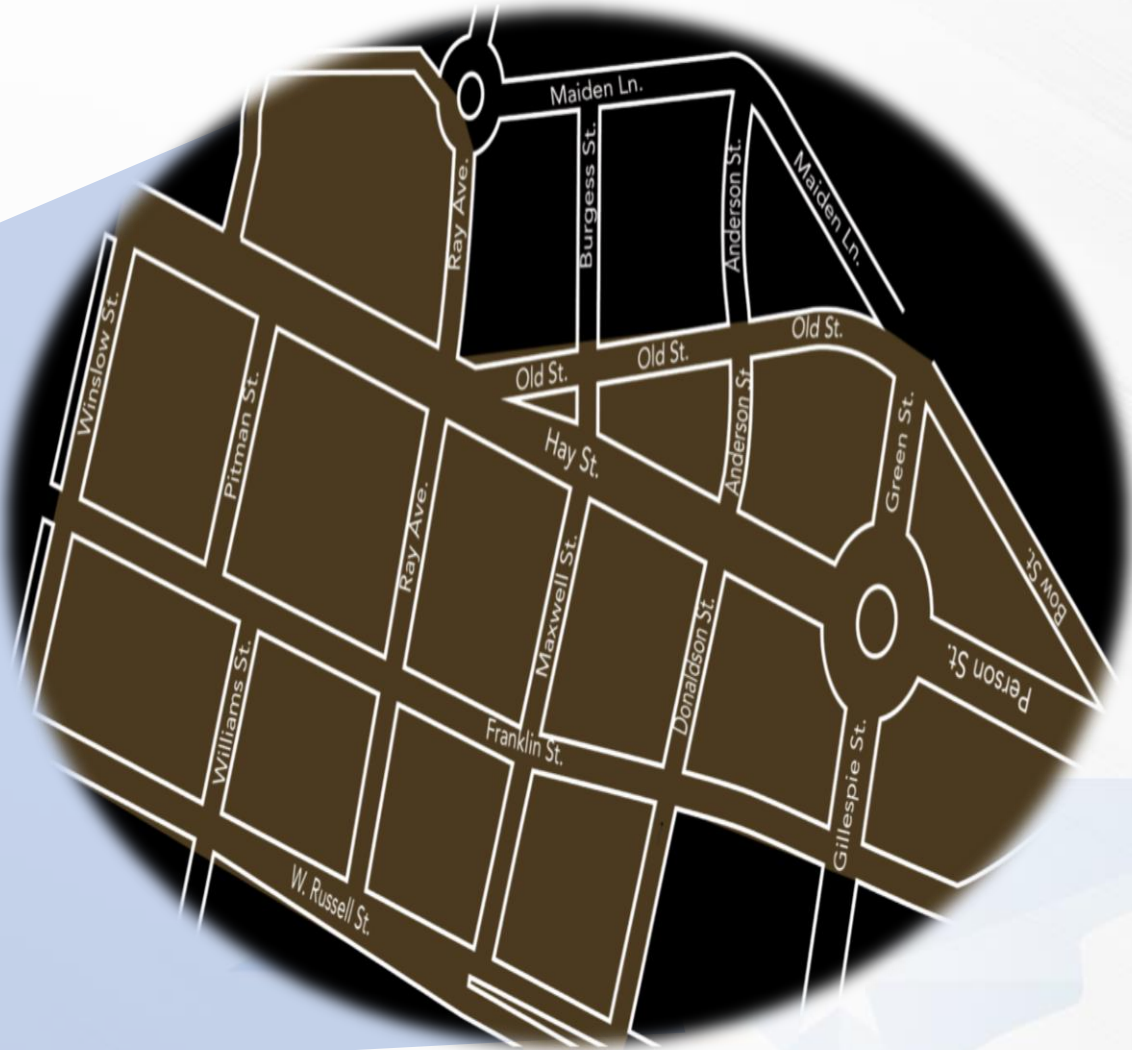
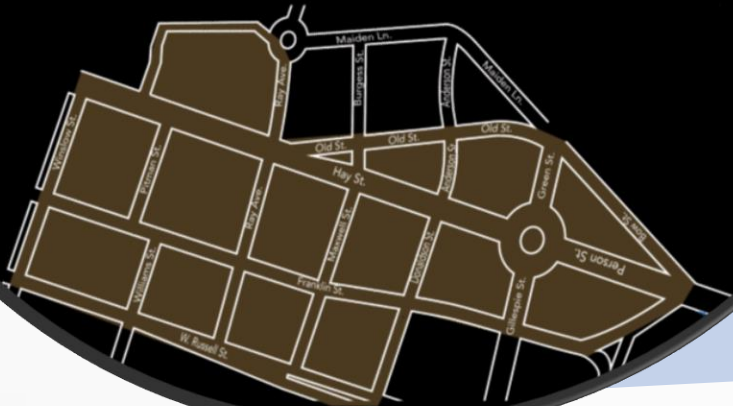
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### LOCAL LAW ENFORCEMENT

911

Alcoholic beverages purchased for consumption in a Social District shall only be consumed in the Social District. Beverages must be disposed of before the person in possession of the alcoholic beverage exits the Social District unless the person is reentering the licensed premise where the beverage was originally purchased.

## SOCIAL DISTRICT MAP



# District & Participants

- Winterbloom
- The Sip Room
- Blue Moon Cafe
- Taphouse at Huske
- Pierro's Italian Bistro
- Cameo Art House Theatre
- Gaston Brewing Company
- The Livery Cigar Emporium
- Huske Hardware Restaurant
- Bright Light Brewing Company
- Hay Street Kitchen and Rooftop
- Bruce's Sportsblock and Lounge
- Archway Burgers, Dogs, and Beer
- Coffee Scene at the Prince Charles



- Ravens Nest Tattoo and Cranium Company
- Reverie Goods & Gifts
- American Barbershop
- Garnet Skull
- Hummingbird Candle Co
- The Sweet Palette
- PRESSED
- City Center Gallery & Books
- Stevies
- A Bit of Carolina
- Momma's Village of Fayetteville
- Washington Apparel Company
- Arts Council of Fayetteville/Cumberland County
- Malzone Marketing Inc
- Cursive
- Fayetteville Wellness Center
- Greater Fayetteville Chamber
- Turner Lane
- Fabulous Finds Boutique
- Bails for Tails Thrift and Donation Store



- Launched with 27 businesses participating
- Added three additional selling locations and few more “allowing” consumption within stores.
- Today, district has a total of 34 participating businesses
- Distributed 15,000 free cups to businesses that sell into the district
- Recruited a Corporate partner to purchase 10,000 cups (Smith, Dickey, Dempster, PA)
- Awarded a grant for 12 new waste bins downtown (bins have been purchased, arrived, and will be disbursed in near future)



- Continue the Social District pilot until December 31<sup>st</sup>
- Direct staff to create an ordinance amendment for a permanent Social District
- Direct staff to rescind the Social District pilot at a Regular Meeting in August

### **Recommended Action:**

- Staff recommends that City Council move for consensus allowing for the continuation of the Social District pilot program to December 31<sup>st</sup>, 2023.



 **FAYETTEVILLE** <sup>NC</sup>  
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