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**Rochester Downtown
Development Authority**

Downtown Collaboration Studio
431 S. Main Street
Rochester, MI 48307
248.656.0060
DowntownRochesterMI.com

**Regular Meeting Agenda
Wednesday, February 21, 2024, 7:00 pm
Rochester Municipal Building. Corner Conference Room,
400 Sixth Street**

1. Call to Order
2. Roll Call
3. Approval of Meeting Minutes –
 - A. Regular Meeting Minutes – January 17, 2024
 - B. Goals & Objectives Minutes – January 24, 2024
4. Audience Comments
5. Liaison Reports
 - A. City Council – Marilyn Trent
 - B. Chamber of Commerce
 - C. Historical Commission – Don Sienkiewicz
 - D. Principal Shopping District – Paul Haig
6. General Business Agenda Items
 - A. Social District Presentation – City Attorney Jeff Kragt
 - B. Joint Meeting Recap – Ben Giovanelli
 - C. Site Development Committee Projects Update – Tony Lipuma
 - D. Main Street Oakland County Update – Kristi Trevarrow
7. Receipt of Regular Reports
 - A. Executive Director Update
 - B. Events & Marketing Update
 - C. Financial Report for DDA
 - D. Business Development Committee
 - E. Site Development Committee
8. Miscellaneous

The next regular meeting of the Rochester DDA will be held on Wednesday, March 20, 2024.

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Downtown Development Authority
Regular Meeting Minutes

Wednesday, January 17, 2024
Rochester Municipal Building, 400 Sixth Street
7:00 p.m.

1) Call to Order

The regular meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 7:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Roger Knapp, Bob Bloomingdale, Lisa Germani Williams, Erik Diana, Paul Haig, Tonia Carsten, Tony Lipuma
Board Members Absent:	
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	
Historical Commission Liaison Present:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow

3) Approval of Meeting Minutes

Regular Meeting Minutes – December 13, 2023

Motion By:	Paul Haig to approve the December 13, 2023 Regular Meeting Minutes as presented.
Second By:	Tonia Carsten
In Favor:	All
Opposed:	None
Motion Passed	

4) Audience Comments

Maria Miceli, 92 Brewster Road, Rochester Hills, and Amy Grande, 1312 Pembroke Drive, Rochester Hills, representing the Citizens Committee for Rochester Community Schools urged the communities’ support for the upcoming millage.

5) Liaison Reports

A. City Council

Marilyn Trent highlighted the following from the December 18, 2023 and the January 8, 2024 City Council meetings:

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- The presentation of the Mayors Monarch Champion Pledge by the National Wildlife Preservation.
- Consideration of approval of the final draft for the 2024-2028 Parks and Recreation Master Plan.
- Consideration of matching local funds for BRIC (Building Resilient Infrastructure & Communities) grant application.
- The resignation of Council Member Douglas Gould.
- City Council Goals & Objectives meetings to be held on January 20, 2024 and February 24, 2024.

B. Chamber of Commerce

Lisa Swiftney is no longer on the Chamber of Commerce board. A new liaison will be appointed soon.

C. Historical Commission

Don Sienkiewicz stated that the Commission is planning for the distribution of the Founders Day coloring books to second graders throughout Rochester. Founders Day will be celebrated on March 10, 2024 at Van Heusen Farm. The Commission is also busy planning the 2024 Heritage Festival on May 25-26, 2024.

D. Principal Shopping District

The PSD will hold its Goals & Objectives meeting on February 7, 2024.

6) General Business Agenda Items

A. Social District Discussion

Upon discussion of the Board and by the direction of Chairman Giovanelli, an invitation will be extended to Attorney Kragt to attend the next regular meeting of the DDA to review the process of establishing a Social District.

B. Infrastructure Sub-Committee Report

Chairman Giovanelli provided a report on the recent Infrastructure Sub-Committee meeting, including:

- DDA Total Road Reconstruction Projects;
- Non-DDA Total Road Reconstruction Projects;
- East Side Curb Replacement;
- Road Mill and Fill;
- Sanitary/Storm Sewer Open Cut Projects;
- Parking Lots; and
- Proposed Bridge Maintenance (Road and Pedestrian).

Additional financial information will be forthcoming.

C. FYE 2025 Goals & Objectives Meeting

Chairman Giovanelli stated the DDA Goals & Objective meeting will be held on Wednesday, January 24, 2024 at 6:00 p.m. at City Hall.

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D. End of Year Recap

Kristi Trevarrow provided a report on the activities and engagement over the holiday season. Between November 1, 2023 and December 31, 2023, there were sixteen events and promotions in downtown Rochester. All events were well-attended and the holiday spirit was contagious. Lagniappe and the Big, Bright Light Show were covered by multiple publications, including the Wall Street Journal. In addition, 1.3 million people were reached through social media coverage. All the seasonal events and promotions resulted in a great economic increase for downtown businesses and a great sense of community pride as evidenced in comments from the public. Chairman Giovanelli requested that Ms. Trevarrow provide this report at a future City Council meeting.

E. Budget Sub-Committee Volunteers

The Budget Sub-Committee is formed annually and typically meets twice to develop the draft budget for presentation to the DDA and eventually to the City Council. Chairman Giovanelli, Bob Bloomingdale, Paul Haig and Tony Lipuma volunteered to serve on the Sub-Committee. The committee will meet on January 26, 2024 at 8:00 a.m. at the Collaboration Studio.

F. Main Street Oakland County Accreditation Visit

The annual accreditation visit is scheduled for Wednesday, February 7, 2024 from 9:00 a.m. to 12:00 p.m. An agenda will be provided upon receipt from the County.

7) Receipt of Regular Reports

A. Executive Director Update

Business Expansion

Talulah Belle is relocating and expanding into the former Urban Merchant space. This is the second expansion for Talulah Belle since their opening in Rochester.

Wall Street Journal

As shared in the December meeting, following is the link to the article that ran on December 24, 2023 in the Wall Street Journal: <https://www.wsj.com/story/the-small-town-that-turned-christmas-lights-into-an-economic-miracle-09c3f18a>.

According to the senior reporter, Ruth Simon, the article was the most read article for the month of December.

B. Events & Marketing Update

EVENTS

Frost Festival – January 19 & 20, 2024

The businesses have sponsored over 40 sculptures for the weekend. This year’s theme is “Under the Sea.” There will be two live carving demonstrations – one taking place on Friday on W. 3rd Street from 6:00 p.m. to 8:00 p.m. (sponsored by Modetz Funeral Homes), and another live ice carving will take place on Saturday from 4:00 p.m. to 6:00 p.m. in front of Café 3:16 (sponsored by Café 3:16). An ice carving competition will take place Saturday from 11:00 a.m. to 2:00 p.m. on W. 4th Street. The Lions’ Club will have a warming station with marshmallow roasting located at W. 3rd Street on Friday from 5:00 p.m. to 9:00 p.m. and Saturday from 10:00 a.m. to 6:00 p.m.

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In addition to all the outdoor activities, Downtown Rochester presents Frost Festival BINGO. Shoppers can participate by completing tasks on their bingo cards at downtown businesses, such as purchasing a sweet treat or spending \$25 at a business. Businesses will have an official Frost Festival stamp to stamp bingo cards once tasks are completed. Once a bingo is achieved, participants can text their bingo card to 866-603-4005 for a chance to win a Downtown Rochester shopping spree. The drawing will take place on Tuesday, January 23, 2024.

Foodie February

During the month of February, each week diners can dine in or carry out from any downtown Rochester restaurant and save their receipts for a chance to win restaurant gift cards and a \$25 downtown Rochester gift card. Receipts can be brought to the Downtown Collaboration Studio, 431 S. Main Street, from February 1-29, 2024. If they are unable to come in during regular hours, they can text FOODIE to 866-603-4005 and be prompted to send a picture of their receipt. Each receipt will receive one entry, eligible for both the weekly and grand prize drawings. Grand prize sinners will be announced and contacted on Friday, March 1, 2024.

Deck Art Registration

Deck Art 2024 registration begins February 1, 2024, and can be submitted through April 5, 2024 at South Street Skateshop (410 Main). Registration forms will be found online at www.downtownrochester.com/deck-art. The event itself is scheduled for May 9-10, 2024. More details to come in the upcoming months.

PROMOTIONS

Farmers' Market

Staff is in the early stages of planning for the 2024 season. In the coming weeks existing vendor applications will be sent out and new vendor recruitment will follow. Based on feedback last season, hot food vendors may be added to the market, fitness and health related programming, and reusable grocery bags.

Spring Marketing Kits

Spring marketing opportunities will be sent out at the end of the month. The spring kit will offer merchants the opportunity to sign up for advertising in *In Town Magazine*, Deck Art, and opportunities in relation to the Farmers' Market.

In Town Magazine

In conjunction with the Spring Marketing kit *In Town* opportunities will be included, such as merchandise features, display ads and coupon ads. Production will begin in the middle of February.

Makers' Market

Staff is working together to launch this year's Makers' Market application, in addition to working on plans in relation to the event.

Website

In order to streamline some of the processes, staff is working on making modifications to the website. Allowing for holiday information to be available year-round, creating a page for

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art opportunities, creating more online forms for various opportunities throughout the year for interested parties to be input into a digital database, applications, are just some of the upcoming improvements.

C. Financial Report for DDA

The Revenue and Expenditure Report for period ending 12/31/2023 for Fund 494, Downtown Development Authority was included in the packet.

D. Business Development Committee

The committee met earlier today. The Royal Park Hotel has been reserved for the 2024 Holiday Expo on November 11, 2024.

E. Site Development Committee

8) Miscellaneous

Seeing no further business, Chairman Giovanelli adjourned the meeting at 8:09 p.m.

Date Approved

Susan McCullough

Downtown Development Authority
FYE 2024 Goals & Objectives Meeting Minutes

Monday, January 24, 2024
Rochester Municipal Building, 400 Sixth Street
6:00 p.m.

1) Call to Order

The 2024 Goals & Objectives meeting of the Downtown Development Authority Board of Directors was called to order by Chairman Ben Giovanelli at 6:00 p.m.

2) Roll Call

Board Members Present:	Chairman Ben Giovanelli, Mayor Stuart Bikson, Erik Diana, Paul Haig, Bob Bloomingdale, Tonia Carsten, Tony Lipuma, Roger Knapp
Board Members Absent:	Lisa Germani Williams
Council Liaison Present:	Marilyn Trent
Chamber Liaison Absent:	Vacant
Historical Commission Liaison Absent:	Don Sienkiewicz
PSD Liaison Present:	Paul Haig
DDA Executive Director Present:	Kristi Trevarrow
DDA Events Coordinator Present:	Jenna O'Dell
DDA Marketing Coordinator Present:	Taylor Clayton

Front Porch Update

Kristi Trevarrow provided the historical background and update on the Front Porch project beginning in 2017 to the present.

Chairman Giovanelli reviewed the 2023-2024 fiscal year budget projections. Mayor Bikson shared the DDA budget forecast as discussed by City Council at their Goals & Objectives meeting on January 20, 2024.

Kristi Trevarrow reminded the board that grant monies award by Oakland County must be expended for the Front Porch project by the end of 2026.

Site Development Projects

Acorn Lightpole Replacements

The lightpole replacement project is an ongoing project. The city may be interested in ordering replacement lightpoles for the lights around the pond at the Municipal Park.

Sidewalk Replacements

A sidewalk replacement update was provided, along with an update on the progress of striping in the alleys.

Depot Plaza (E. University)

Tony Lipuma stated that Site Development has investigated multiple uses for this property. Kristi Trevarrow explained that the DDA has a long-term easement for this property, but does not own it. The agreement requires that the DDA restore the property to its previous state when it no longer wishes to use the property.

Lions Park (behind Rochester Mills Beer Co.)

Frank Rewold & Sons has completed improvements to the park as part of their expansion. This is a benefit both to his employees and to the residents of Rochester.

Miscellaneous

It was suggested that the pocket park behind Modetz be considered for some art projects.

The Board discussed the continuation of the donor wall and a reutilization of the property.

Taylor Clayton provided an update on the crosswalk art at 4th Street and Walnut Street, made possible through a grant. She is beginning to plan how to initiate the project with local artists, possibly expanding into the pocket park on 4th Street. Taylor also stated that a link has been included on the DDA website regarding engaging local art projects.

The Board discussed the likelihood of an increase in maintenance costs, due to the retirement of the current maintenance man.

Mayor Bikson provided an update on the City Council’s Goals & Objectives meeting, at which they discussed the DDA’s increased financial involvement in the parking system. He also shared his perceived lack of support from City Council for the Front Porch project.

A joint work session will be proposed between City Council and the DDA to discuss the Front Porch project with a suggested date of February 19, 2024 at 7:00 p.m.

There being no further business, Chairman Ben Giovanelli adjourned the meeting at 7:52 p.m.

Date Approved

Susan McCullough

6A. Social Districts Discussion

City Attorney Jeff Kragt will be in attendance to walk the Board through the Social Districts process. Attached you will find his memo and supporting documents. Additionally, maps of area downtown social districts are included for your reference.



City of Rochester

400 South Street
Rochester, Michigan 48307
734.236.4700
www.cityofrochester.com

MEMORANDUM

Date: February 6, 2024

To: Kristi Trevarrow, DDA Executive Director

From: Jeffrey S. Kragt

Subject: Social Districts

Copies: Nik Banda, Chief George Rouhib

You have asked me to attend the February 21, 2024 DDA meeting to discuss the topic of social districts. As such, I wanted to provide you with some information and materials in advance so that the DDA members can review it before the meeting.

On July 1, 2020 House Bill 5781 (MCL 436.1551) was adopted. This is the statute establishing social districts. State law allows local governments to designate social districts within their jurisdiction. If done, businesses that are granted a social district permit may sell alcoholic liquor (beer, wine, mixed spirits or mixed drinks) at their liquor licensed establishments, and the customers may then take those beverages to the “commons area” set up inside the social district. The MLCC maintains a list of the social districts that have been approved, which I have attached for information.

Establishing a social district is fairly straightforward. The City would approve a certain area as a social district with a commons area within that district. The City would submit paperwork to the MLCC, including a copy of a resolution passed by the City designating the social district and the commons area. The City would also need to provide a copy of a management and maintenance plan, which would include such things as hours of operation and other rules and features. Finally, the City would include in its submission a diagram or map that would show the boundaries of the social district indicating the names, addresses and locations of the “qualified licensees” that are contiguous to the commons area on the map. A qualified licensee is defined by statute to include the following: a retailer that holds a liquor license for consumption on the licensed premises; a manufacturer with an on premises tasting room permit; a manufacturer that holds an off-premises tasting room license; and a manufacturer that holds a joint off-premises tasting room license. Those qualified licensee establishments

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would need to be contiguous to the social district boundaries. Thus, significant consideration must be given to the establishment of the district boundaries so as to include all of the licensed establishments that it wants to allow to participate.

I have enclosed a document entitled “Social District Permit Information for Local Governmental Units” put out by the MLCC. This is a good resource to hit the high points on social districts. I have also included a packet of information regarding the social district that the City of South Lyon just put into place in 2023. It includes their resolution, social district map, the management and maintenance plan for the social district, and its ordinance.

Having an ordinance drafted and adopted by City Council would be required if Rochester decides to move forward with social districts. The example from South Lyon is a fairly straightforward example and could easily be incorporated as a Rochester ordinance to its Liquor Control Ordinance. I have also included South Lyon’s social district license application that its licensees fill out to be considered for such a license by the City and MLCC. South Lyon calls their social district “The Sidecar.” I was able to find some signage that they adopted that would be placed at the commons area boundaries as well as examples of what the social district commons area might look like.

Some of the statutory requirements for the licensees would be that they would need to have a container that prominently displays the establishment’s trade name or logo as well as an additional mark on the cup that is unique to social district licensees. This would allow persons to be easily identified as having purchased the beverage at a licensed establishment and allows them to consume it in the commons area. This would need to be a plastic container no more than 16 ounces. The purchaser would take the drink to the commons area and cannot then remove the container from the commons area. The purchaser cannot possess the container in a motor vehicle and cannot walk around with the beverage outside of the commons area. The cups would be one-time use only.

It is my recommendation to provide this memo and attachments to the DDA members in advance so that the discussion on February 21 can be the most productive. Should you have any questions before the meeting, please do not hesitate to contact me to discuss.

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Michigan Liquor Control Commission (MLCC)
Constitution Hall, 2nd Floor, 525 W. Allegan St, Lansing, MI 48933
P.O. Box 30005, Lansing, MI 48909
866-813-0011 – www.michigan.gov/lcc

Social District Permit Information For Local Governmental Units

Pursuant to MCL 436.1551, 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 that 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.

If a non-profit organization requests a Special License for a location within a Social District commons area, the governing body of the local unit of government shall delineate the portion of the commons area to be utilized exclusively by the Special Licensee and the portion of the commons area to be used exclusively by Social District permittees. The Special License applicant must submit documentation from the local governmental unit, including a clear diagram, with its application.

The term commons area is defined by MCL 436.1551(8)(a):

"Commons area" means an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least 2 other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.

The term qualified licensee is defined by MCL 436.1551(8)(c):

"Qualified licensee" means any of the following:

- *A retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises. (This includes the following license types: Class C, Tavern, A-Hotel, B-Hotel, Club, G-1, G-2, Brewpub.)*
- *A manufacturer with an on-premises tasting room permit issued under section 536.*
- *A manufacturer that holds an off-premises tasting room license issued under section 536.*
- *A manufacturer that holds a joint off-premises tasting room license issued under section 536.*

A list of all licensees, sorted by county and local governmental unit, may be found on the MLCC website.

The governing body of a local governmental unit may designate a Social District pursuant to MCL 436.1551 under the following conditions:

- Designate a Social District that contains a commons area, as defined in MCL 436.1551(8)(a).
- Establish local management and maintenance plans, including hours of operation, for a commons area.
- Define and clearly mark with signs the designated commons area.
- A governing body of a local governmental unit shall not designate a Social District that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road.
- The governing body shall maintain the commons area in a manner that protects the health and safety of the community.

- The governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act of the time and place of the public hearing before the public hearing.
- The governing body shall file the designation or revocation of the Social District with the MLCC.

Before applying to the MLCC for a Social District Permit, a qualified licensee must first obtain approval from the governing body of the local governmental unit. A fillable resolution for this approval is part of the Social District Permit Application (LCC-208).

Filing the Designation of a Social District with the MLCC

A local governmental unit must file the following items with the MLCC when designating a Social District:

- A copy of the resolution passed by the governing body designating the Social District and commons area.
- A copy of the management and maintenance plans, including the hours of operation, established by the local governmental unit for the Social District and commons area.
- A diagram or map that clearly shows the boundaries of the Social District and commons area. Please indicate the name, address, and location of the qualified licensees that are contiguous to the commons area on the diagram or map.

Submit the items above to:

By Mail: Michigan Liquor Control Commission - P.O. Box 30005 - Lansing, MI 48933

By Fax: (517) 763-0059

By Email: mlccrecords@michigan.gov

Additional sections of the Liquor Control Code for a local governmental unit to consider when establishing a Social District or commons area within a Social District:

[MCL 436.1915](#) - Possessing or consuming alcoholic liquor on public highway or in park, place of amusement, or publicly owned area; authority of local governmental unit or state department or agency to prohibit possession or consumption of alcoholic liquor; definitions.

(1) Alcoholic liquor shall not be consumed on the public highways.

(2) Except as provided in subsections (3) and (4), alcoholic liquor may be possessed or consumed in public parks, public places of amusement, or a publicly owned area not licensed to sell for consumption on the premises.

(3) The governing body of a local governmental unit may prohibit by ordinance, order, or resolution the possession or consumption of alcoholic liquor in any public park, public place of amusement, or publicly owned area that is owned or administered, or both, by that local governmental unit. When land is leased from a department or agency of this state, an ordinance, order, or resolution adopted pursuant to this subsection shall be subject to the approval of the department or agency.

(4) A department or agency of this state that administers public lands may prohibit by rule, order, or resolution the possession or consumption of alcoholic liquor on the public land under its jurisdiction.

(5) As used in this section:

(a) "Local governmental unit" means a county, city, township, village, or charter authority.

(b) "Publicly owned area" means an area under the jurisdiction of a local governmental unit.

MCL 436.1913(1), (2), & (5) - Prohibited conduct; unlicensed premises or place; unlawful consumption of alcoholic liquor; exceptions; construction of section; "consideration" defined.

(1) A person shall not do either of the following:

(a) Maintain, operate, or lease, or otherwise furnish to any person, any premises or place that is not licensed under this act within which the other person may engage in the drinking of alcoholic liquor for consideration.

(b) Obtain by way of lease or rental agreement, and furnish or provide to any other person, any premises or place that is not licensed under this act within which any other person may engage in the drinking of alcoholic liquor for consideration.

(2) A person shall not consume alcoholic liquor in a commercial establishment selling food if the commercial establishment is not licensed under this act. A person owning, operating, or leasing a commercial establishment selling food which is not licensed under this act shall not allow the consumption of alcoholic liquor on its premises.

(5) As used in this section, "consideration" includes any fee, cover charge, ticket purchase, the storage of alcoholic liquor, the sale of food, ice, mixers, or other liquids used with alcoholic liquor drinks, or the purchasing of any service or item, or combination of service and item; or includes the furnishing of glassware or other containers for use in the consumption of alcoholic liquor in conjunction with the sale of food.



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Constitution Hall – 525 W. Allegan - Lansing, Michigan 48933
Toll-Free 866-813-0011 • www.michigan.gov/lcc

Updated December 6, 2023

Local Governmental Units That Have Established Social Districts

The following is an ongoing list of local governmental units (city, village, township, county) that have established a Social District under MCL 436.1551.

Allegan County

- Allegan City
- Douglas City
- Fennville City
- Otsego City
- Plainwell City
- Saugatuck City
- Wayland City

Alpena County

- Alpena City

Antrim County

- Central Lake Village

Barry County

- Hastings City

Branch County

- Coldwater City

Bay County

- Bay City

Berrien County

- Bridgman City
- Buchanan City
- Niles City
- St. Joseph City

Calhoun County

- Battle Creek City
- Marshall City

Charlevoix County

- Boyne City
- East Jordan City
- St. James Township

Crawford County

- Grayling City

Emmet County

- Petoskey City

Hillsdale County

- Hillsdale City

Houghton County

- Houghton City

Ingham County

- Lansing City
- Leslie City
- Webberville Village
- Williamston City

Iosco County

- Oscoda Township

Jackson County

- Jackson City

Kalamazoo County

- Kalamazoo City
- Vicksburg Village

Kent County

- Ada Township
- Cedar Springs City
- East Grand Rapids City
- Grand Rapids City
- Grandville City
- Lowell City
- Rockford City
- Sparta Village

Lapeer County

- Lapeer City

Lenawee County

- Adrian City
- Blissfield Village
- Clinton Village
- Morenci City
- Tecumseh City

Livingston County

- Brighton City
- Howell City

Macomb County

- Center Line City
- Mt. Clemens City
- New Baltimore City
- St. Clair Shores City

Manistee County

- Manistee City

Marquette County

- Marquette City
- Negaunee City



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Updated December 6, 2023

Local Governmental Units That Have Established Social Districts

The following is an ongoing list of local governmental units (city, village, township, county) that have established a Social District under [MCL 436.1551](http://mcl.michigan.gov/436.1551).

Mason County

- Ludington City
- Scottville City

Midland County

- Midland City

Monroe County

- Dundee Village
- Monroe City

Montcalm County

- Greenville City

Muskegon County

- Montague City
- Muskegon City
- Whitehall City

Newaygo County

- Newaygo City

Oakland County

- Berkley City
- Clarkston City
- Clawson City
- Farmington City
- Ferndale City
- Holly Village
- Lake Orion Village
- Novi City
- Oak Park City
- Oxford Village
- Pontiac City
- Royal Oak City
- South Lyon City
- Wixom City

Oceana County

- Hart City

Osceola County

- Reed City

Otsego County

- Gaylord City

Ottawa County

- Coopersville City
- Grand Haven City
- Holland City
- Hudsonville City
- Spring Lake Village
- Zeeland City

Sanilac County

- Lexington Village City

Schoolcraft County

- Manistique City

Shiawassee County

- Owosso City

St. Clair County

- Marine City
- Port Huron City

St. Joseph County

- Sturgis City
- Three Rivers City

Van Buren County

- Lawton Village
- South Haven City

Washtenaw County

- Ann Arbor City
- Chelsea City
- Dexter City
- Manchester Village
- Milan City

Wayne County

- Belleville City
- Dearborn City
- Grosse Pointe City
- Grosse Pointe Park City
- Northville City
- Trenton City
- Wyandotte City

Wexford County

- Cadillac City



Social Districts

Introduction

The State of Michigan enacted a new law intended to spur economic activity and provide flexibility for hospitality businesses by enabling the on-site sale and off-site consumption of alcoholic beverages in designated “Social District” areas. On July 1, 2020, Governor Whitmer signed House Bill 5781 into law (MCL 436.1551) creating the “Social District Permit,” which allows local governments to designate a Social District within their jurisdictions. Businesses that are granted a Social District Permit may sell alcoholic liquor (beer, wine, mixed 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.

Permit Information for Local Governments

Local governments may now designate a Social District that contains a “commons area.” Once designated, “qualified licensees” whose licensed premises are contiguous to the commons area within the Social District and who obtain a license from the Michigan Liquor Control Commission (MLCC) may permit patrons to leave the licensed premises with the alcohol and consume it within the commons area.

Under MCL 436.1551(8)(a), a “commons area” is defined as: “an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least two other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.”

Along with designating a Social District that contains a commons area, which must be clearly defined and marked with signs, a local government must establish local management and maintenance plans, including hours of operation, for a commons area. The statute provides that a local governmental unit shall not designate a Social District that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road. In addition, the commons area must be maintained in a manner that protects the health and safety of the community.

A Social District designation must be filed with the MLCC, and include:

- A copy of the resolution passed by the governing body designating the Social District and commons area;
- A copy of management and maintenance plans, including the hours of operation, established by the local governmental unit for the Social District and commons area; and
- A diagram or map that clearly shows the boundaries of the Social District and commons area and identifies the qualified licensees that are contiguous to the commons area on the diagram or map.

To the extent a commons area threatens the health, safety, or welfare of the public or has become a public nuisance, a local government may revoke the Social District designation. Before revoking the designation, the local government must hold at least one public hearing on the proposed revocation, with appropriate notice being given under the Open Meetings Act (OMA). Any revocation of the Social District must be filed with the MLCC.

Bars and Restaurants May Apply for a Social District Permit

Bars and restaurants who are “qualified licensees” and wish to take advantage of the new law must first seek application approval from the governing body of their local government. Qualified licensees may then apply to the MLCC for a Social District Permit.

Pursuant to the statute, with some restrictions, qualified licensees include holders of Class C, Tavern, A-Hotel, B-Hotel, Club, G-1, G-2, and Brewpub licenses as well as licensees with on-premises and off-premises tasting rooms.

Upon receiving a Social District Permit, and upon additional approvals that may or may not be required by the municipality, a licensee may sell alcohol on its licensed premises in approved containers for customers to remove and consume in the commons area. A licensee is not permitted to sell alcohol in a commons area.

Approved containers must be glass free and not more than 16 oz., must prominently display the licensee's trade name or logo or some other mark that is unique to the licensee that sold the alcohol as well as a logo or mark unique to the commons area.

This Fact Sheet was provided by Sarah J. Gabis of the law firm of Foster Swift Collins & Swift, P.C.

Tecumseh documents:

Resolution

Map

Qualified licensees

Common Areas Management and Maintenance Plan

Commons Area Use Application



SYNDICATE RULES OF ENGAGEMENT

ENTER any participating SYNDICATE establishment.

ORDER your favorite adult beverage in a SYNDICATE branded cup.

ENJOY your drink responsibly within the SYNDICATE social district. Boundaries are clearly marked.

DISPOSE of your cup properly. We understand you've just had a drink, but that's no excuse to litter.

REPEAT Each cup is one-time use. And well, that's one good reason to come back again soon.

PARTICIPATING BUSINESSES

Farmington Brewing Company,
Sidecar Slider Bar, Basement Burger
Bar, IUP Arcade, La Masa, & Mi.Mosa

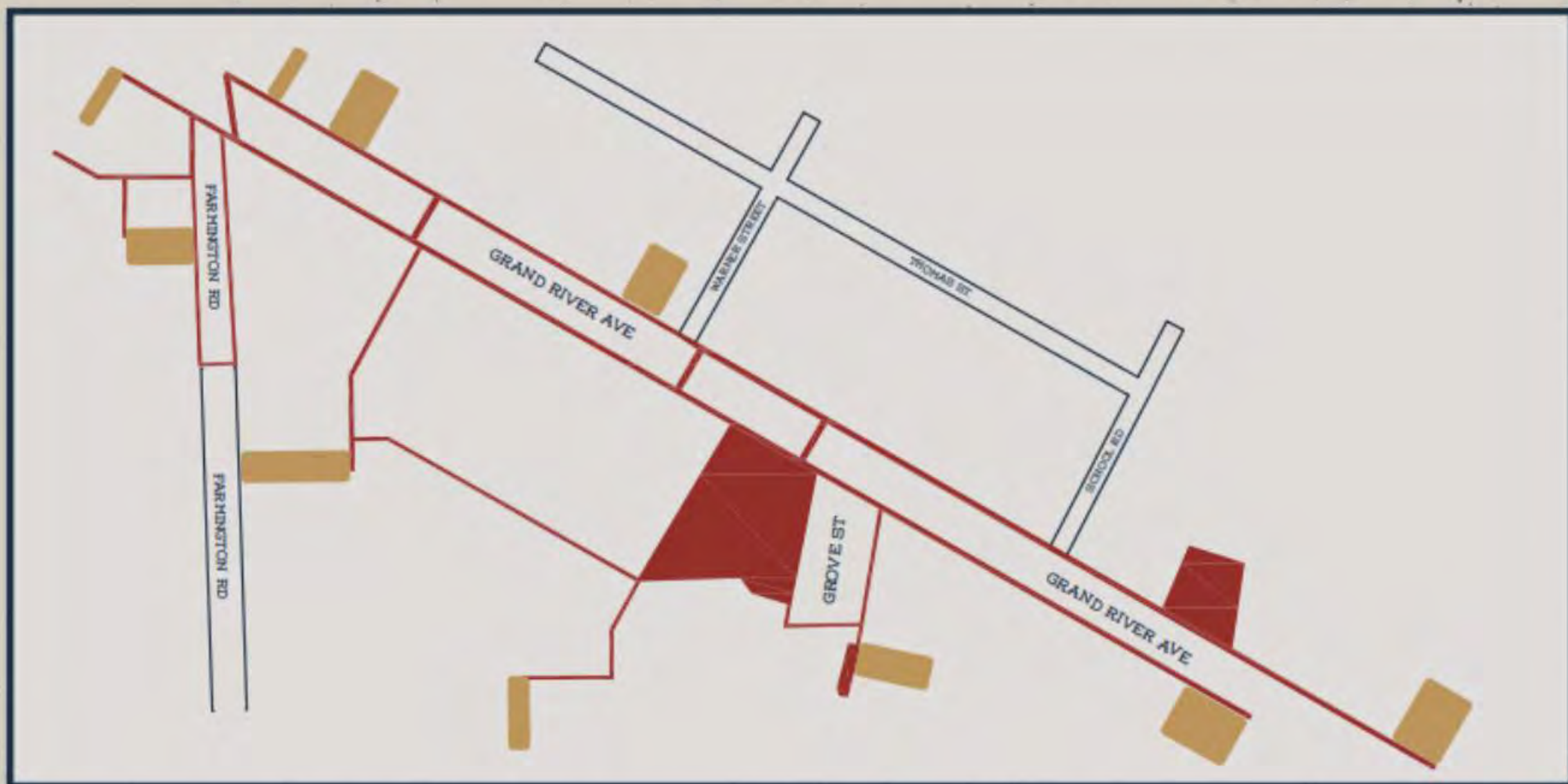
DOWNTOWN FARMINGTON
SOCIAL DISTRICT

WWW.DOWNTOWNFARMINGTON.ORG



MAP OF THE SYNDICATE

● boundaries ● business



ALCOHOLIC BEVERAGES FROM PARTICIPATING BUSINESSES
ALLOWED WITHIN DESIGNATED AREA

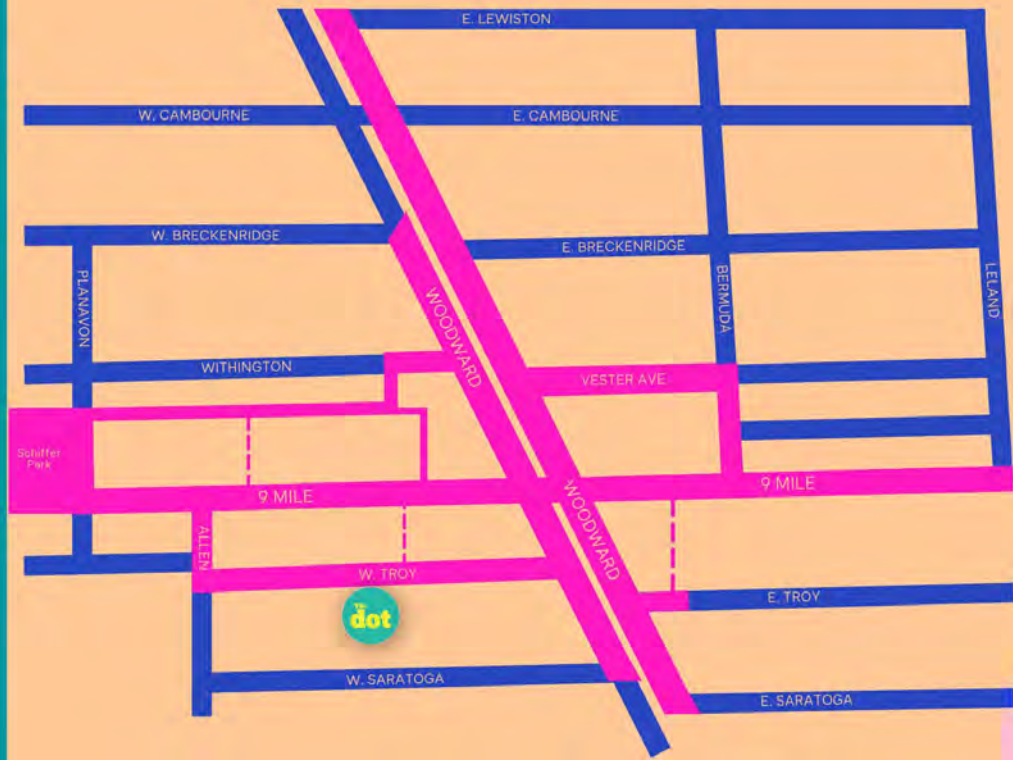
MONDAY - SUNDAY
8AM - 10PM

WWW.DOWNTOWNFARMINGTON.ORG

Stay in the PATIO
Zone marked in
pink.

(Looking for parking? Try the
dot at 221 West Troy Street.)

GRAB A
PATIO ZONE
DRINK



DOWNTOWN LAKE ORION SOCIAL DISTRICT BOUNDARY

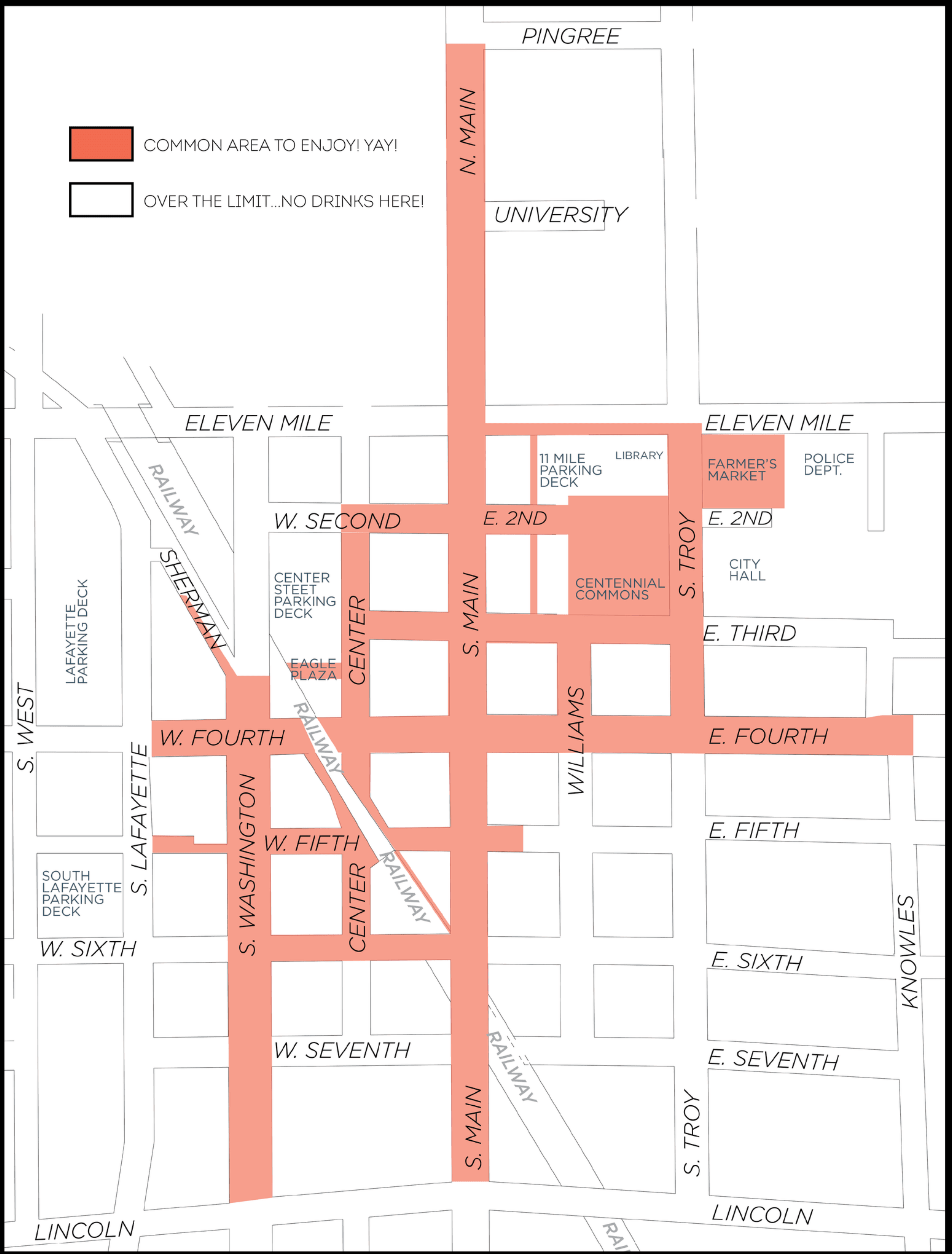


Social District & Common Areas

The Downtown Lake Orion **Social District** and **Commons Area** is defined by the border shown in the map above, including sidewalks adjacent to and adjoining the licensed establishments within Downtown Lake Orion. Specific crosswalks and roadways are considered part of the social district as it pertains to permitted pedestrian travel only. The social district does not include parking lots, roadways, or non-licensed establishments.

-  SOCIAL DISTRICT BOUNDARY
-  COMMON AREA BOUNDARY

WHERE IS THE SOCIAL DISTRICT?



COMMON AREAS INCLUDE:
MARKED SIDEWALK AREAS
CENTENNIAL COMMONS
R.O. FARMER'S MARKET
EAGLE PLAZA

NO DRINKS ALLOWED:
ANY PARKING STRUCTURE
UNMARKED SIDEWALKS
ROADWAYS OR MOTOR VEHICLES
BUSINESSES



Resolution R-16-20

Resolution #16-20 - Establishing Social Districts

WHEREAS, Michigan Public Act 124 of 2020 was signed into law on July 1, 2020; and

WHEREAS, the law allows Michigan municipalities to establish Social Districts that allow for Commons Areas where two or more contiguous licensed establishments could sell alcoholic beverages in special cups to be taken into the Commons Areas for consumption; and

WHEREAS, the Tecumseh Social District would be created and managed by the City through a collaboration with its Downtown Development Authority; and

WHEREAS, the Tecumseh Social District boundaries are generally Logan Street, Ottawa Street, Pottawattamie Street, and Pearl Street; and

WHEREAS, the Commons Areas boundaries incorporate the City-owned parking lots in the downtown area as well as the adjoining sections of North and South Evans Street. The Commons Areas include the sidewalks and streets along with the public parking lots within the boundaries that are not included in the qualified licensees' premises; and

WHEREAS, the City of Tecumseh will follow all stipulations of Michigan Public Act 124 of 2020 and follow established best practices in the creation and maintenance of the Social District; and

WHEREAS, the creation of the Tecumseh Social District will assist our downtown businesses in adapting to the social distancing requirements of the COVID-19 crisis as well as attract customers for enhanced outdoor dining and entertainment experiences in downtown Tecumseh.

NOW, THEREFORE, BE IT RESOLVED, that the Tecumseh City Council does hereby approve the creation of the Tecumseh Social District as depicted in the attached map (Exhibit A) for consideration by the Michigan Liquor Control Commission.

Motion for adoption by: Naugle

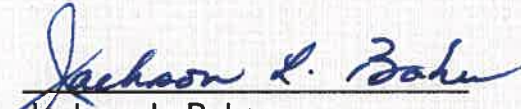
Supported by: Harmon

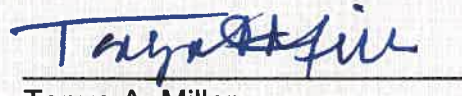
AYES Harmon, Naugle, Riddle, See, Wimple, Baker, Fox

NAYS

ABSENT

This is to certify that this resolution was duly adopted at the meeting of the City Council on **Sep 8, 2020**.



Jackson L. Baker
Mayor


Tonya A. Miller
Tecumseh City Clerk

CERTIFICATION

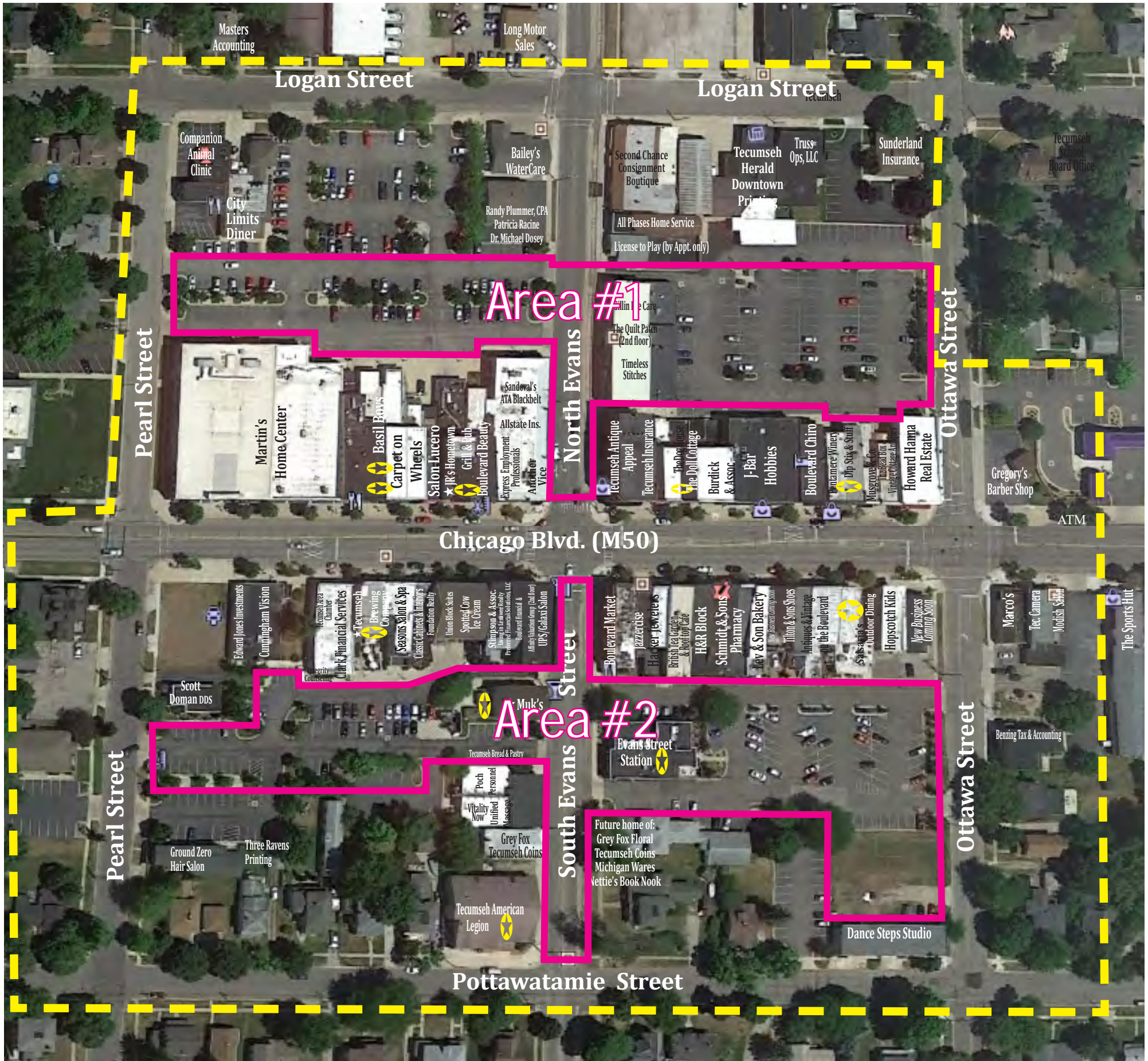
I, the undersigned, the duly qualified City Clerk for the City of Tecumseh, County of Lenawee, Michigan do hereby certify that the foregoing constitutes a true and complete copy of a motion adopted by the City Council of the City of Tecumseh, on **September 8, 2020**, the original of which is in my office, and that said meeting was conducted and public notice of said meeting was given pursuant to and in full compliance with the Open Meetings Act, being Act 267, Public Acts of Michigan, 1976, as amended, and that the full set of minutes from said meeting will be made available, as required by said Act.

Dated: *9/10/2020*


Tonya A. Miller
Tecumseh City Clerk



Downtown Tecumseh Social District Commons Area



Social District Commons Area
 Commons Area
★ Qualified Licensees

City of Tecumseh
Social District
Qualified Licensees

LARA ID	Account Name	DBA	Address
2098	Wrong Way Pub Inc.	Wrong Way Pub	107 S. Evans St. Tecumseh 49286
8127	American Legion Memorial Home Assn. of Tecumseh	American Legion Memorial Home Assn. of Tecumseh	101 W. Pottawatamie St. Tecumseh 49286
133417	Pentamere Winery, LLC	Pentamere Winery	131 E. Chicago Blvd. Tecumseh 49286
134702	Evans Street Station LLC	Evans Street Station	110 S. Evans St. Tecumseh 49286
153852	The Tecumseh Club	The Tecumseh Club	123 W. Chicago Blvd. Tecumseh 49286
215099	Devniks, Inc.	Basil Boys	125 W. Chicago Blvd. Tecumseh 49286
226011	LRS Restaurant Holdings, LLC	JR's Hometown Grill & Pub	111 W. Chicago Blvd. Tecumseh 49286
227486	The Dog House Restaurant, LLC	The Doghouse Restaurant	107 E. Chicago Blvd. Tecumseh 49286
235137	Salsaria's LLC	Salsarias	146 E. Chicago Blvd. Tecumseh 49286
237108	Tecumseh Brewing Company, LLC	Tecumseh Brewing Co	128 W. Chicago Blvd. Tecumseh 49286



P.O. Box 396, Tecumseh, MI 49286 • www.mytecumseh.org

Commons Areas Management and Maintenance Plan

Overview

In an effort to support local restaurants, microbreweries, bars, and similar food service businesses, the City of Tecumseh has established a permitting process for temporary outdoor social districts and commons areas ("Commons Areas"). Commons Areas are intended to allow for outdoor dining and alcoholic beverage consumption on City properties that are adjacent to or near associated business establishments. This application package is designed to ensure compliance with the Michigan Liquor Control Commission (MLCC) guidelines and Public Act 58 of 1998 as amended by Public Act 124 of 2020.

The Commons Areas **are proposed to be administered through the City's** Developmental Services Office and permits from both the MLCC and the City are required prior to utilization by any qualified establishment(s).

Intent

Commons Areas are intended provide extra outdoor space for dining and consumption of alcoholic beverages while ensuring sufficient separation between unrelated parties. This is in response to the social distancing requirements necessitated by the COVID-19 crisis. The areas will accommodate tables, chairs, barriers, boundaries, and accessory materials related to the offered services. Qualified establishments, as defined by PA 124 of 2020 may apply to utilize *certain specifically designated places within* the established Commons Areas:

1. City owned parking lots in the Central Business District.
2. The North and South Evans Street road right-of-way.
3. In accordance with the MLCC guidelines, all Commons Areas must be **"contiguous to the premises of at least 2 qualified licensees."**

It is also intended that Commons Areas may be shared by multiple businesses, so long as the shared use is defined by the City authorization and joint operation and maintenance guidelines are established.

However, public spaces immediately in front of or behind a business establishment will be reserved solely for that business (exp. public sidewalks and parking spaces).

All designated spaces will be subject to review by Tecumseh Police and Fire Departments for traffic and safety considerations.

Other Options for Outdoor Dining and Alcoholic Beverage Consumption

The establishment of the Commons Areas in accordance with the new MLCC provisions in no way negates the ability of businesses to establish sidewalk cafes for outdoor dining and alcoholic beverage consumption in accordance with the pre-existing MLCC guidelines and City ordinances. The Commons Areas are intended to be supplemental and in addition to these previous provisions.

Signage and Barriers

The City will prepare generic signs as required by the MLCC Rules that identify the general boundaries of the Commons Areas. The individual establishments may be required to provide additional barriers to define the portion of the Commons Area they plan to utilize and provide for the safety of their customers/patrons. Additional barriers or barricades as specified by the City will be required when the area utilized is within a public parking lot and/or on a public street or sidewalk. The City will assist in coordination between the permitted establishments to minimize the necessary investment in additional barriers/barricades.

Application Process

Commons Area permits must be requested by the business owner or an authorized representative. Applications and supplemental information must be provided in complete form for review and approval by the Building Official.

Required checklist items are the following:

1. Completed City application form.
2. Copy of Michigan Liquor Control Commission Permit. *Note: The City will conduct a preliminary review prior to the applicant submitting their MLCC permit in order to determine if the proposed use of the Commons Area is acceptable to the City.*
3. Certificate of Liability Insurance, naming the City of Tecumseh additionally insured.
4. Commons Area layout plan (drawn to-scale with dimensions noted and all information in legible form).
 - a. Lot lines, portion(s) of Commons Area intended for use, and proposed barriers/barricades.
 - b. Existing entries/exits, sidewalks, structures, and building footprints.
 - c. Proposed location of tables, chairs, tents, shelters, and other fixtures, allowing for at least 6 feet minimum between unrelated parties. *Note: The City may*

City of Tecumseh
Commons Areas Management and Maintenance Plan
Page 3 of 5

require the removal or relocation of these furnishings and fixtures at the end of each business day in order to facilitate access to the surrounding properties.

- d. Outdoor service and host area(s) (if any).
- e. Proposed occupancy. *Attached is the section of the International Building Code (IBC) which has been adopted as the standard for the State of Michigan related to occupancy calculations to provide you with a starting point. This does not consider the requirements in item (c) above.*

General Requirements

Commons Areas are subject to the following requirements:

1. Boundaries, structures, and materials associated with Commons Areas shall:
 - a. Not impede drivers, pedestrians, or wheelchair users. *Note: The City will consider the extended closure of sections of public parking lots and streets, subject to maintaining adequate access to the surrounding properties.*
 - b. Not block sight visibility of remaining parking lot aisles or intersections.
 - c. Not impede emergency vehicle and personnel access.
 - d. Not prevent access to nearby businesses or homes.
 - e. Be approved by City of Tecumseh Police and Fire Departments.
2. Alcohol service shall conform to all Michigan Liquor Control Commission requirements, including any Social District and Commons Areas Permit requirements. Specifically:
 - a. The serving container must prominently display the licensee's trade name or logo or some other mark that is unique to the licensee that sold the alcohol.
 - b. The serving container must prominently display a logo or some other mark that is unique to the commons area.
 - c. The serving container is not made of glass.
 - d. The serving container does not have a liquid capacity over 16 ounces.
3. Hours of operation shall begin no earlier than 10:00 AM and food and beverage service shall discontinue in the Commons Areas no later than 11:00 PM. However, hours shall be further restricted when adjacent to residential land uses. Service shall not extend beyond the range established in the MLCC or City permits.
4. Service shall conform to the permitted days of operation.
5. The layout of boundaries, structures, and materials shall conform to the proposed outdoor Commons Area layout plan during open hours. Tables, chairs, and temporary barriers may be permitted to remain outdoors during closed hours but must be secured. Service items, decorations, cleaning materials and equipment and other easily stored items must be removed from

the area at the end of each business day. Solid barriers, if incorporated, may remain for the duration of the permitted timeframe.

6. Sites and surfaces shall be cleaned before service hours and upon close.
7. Tents and other temporary shelter structures shall be approved by the Fire Department and Building Official.
8. Amplified music shall be set at reasonable levels so as not to disturb owners and occupants of neighboring properties.
9. Temporary lighting shall be established to ensure safe conditions during evening hours but shall not result in excessive glare onto adjacent properties.
10. Waste receptacles shall be provided within the Commons Area and shall be emptied regularly during open hours and at close each day.
11. Heaters must be approved by the Fire Department (type and location).
12. Smoking is not permitted within designated Commons Areas.

Review and Approval

The review of Commons Areas will occur in conjunction with the Developmental Services Office and Police Department and Fire Departments. The City reserves the right to request additional details and information to ensure the protection of public health, safety, and welfare.

If requirements and standards are met, the proposed outdoor social zone will be permitted for a period of time specified by the Building Official. Reasonable conditions may be applied by the City to ensure the protection of public health, safety, and welfare. Plan amendments may be considered at any time but must comply with all requirements for Commons Areas.



Building Services Department

P.O. Box 396, Tecumseh, MI 49286

Ph: 517-424-6544

www.mytecumseh.org

COMMONS AREA USE APPLICATION

Date of Application:

Name of Business:

Requested Date Range for Commons Area Use From: To:

Recurring Dates Requested:
(Attach additional sheet if needed)

Name of Owner / Responsible Party:

Mailing Address:

Business Address:
(If different from above)

Contact Person:

Phone #: E-Mail:

Description of Commons Area Services/Uses:

Required Attachments:

Layout Plan
(See Management Plan for Requirements)

Proof of MLCC Approval

Proof of Liability Insurance
(Naming City Additionally Insured)

X _____
Signature of Owner/Responsible Party
Date: _____

I verify all of the information on and attached to this application is accurate to the best of my knowledge; and I commit to adhere to the City of Tecumseh Commons Area Management Plan and the MLCC requirements for Social Districts/Commons Areas.

CITY USE ONLY BELOW THIS LINE

ALL Required Attachments Provided

Logistics Meeting Needed

Department Approval Needed: Police Fire Building DPW

Permit #: Approved Date of Approval: _____

Conditions of Approval:

X _____ Printed Name: _____
Signature of Building Official
Date: _____

AGENDA NOTE
Unfinished Business Item # 1

MEETING DATE: June 26, 2023

PERSON PLACING ITEM ON AGENDA: Nate Mack, DDA/Economic Development Director

AGENDA TOPIC: DDA Social District

EXPLANATION OF TOPIC: On July 1, 2020, Governor Whitmer signed House Bill 5781 (MCL 436.1551) creating the *Social District Permit*, which allows a local government to designate a Social District within their jurisdiction. Businesses that are granted a Social District Permit may sell alcoholic liquor (beer, wine, mixed 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. Local governments may designate a Social District that contains a *commons area*.

A designated Social District, the *Sidecar*, has been developed by the DDA for consideration in the form of an Ordinance of City Council. DDA staff has worked with downtown business owners to determine which will apply to the MLCC for a Social District Permit. The basis for the Social District's boundaries is based on these discussions and discussions held with the DDA Board of Directors. In the future, the Social District boundaries may be amended by City Council resolution.

The DDA Board of Directors has unanimously voted to recommend the approval of the social district, common area, and hours as presented.

MATERIALS ATTACHED AS SUPPORTING DOCUMENTS:

- 1.1 Resolution Establishing the Social District and Management and Maintenance Plans
- 1.2 Ordinance Amendment – Chapter 8, Alcoholic Liquor
- 1.3 Social District Information for Local Governments from Michigan Liquor Control Commission (MLCC)
- 1.4 City of South Lyon Application for Businesses to Receive Local Approval
- 1.5 Signage Examples
- 1.6 Commons Area Seating Examples

POSSIBLE COURSES OF ACTION:

1. Approve/not approve the resolution designating social district commons area and adopting a management and maintenance plan in order to allow certain on-premises liquor licensees expanded use of shared areas for consumption of alcohol pursuant to Public Act 124 of 2020.
2. Approve/not approve the first reading of an ordinance to amend the City of South Lyon Code of Ordinances, Chapter 8, "Alcoholic Liquor" of the City of South Lyon Code of Ordinances to Article III, "Social Districts."

CITY OF SOUTH LYON
RESOLUTION DESIGNATING SOCIAL DISTRICT COMMONS AREAS AND
ADOPTING A MANAGEMENT AND MAINTENANCE PLAN IN ORDER TO ALLOW
CERTAIN ON-PREMISES LIQUOR LICENSEES EXPANDED USE OF SHARED AREAS
FOR CONSUMPTION OF ALCOHOL PURSUANT TO PUBLIC ACT 124 OF 2020.

RESOLUTION NO. _____

At a regular meeting of the City Council for the City of South Lyon, Oakland County, Michigan, held in the City Council Chambers of said City, on the 26th of June, 2023, at 7:30 p.m.

PRESENT: _____

ABSENT: _____

The following preamble and resolution was offered by _____ and seconded by _____.

WHEREAS, the Michigan Liquor Control Code was amended by 2020 Public Act 124 (the Act) to allow the governing body of a local governmental unit to designate social districts and commons areas which may be used by qualified licensees to obtain a social district permit from the Michigan Liquor Control Council (MLCC) to utilize expanded areas for the consumption of alcohol; and

WHEREAS, if the governing body of a local governmental unit designates a social district that contains a commons area, the governing body must define and clearly mark the commons area with signs, establish local management and maintenance plans including, but not limited to, hours of operation for submittal to the MLCC, and maintain the commons areas in a manner that protects the health and safety of the community; and

WHEREAS, the City Council finds that designating social districts and commons areas pursuant to the Act is in the best interests of the citizens of the City of South Lyon; and

WHEREAS, the City of South Lyon Social District shall be created and managed by the City through a collaboration with its Downtown Development Authority.

NOW, THEREFORE, BE IT HEREBY RESOLVED AS FOLLOWS:

1. The City Council of the City of South Lyon hereby designates the social districts and commons areas as provided on the maps, attached hereto as Exhibit A.
2. The City Council establishes and adopts the Management and Maintenance Plan, attached hereto as Exhibit B.

3. The City Manager is authorized to take all such other actions necessary in order to implement this Resolution and comply with the Act.

4. The City Clerk is authorized and directed to forward this Resolution with its Exhibits to the MLCC as required by the Act.

A vote on the foregoing resolution was taken and was as follows:

ADOPTED.

YEAS: _____

NAYS: _____

STATE OF MICHIGAN)
)
COUNTY OF OAKLAND)

I, Lisa Deaton, City Clerk of the City of South Lyon, hereby certify this to be a true and complete copy of Resolution No. _____, duly adopted at a regular meeting of City Council held on the 26th day of June, 2023.

Lisa Deaton
South Lyon City Clerk

Exhibit A

DOWNTOWN SOUTH LYON SIDE CAR SOCIAL DISTRICT MAP



Key

- Social District
- Commons area (Where you can drink)
- ★ Eligible, licensed establishment

Eligible Establishments

- South Lyon Hotel:** 201 N. Lafayette St.
Twisted Cork Winery: 105 N. Lafayette St.,
Ste. 100
Lake Street Tavern: 127 E. Lake St.
Dua Vino: 135 E. Lake St.
The Corner Social: 101 S. Lafayette St.
Third Monk Brewing Co.: 228 S. Lafayette
St.



Exhibit B

SOUTH LYON SOCIAL DISTRICT AND COMMONS AREA(S)

Management and Maintenance Plan

OPERATION:

1. The Social District and Commons Areas shall be open for operation Monday – Sunday from 9:00 am until 11:00 pm.
2. No tents or lighting shall be installed within the Social District or Commons Area(s) without City permission.
3. No amplified sound shall be used in the Social District or Commons Area(s) without City permission.
4. Umbrellas may be installed but shall not be mechanically fastened to street or sidewalk surfaces.
5. There shall be no smoking in the designated gathering areas of the Commons Area.
6. Dogs are permitted in the Social District and Commons Area(s) (the City’s leash laws still apply, as does the obligation to pick up after your dog).

ACCESS

1. Pedestrian access shall be maintained to all buildings in the Social District and Commons Area(s) as required by the City of South Lyon.
2. Emergency access shall be maintained to all adjacent properties in the Social District and Commons Area(s) as required by the City of South Lyon.

ALCOHOL

1. Alcoholic beverages are allowed in the Commons Area(s) only in accordance with a Social District Permit issued by the Michigan Liquor Control Commission (MLCC), any accompanying MLCC regulations, and City of South Lyon requirements.
2. Alcoholic beverages shall only be purchased at the licensed premises of a Social District Permit holder and must be consumed in the designated Commons Area(s).

SEATING, TABLES, AND RELATED FURNISHINGS

1. The South Lyon Downtown Development Authority will maintain any seating, tables, and related furnishings that have been purchased and deployed by the City or DDA within the Social District.
2. Seating, tables, and related furnishings that have been provided by individual Social District Permit Holders shall be the sole responsibility of the Social District Permit Holders and must comply with ADA accessibility requirements. Under certain circumstances, Social District Permit Holders may use public space for seating, tables, and related furnishings. Interested Social District Permit Holders must contact the South Lyon Downtown Development Authority for necessary reviews and municipal approvals.
3. Related furnishings are defined as planters, fencing, spatial delineators, or other elements that are deployed as part of a seating expansion within the Social District.

SIGNAGE

1. The South Lyon Downtown Development Authority, in consultation with the City of South Lyon, will provide signage that designates the Commons Area(s) and Commons Area(s) boundaries.
2. Existing City of South Lyon sign ordinances are still applicable within Social District and Commons Area(s).

TRASH AND RECYCLING

1. The South Lyon Downtown Development Authority will provide temporary trash cans and/or recycling cans within the Commons Area(s) and at Commons Area(s) boundaries and will maintain these trash cans and/or recycling bins and conduct trash removal operations at these locations for the duration of the Social District and Commons Area operation so long as it is economically feasible.
2. At locations where existing trash cans are already installed, the South Lyon Downtown Development Authority and the City of South Lyon will continue their maintenance and trash removal operations.

REVIEW

1. The Management and Maintenance Plan shall be included in any future Social District reviews conducted by the City of South Lyon or other entities.
2. The South Lyon Downtown Development Authority shall be included in any review and consulted on any revisions to the Social District and Management and Maintenance Plan.

3. Alcoholic beverages consumed in the Commons Area are required to be in designated cups per the requirements of the MLCC and the City of South Lyon.
4. Social District Permit holders are responsible for the sale of alcohol on their licensed premises in accordance with their individual Social District Permits and all MLCC rules and regulations, including confirming the consumer's identification and age, and prohibiting the sale of alcohol to intoxicated parties.
5. During regular patrols, South Lyon Police Department will monitor the Commons Area(s) as assigned for compliance with MLCC and City of South Lyon rules and regulations.
6. South Lyon Downtown Development Authority staff and/or contractors will also monitor Commons Area(s) and report compliance issues to the proper authorities so long as it is economically feasible.
7. Additional commons areas may be considered at a future date by the City Council.

Exhibit B Continued

CITY OF SOUTH LYON OAKLAND COUNTY STATE of MICHIGAN SOCIAL DISTRICT PLAN

Introduction

The City of South Lyon, in coordination with the Downtown Development Authority, is applying for a Social District to take advantage of Michigan Public Act 124 of 2020 signed into law on July 1, 2020. This is enabling legislation that would allow for Michigan municipalities to establish Social Districts that would allow for a *commons area* where two or more contiguous licensed establishments (bars, distilleries, breweries, restaurants, and tasting rooms) could sell alcoholic beverages in designated containers to be taken into the commons area for consumption. The City of South Lyon has the Social District map and the policies, parameters, and management of this new community development tool. The City of South Lyon Social District Plan will be shared with potential license holders and sent on to the Michigan Liquor Control Commission for state approval.

Management

The City of South Lyon Social District, branded as *The Sidecar*, would be created and managed by the City through its City Manager and Downtown Development Authority Director. The district management and operations will be assisted by the South Lyon Police Department and the Department of Public Works.

District Boundaries

The Sidecar Social District map is included in this document (Exhibit A). It is contained entirely within the DDA district boundaries. Streets in the social district would remain open to traffic and for parking. The district and the common area include all downtown core businesses with liquor licenses. They are geographically eligible but must apply individually for a permit with the MLCC to participate.

Potential Participating License Holders

Businesses with liquor licenses in the social district are South Lyon Hotel, Twisted Cork Winery, Corner Social, Lake Street Tavern, Dua Vino, and Third Monk Brewing Company.

Participating license holders would be asked to sign a Social District agreement with the City, which must approve social district permits issued by the MLCC. This allows a license holder to sell alcoholic beverages in specially designated containers in its service area to be taken into the commons area for consumption.

Operations

The City of South Lyon Social District, *The Sidecar*, would operate annually, seven days a week, from 9:00 am to 11:00 pm. After 11:00 pm, Social District beverages cannot be sold in participating establishments nor possessed and consumed in the common area. After 11:00 pm, consumption of alcoholic beverages must be contained within the license holders' service areas.

It is the intent of the City of South Lyon to begin implementing *The Sidecar Social District* upon approval from the MLCC.

District Designation and Marking

The boundaries of *The Sidecar* Social District would be clearly designated and marked with signs and graphics on streets and sidewalks. The signs would be accompanied by intermittent trash receptacles for customers to dispose of used district cups as they exit the district.

Social District Financing

The City of South Lyon Social District, *The Sidecar*, will be funded by the Downtown Development Authority and local businesses.

Social District Logo

The Sidecar will be branded for marketing purposes and must have a special logo for use on the non-glass district beverage cups of no more than 16 ounces. The cups, purchased by the license holder, must also have a logo or name identifying the establishment. A *Sidecar* Social District cup may not be reused, must remain in the establishment where they were purchased or in the common area, and may not be taken into an establishment that did not sell the beverage. *The Sidecar* Social District stickered logo will be placed on each cup, and it will be the license holder's responsibility to place their own logo or name on the cup to comply.

Security/Enforcement

Security and enforcement in *The Sidecar* Social District will be provided by the City of South Lyon Police Department.

Insurance

The City of South Lyon will insure the management and operation of *The Sidecar* Social District through its municipal umbrella insurance policy. Participating license holders will be left to secure their own liability insurance.

Sanitation

The South Lyon DPW will provide sanitation within the district including trash removal, litter pick-up, with support from the DDA as required.

Marketing and Promotion

The Sidecar Social District does have a branded name for marketing purposes and a distinctive logo. Marketing will be done through traditional free media and paid advertising along with social media. *The Sidecar* social media will be distributed through DDA accounts.

CITY OF SOUTH LYON

ORDINANCE NO. _____

AN ORDINANCE TO AMEND THE CITY OF SOUTH LYON CODE OF ORDINANCES, CHAPTER 8, "ALCOHOLIC LIQUOR," TO ADD ARTICLE III, "SOCIAL DISTRICTS."

THE CITY OF SOUTH LYON ORDAINS:

PART I. That Chapter 8, "Alcoholic Liquor" of the City of South Lyon Code of Ordinances is hereby amended to add Article III, "Social Districts," to read as follows in its entirety:

Article III. Social Districts

Sec. 3-40. – Social Districts and Common Areas

A. Pursuant to the authority granted by Public Act 124 of 2020 the City Council may designate by Resolution Social Districts and Commons Areas, which shall be clearly marked with appropriate signage within a Social District.

B. The creation of a Commons Area shall include the adoption of a management and maintenance plan, which may be amended as necessary, for the protection of the health and safety of the community and includes, but is not limited to, limitations on the hours of operation for a Commons Area.

C. Except as provided by State law, the holder of a Social District Permit issued by the Michigan Liquor Control Commission may sell alcoholic liquor for consumption within the confines of a Commons Area if both of the following requirements are met:

1. The holder of the Social District Permit only sells and serves alcoholic liquor on the holder's licensed premises;

2. The holder of the Social District Permit only serves alcoholic liquor to be consumed in the Commons Area in a container to which all of the following apply:

- a. the container prominently displays the Social District Permittee's trade name or logo or some other mark that is unique to the social district permittee's on-premises license;
- b. the container prominently displays a logo or some other mark that is unique to the Commons Area;
- c. the container is not glass; and
- d. the container has a liquid capacity that does not exceed 16 ounces.

D. A purchaser may remove a container of alcoholic liquor sold by a holder of a Social District Permit from the Social District Permittee's licensed premises to the Commons Area if all of the following conditions are met:

1. The purchaser does not remove the container from the commons area;
2. The purchaser does not possess the container in a motor vehicle; and
3. While possessing the container, the purchaser does not enter the licensed premises of a social district permittee other than the Social District Permittee from which the purchaser purchased the container.

E. The consumption of alcoholic liquor from a container in a Commons Area as allowed under this section may only occur during the hours established by the Management and Maintenance Plan for the Commons Area.

F. This section is to be strictly construed as a limited exception to, and not in conflict with, Sections 58-85 and 62-70 of the City of South Lyon Code of Ordinances which generally prohibit the public consumption and possession of open containers of liquor and alcoholic beverages. For purposes of Section 102-32(1)(d) of the Zoning Ordinance, the Social District shall constitute the barriers required by the ordinance for the holder of a Social District Permit.

G. A purchaser of alcoholic liquor violating the restrictions set forth in this section is guilty of misdemeanor punishable by a fine of up to \$500 and associated court costs.

H. As used in this section:

1. "Commons Area" means an area within a Social District clearly designated and clearly marked in accordance with a resolution adopted by the City Council and which is shared by and contiguous to the premises of at least 2 Qualified Licensees the district shall constitute the "defined area" while this Ordinance is in effect and the business is in compliance.

2. "Qualified Licensee" means a retailer that holds a license, other than a special license, to sell alcoholic liquor for consumption on the licensed premises; and a manufacturer with either: a) an on-premises tasting room permit, b) an off-premises tasting room license, or c) a joint off-premises tasting room license.

I. The City Council reserves the ability to revoke the Social District designation if it determines that the activities within or existence of the Commons Area threaten the health, safety, or welfare of the public or have become a public nuisance. Before revoking the designation, the City Council will hold at least one (1) public hearing, the time and place thereof which shall be noticed as required by the Open Meetings Act, MCL15.261 *et seq.*, on the proposed revocation.

J. The City Clerk is authorized and directed to file this Ordinance and any resolutions setting forth the designation of the Social District and Commons Areas along with the management and maintenance plans adopted pursuant to the Ordinance with the Michigan Liquor Control Commission.

Part II **Severability**

Should any section, subsection, paragraph, sentence, clause, or word of this ordinance be held invalid for any reason, such decisions shall not affect the validity of the remaining portions of the ordinance.

Part III **Savings**

This amendatory ordinance shall not affect violations of the zoning ordinance or any other ordinance existing prior to the effective date of this ordinance and such violation shall be governed and shall continue to be separately punishable to the full extent of the law under the provisions of such ordinance at the time the violation was committed.

Part IV **Effective Date: Publication.**

This Ordinance shall be effective 10 days after adoption by the City Council and after publication as provided by the Charter of the City of South Lyon.

Made, Passed and Adopted by the South Lyon City Council this 26th day of June 2023.

Daniel L. Pelchat, Mayor

Lisa Deaton, City Clerk

I, the undersigned, the qualified and acting City Clerk of the City of South Lyon, Oakland County, Michigan, do certify that the foregoing is a true and complete copy of the Ordinance adopted by the City Council of the City of South Lyon at a meeting held on the 26th day of June 2023, the original of which is on file in my office.

Lisa Deaton, City Clerk
City of South Lyon

Adopted:
Published:
Effective:

CITY OF SOUTH LYON SOCIAL DISTRICT LICENSE APPLICATION



The following outlines the process for obtaining a City of South Lyon social district permit.

1. Submit a completed application with all requirements to the city for review.
2. You will be notified when the application has been accepted. The South Lyon Police Department will give approval to applicants to the social district.
3. Once the applicant has received SLPD approval, the application will be reviewed by City Council, and then you will be notified of their approval and provided with a Resolution document to include with your application to the Michigan Liquor Control Commission (MLCC).
4. Submit your application to the MLCC along with the resolution document. (Application is provided in this packet.)
5. The MLCC will notify you of their approval. It is a requirement to provide the City of South Lyon with a copy of this approval. **You do not have City of South Lyon approval at this point.**
6. The city will do a final review of your application after all of the above steps have been completed and are satisfied.
7. Upon final City of South Lyon approval, you will receive a Social District License and will be issued a Social District sticker to be placed on a public facing entrance in your establishment. This can be picked up at City Hall.
8. You may then begin selling social district beverages.

Submittal Requirements

- Completed application
- Certificate of Insurance naming the City of South Lyon as Additional Insured
- \$50 fee, cash or check payable to the City of South Lyon
- Copy of your liquor license
- A depiction of your business' logo/marker/signifier to be used on your social district cups

Please note the following:

- The allowed hours for Sidecar drinks are 9:00 am – 11:00 pm.
- Social District cups must be clear plastic, maximum of 16 ounces, and have both the logo provided with your application and the Sidecar logo on them. An electronic copy of the Sidecar logo will be emailed to you.
- Your establishment must post a copy of the social district map and rules.
- Approval of a social district permit issued by the City of South Lyon is within the City's discretion notwithstanding any approval of the MLCC.
- The City may revoke the Applicant's social district license within its discretion at any time.
- Revocation by the Commission of the Applicant's social district license issued by the Commission constitutes automatic revocation of any social district license issued by the City to the Applicant without appeal as otherwise provided by the South Lyon City Code.

CITY OF SOUTH LYON SOCIAL DISTRICT LICENSE APPLICATION



335 S. Warren St., South Lyon, MI 48178 - nmack@southlyonmi.org, (248) 437-1735

New Application Submittal - \$50 Annual Renewal - \$50

Name

Address

Business Name

Email

Phone

Have you had a license or permit required by the City of South Lyon or any other state or municipal authority revoked, suspended, or denied in the last three years? If yes, please provide details:

HOLD HARMLESS ACKNOWLEDGMENT

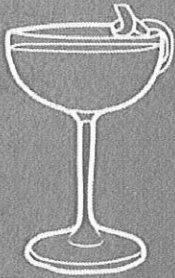
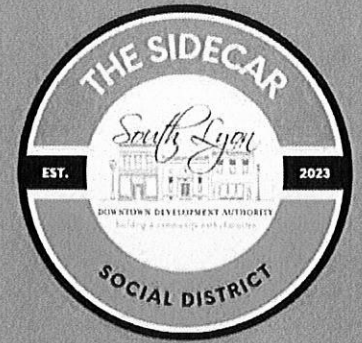
To the fullest extent permitted by law, , agrees to defend, pay on behalf of, indemnify, and hold harmless the City of South Lyon, its elected and appointed officials, employees, volunteers, and others working on behalf of the City of South Lyon, against all claims, demands, suits or loss, including all costs connected therewith, and for any damages, which may be asserted, claimed, or recovered against or from the City of South Lyon, by reason of personal injury or death and/or property damage, including loss of use thereof, which arises out of or in any way connected or associated with this application.

Printed Name Date

Signature

City Use Only: PD Fire DPW DDA

DOWNTOWN SOUTH LYON SIDECAR SOCIAL DISTRICT



MAP OF THE SIDECAR



GROUND RULES

- Hours: 9 am - 11pm, Monday - Sunday
- Alcoholic beverages may **only** be responsibly consumed in the commons area (**orange** on the map) out of an approved Sidecar cup from participating businesses.
- Dispose of you cup properly. We understand you just had a drink, but there's no excuse to litter.
- Each cup is one-time use. That's a good reason to come back soon.

ELIGIBLE LICENSED ESTABLISHMENTS

South Lyon Hotel, Twisted Cork Winery, Lake Street Tavern, Dua Vino, The Corner Social, Third Monk Brewing Co.

CONTACT US FOR MORE INFO



248-437-1735

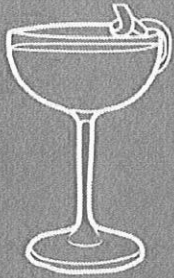
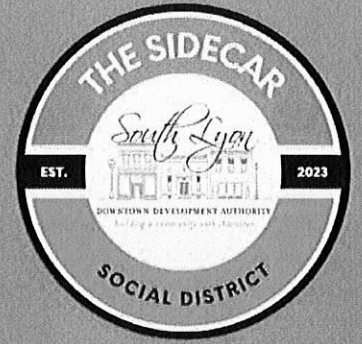


NMACK@SOUTHLIONMI.ORG

Key

- Social District
- Commons area (Where you can drink)

DOWNTOWN SOUTH LYON
SIDECAR
SOCIAL DISTRICT



NO
ALCOHOL
PAST THIS
POINT

DOWNTOWN SOUTH LYON SIDE CAR SOCIAL DISTRICT COMMONS AREA EXAMPLES



6B. Joint Meeting Recap

Chairman Giovanelli will provide a recap of the February 19 City Council/DDA Joint Meeting and next steps.

6C. Site Development Committee Projects Update

Site Development Committee Chairman Tony Lipuma will provide an update on the projects assigned to the committee at last month's DDA Goals & Objectives Meeting.

6D. Main Street Oakland County Update

Kristi will provide an update on the recent Main Street Accreditation Visit, the upcoming Main Street Summit and the 2024 Main Street Awards & Event.

2024

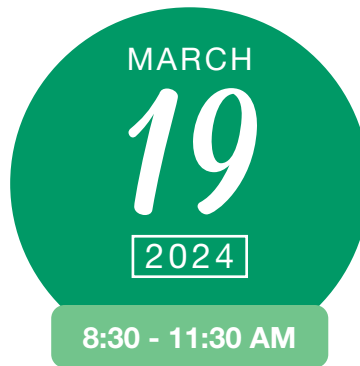
Main Street Oakland County

BREAKFAST =SUMMIT=

By Invitation Only | In Person



BERKLEY
 BIRMINGHAM
 AUBURN HILLS
 CLARKSTON
 CLAWSON
 FARMINGTON
 FERNDALE
 FRANKLIN
 GROVELAND
 HAZEL PARK
 HIGHLAND
 HOLLY
 HOLLY TOWNSHIP
 HURON CORRIDOR-PONTIAC
 LAKE ORION
 LATHRUP VILLAGE
 LEONARD
 LYON TOWNSHIP
 MADISON HEIGHTS
 OAK PARK
 ORTONVILLE
 OXFORD
 PONTIAC
 ROCHESTER
 ROYAL OAK
 SOUTH LYON
 WIXOM



OAKLAND COUNTY
 EXECUTIVE OFFICE BUILDING
Conference Center
 2100 Pontiac Lake Road
 Waterford, MI 48328

RSVP BY MARCH 15 AT
[Advantageoakland.EventBrite.com](https://www.advantageoakland.EventBrite.com)

This year's summit will focus on the role of local leadership and its place in the success of any downtown development effort. Collaboration and communication are key. Your feedback continues to guide and direct the priorities and planning for one of Oakland County's most successful economic development programs for the short and long term. Please come prepared to share your experiences, expectations and ideas that will position your downtowns or historic neighborhood corridors for success. We want to hear from you.

Questions? Contact: John Bry, Administrator, Main Street Oakland County Coordinating Program
bryj@oakgov.com | (248) 858-5444



All ways, MOVING FORWARD



SUMMIT 2024 Preliminary Agenda

- 8:30 AM** Registration Check-In & Continental Breakfast
- 9:00** Welcome
Oakland County Executive David Coulter
- 9:15** Introductions and Summit Goals
*Moderator: John Bry, Administrator,
Main Street Oakland County Coordinating Program*
- 9:25** Share Community Successes from 2023
—Utilizing the Four Points of Main Street
Organization | Promotion | Design | Economic Vitality
MSOC Directors and Local Leadership
- 10:00** Outline Current Challenges and
What is Needed to Be Successful
o For your district
o For your organization
MSOC Directors and Local Leadership
- 10:30** Stand and Stretch...But Please Don't Leave
- 10:40** Determine 2024-2025 Top Goals for
Main Street Oakland County to Address
MSOC Directors and Local Leadership
- 11:00** Describe What Your District/Organization Needs
from County Leadership to be Successful
MSOC Directors and Local and County Leadership
- 11:20** Closing Thoughts
All Attendees
- 11:30 AM** Adjourn

Main Street America Four-Point Approach for Economic Development *OVERVIEW*

ORGANIZATION

Community in agreement and working toward common mission, vision and goals—with the resources to do it

PROMOTION

Marketing the district's unique characteristics and assets—to attract and retain residents, businesses, and visitors

DESIGN

Developing and maintaining the physical shape of district—while preserving local character and creating a welcoming and attractive environment

ECONOMIC VITALITY

Supporting local business development, including attracting, strengthening and retaining the right mix of businesses and housing in the district—diversifying the economic base





Awards CATALOG

Recognizing Excellence in Oakland
County Downtown Development

**Make Plans Today to Attend
The Main Event Awards Ceremony**
June 6, 2024

Online Awards Submittal Form:
[Forms.oakgov.com/129](https://forms.oakgov.com/129)

Deadline: 5 p.m. on April 26, 2024



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Select Level

Berkley
Birmingham
Clawson
Farmington
Ferndale
Franklin
Highland
Holly
Lake Orion
Ortonville
Oxford
Pontiac
Rochester
Royal Oak

Partner (Associate) Level

Clarkston
Lathrup Village
Wixom
Auburn Hills
South Lyon

Allied (Affiliate) Level

Groveland Township
Hazel Park
Huron Corridor/Pontiac
Holly Township
Leonard
Lyon Township
Madison Heights
Oak Park



INTRODUCTION

Main Street Oakland County Awards

The Awards

Each community has had impactful people, projects and/or events that have shaped their downtown and given it renewed direction over the last year. Whether it be the individual who continues to lead the charge using the Main Street model as the focus of keeping downtown businesses open; the saving of a historic building that the community rallied behind; an event that grew from 10 attendees to 1,000; or a development that improved the long-term economic outlook of the downtown. Each award in this catalog represents the Four Main Street pillars: Design, Economic Vitality, Promotion, and/or Organization.

Winning a MSOC award brings prestige to your downtown and allows your community to take a bow highlighting the value of the work being done. In every category, winners will receive a custom-made plaque with a handcrafted tile from Pewabic Pottery, plus recognition in Oakland County's post award press release and social media.

- Winning could also mean additional dollars for your budget with the Spirit of Main Street Award sponsored by Genisys Credit Union.
- Each award description and eligibility requirements are detailed on the following pages. MSOC may award more than one winner for each category if it is deemed appropriate by the judging committees.
- MSOC designated districts may apply for only one award per category, for a total of 11 possible awards.

Submissions

All submissions will be made to MSOC via an online awards submittal form available at MainStreetOaklandCounty.com

Please enter one nomination per form. Enter community name, nomination name, etc. using this form. Select the award category from the pulldown menu. Nominations for additional categories can be submitted using the same online form/link.

Deadline

All award nominations must be received by Oakland County's Department of Economic Development by 5 p.m., April 26, 2024. If you have any questions regarding the submission process, you may contact John Bry at (248) 858-5444 or by email at bryj@oakgov.com

INTRODUCTION *(cont.)*

Extensions

There are no extensions to the deadline — no exceptions. Late entries will not be accepted, so please start early.

Award Judging

Award judges are professionals and experts in the field but may be from across the state or even out of state. Therefore, it is important to assume the judges are not familiar with your community and/or project so please be thorough and detailed with your submittals.

Helpful Tips

- Do not assume that the judges know your community or project.
- When reviewing the specific award criteria, think of ways that you can communicate why your nominee qualifies for the award.
- Be specific and provide short descriptions or bullet points highlighting the impact the individual or project has had on your Main Street program or community.
- Pictures are worth a thousand words; so, include high-quality photos where available to offer insight on the impact of your nomination/nominee. Good 'before' and 'after' photos are critical for the judges to make better evaluations — especially for physical project submissions such as façades, streetscapes or placemaking.
- Have a third party who is not familiar with the project, program, or individual read and review the content.
- Scan in (vs. using links) press clippings, letters of support, awards or other items that substantiate the reason you have made the specific nomination.

Awards





SPIRIT OF MAIN STREET

A Video Essay sponsored by Genisys Credit Union

Every MSOC community is eligible to enter and compete to win \$2,000 for its local program. Your video must be between 2-3 minutes in length, as one complete edited video. The video will be judged on content and production quality. Videos should be enthusiastic, energetic, and tell your story. The video needs to impart the spirit of your program and district.

Rules & Eligibility

- Video must be between 2-3 minutes in length, as a final edited version.
- Video must be new.
- Video must not be a contracted, professionally produced product.
- Past submitted videos are not eligible.
- Last year's winner is not eligible.

Judging Criteria

- Running time 2-3 minutes total
- Quality of imagery and audio
- Story line and delivery
- Originality and creativity
- People and/or places highlighted
- Excitement and energy conveyed
- Collaboration in production

The Prize

\$2,000 will be presented to the winner by Genisys Credit Union at The Main Event.

Tips

- Decide what your "Spirit of Main Street" story is.
- Develop a story line. It could be all-encompassing or a single, unique event/challenge/accomplishment that demonstrates your district's spirit.
- Determine who or what will tell the story; get it on video.
- Include images in the video to demonstrate a particular point.
- Give it a title — it helps the viewer understand what they are seeing.
- Music is always good.

Deadline of intent to participate

5 p.m. | April 26, 2024

Notification of intent to participate to:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Deadline for video submission:

May 17, 2024

ACHIEVEMENT IN HISTORIC PRESERVATION

The Main Street model has always been rooted in Historic Preservation. This award recognizes a program or project that spotlights a community's unique history, preserving its past and/or telling the important story of where the community came from. This could be anything from the physical preservation of a building or space, creating awareness of your historical assets, or developing a program designed to ensure your past is preserved for future generations.

Examples: Building renovation/preservation, historical markers, history tours, or establishing a historic district.

Rules & Eligibility

- The nomination is a program or project that was completed in the last year, uses the unique aspects of the community's history, and reflects the uniqueness of your community.
- The nomination can be for either a public or private entity or effort.

Judging Criteria

- Nomination's contribution toward achieving district goals
- Uniqueness and creativity of the program that addresses a pressing historic preservation need or new opportunity for the Main Street
- Positive impact that can be measured

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

BUSINESS INNOVATION & ENTREPRENEURSHIP

The Main Street approach is one of the leading Economic Development tools for downtowns throughout the U.S. Having strong businesses and business practices are essential to the Economic Vitality of our communities, and what that looks like in each Main Street can vary greatly. This award recognizes original and/or innovative programs or practices leading to the transformation of your local economy. This award is not an apples-to-apples comparison, think specifically about your Main Street program, the downtown, and what has moved the needle in a positive direction for your local economy over the last year.

Examples: Business training programs on topics like merchandizing and online sales, unique partnerships that add to the sense of place or creates opportunities for business growth, and new and innovative business practices that support entrepreneurship and small business development.

Rules & Eligibility

- Nomination can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public initiative or series of initiatives.
- The nomination must support the overall economic vitality of your Main Street.

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

Judging Criteria

- Relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

COMMUNITY ENGAGEMENT OR EVENT OF THE YEAR

This award recognizes an outstanding special event or digital, image, or public relations campaign that advanced new opportunities for your downtown. Getting people downtown to shop, eat and drink, have fun, explore, and live is a goal of all Main Street organizations. This award recognizes efforts that made the downtown more accessible or improved the visiting experience for visitors, businesses, and residents.

Examples can be special events, new platforms for shopping or visiting online, promotion through social media, podcasts, or other methods used to reach the public and promote your downtown.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership.
- Project can be a reoccurring activity or one-time event.

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Collaborative and innovative partnerships
- Measurable outcomes leading to positive change

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

DOWNTOWN BEAUTIFICATION

Placemaking attracts businesses, customers, and residents to our Main Streets. Downtowns that offer exciting and unique things to do and see are more likely to experience greater investment. This award is for a project that has improved the physical appearance of a district through landscaping/streetscaping, public art, improved public spaces, or new private development.

Examples: Streetscape improvements, public art, new gathering spaces, and building rehabilitation or new construction.

Rules & Eligibility

- Project can be publicly- developed, privately- developed, or a combination.
- Project must contribute to the overall quality of the built environment of your downtown.
- Project must be accessible to all the stakeholders of the downtown district.

Judging Criteria

- Nomination's relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Degree the project transformed the activity within the district

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

SMALL BUSINESS RETENTION AND ATTRACTION

Business retention and attraction are at the heart of economic development within the Main Street approach. A strong local economy is built through the character and unique mix of our businesses. This award recognizes the best program or effort that supported existing businesses or attracted new ones to your Main Street.

Examples: Using data and market analysis to create new strategies and/or programs, new permitting processes that made it easier for a business to locate or expand, or financial incentives such as façade and signage grants.

Rules & Eligibility

- Project can be a public or private initiative.
- Project must contribute to strengthening the district's economic vitality.

Judging Criteria

- Nomination's relevance to the district's long-term strategy and transformative goals
- Broad-based involvement and support in the development of the project
- Collaboration and innovation
- Degree the project transformed the economic vitality of the district
- Measurable results or impact upon the district

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

VOLUNTEER OF THE YEAR

The Main Street model is a grass roots, community-driven program. Good board members and volunteers are the life blood of every local program. The volunteers offer time, talent, and treasure to drive the revitalization or management process.

These volunteers serve on boards and committees, lead projects, lend a helping hand when needed and serve as positive community ambassadors for the district and its ongoing success. This award honors that special individual(s) who has invested considerable personal time and energy to enhance the downtown and organization in the last year. This award is for the individual(s) who has so positively influenced the community that their impact will continue to be felt for many years.

Rules & Eligibility

Nominee no longer needs be active with the Program/Downtown.

Judging Criteria

- Nominee's contribution toward achieving district goals and assisting with activities
- Extent of the nominee's participation, the quality and amount of the time donated (e.g., time volunteered, money raised, programs initiated, etc.)
- Degree which nominee's commitment went above and beyond expectations

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

MOBILITY ON MAIN STREET

Accessibility is a key to the success of our main streets. Downtowns are intended for everyone and adding services and amenities that ensure this are always important. This award recognizes projects and/or programs that have incorporated innovative strategies to enhance mobility, accessibility, and transit options in our communities. These projects/programs are sustainable, providing positive environmental impacts, are effective in creating alternative transit opportunities, and improve overall safety in downtowns.

Examples can be complete streets implementations, improved accessibility and connectivity projects, access to public transit, multi-modal infrastructure improvements, or community engagement programs that promote alternative mobility solutions.

Rules & Eligibility

- Project can be publicly-developed or a combination of private and public partnership.
- Project should demonstrate an impact to accessibility in the main street district.
- Project may be a physical improvement, technological improvement, public education or promotional campaign/event.

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Collaboration and innovative partnerships
- Measurable outcomes leading to positive change

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

MAIN STREET RESILIENCE

The Main Street approach has always been flexible, which is especially important when our downtowns face adversity. This award is for the community, Main Street program, or business that has continued to thrive even in tough times. Whether it be the lingering effects of the pandemic, ongoing staffing challenges, or other disasters where the Main Streets and their businesses have shown resilience.

Examples: Business recruitment/retention programs, business support and/or training programs that give businesses needed tools for success, unique partnerships that create vibrancy and interest in our downtowns, and other new and innovative business practices that support entrepreneurship and small business development.

Rules & Eligibility

- Project can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public initiative or series of initiatives.
- The nominee must support the overall economic vitality of your Main Street.

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com

OUTSTANDING PARTNERSHIP

Partnerships are vital to the Main Street approach and should be an everyday occurrence in a successful program. This award acknowledges a particularly successful partnership that created a positive impact on your downtown. Whether it be public-public, public-private, or private-private this partnership accomplished something that could not have been done alone.

Examples: Public spaces on private property, city/county/state programs, business to business support and/or events, or joint marketing.

Rules & Eligibility

- Project can be a public policy or program, a private business or new private and/or public partnership.
- This can be a public or private initiative or series of initiatives.
- The nominee must support the overall economic vitality of your Main Street.

Judging Criteria

- Nomination's relevance to the district's strategies and goals
- Broad-based involvement and support in the development of the project
- Measurable results or impact upon the district

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, MSOC Program Coordinator
(248) 858-5444 | bryj@oakgov.com

MAIN STREET LEADER

While the Main Street model is volunteer-driven, great staff are equally important. The employees of the Main Street program are the daily faces of the downtown—visiting businesses, offering support, and implementing the program’s vision. Whether it be the Executive Director, the program coordinator, or the part-time assistant, the great work being done daily relies on these people. This award acknowledges the hard work and dedication of the Main Street staff, being there when needed and always remaining positive.

Rules & Eligibility

Nominee no longer needs to be employed by the Program/Downtown.

Judging Criteria

- Nominee’s contribution toward achieving district goals and assisting with activities
- Extent of the nominee’s participation and quality of work done
- Degree which nominee’s commitment went above and beyond expectations

Deadline

5 p.m. | April 26, 2024

Need Help? Contact:

John Bry, *MSOC Program Coordinator*
(248) 858-5444 | bryj@oakgov.com



Thank You
FOR ALL YOU DO!

If you have any questions regarding the award submissions, contact John Bry:
(248) 858-5444 | bryj@oakgov.com

Online Awards Submittal Form, visit:
Forms.oakgov.com/129

7A. Executive Director Update

Shop OC Main Streets Platform

We are scheduling a workshop for the merchants to learn more about the platform and potentially sign on (date TBD). There is no cost to the merchants to participate in this program!

Business Recruitment

We are experiencing an incredible amount of inquiries from businesses looking to open downtown. This is unusual because the 1st quarter is typically quiet, not receiving many inquiries until spring. All these inquiries have been family-owned businesses, looking to open a second location in Rochester. With very few spaces available, we have created a lead list. Nik and I are working on visiting the businesses to gauge their interest and to determine if their business would compliment our existing business mix.

Community Outlook Breakfast – February 29

There are still a few seats available at the DDA Table for this event. Let me know if you are interested in attending as our guest.



Rochester DDA Board Meeting
February 16, 2024
Events Coordinator Report

Events

- **Foodie February** – During the month of February if you dine in or carry out from any Downtown Rochester restaurant, make sure to save your receipts and you will have a chance to win restaurant gift cards each week in February and be entered to win the grand prizes of a \$500, \$250, or a \$100 Downtown Rochester dining package! Receipts can be brought to the Downtown Collaboration Studio, 431 S. Main Street. February 1-29. If you are unable to see us during our regular business hours, you can text FOODIE to 866-603-4005 and you will be prompted to send in a picture of your receipt. Each receipt will receive one entry, eligible for both the weekly and grand prize drawings. Grand Prize Winners will be announced and contacted on Friday, March 1, 2024. As of today (2/16), we have about 200 entries and over \$9,000 spent in town at our eateries so far this month.



- **Deck Art Registration** – Deck Art registration opened on February 1st. You can register for Deck Art 2024 now through April 5th at South Street Skateshop (410 Main). Registration forms are found online at www.downtownrochestermi.com/deck-art. The event itself is scheduled for May 9 & 10. More details to come in the upcoming months.

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MEETING
February 2024
Marketing Coordinator Update

PROMOTION

In Town Magazine: We are currently in production for the summer issue, photoshoots start this week and issues will hit homes the week of April 15th. This issue we will feature a nod to business evolution, highlight the summer season with gift guides and upcoming events and promotions.

Farmers' Market: Market applications were sent out to all 2024 participating vendors earlier this month. Returning applicants will be solidified by March 1. Allowing for new vendor recruitment shortly thereafter. Ascension Providence Hospital has a new submission requirement for sponsorships. I submitted for the market's sponsorship at the end of December. We should hear back before the end of the month.

Makers' Market: Jenna and I are working together to for this year's Makers' Market. Last month, the application went live on our website. We'll be rolling out our social campaign to recruit more businesses. We're seeking businesses that create handmade items, vintage offerings, specialty foods and more!

User: mmoriwaki

PERIOD ENDING 01/31/2024

DB: Rochester

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 01/31/2024	ACTIVITY FOR MONTH 01/31/2024	AVAILABLE BALANCE	% BGD USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Revenues						
Dept 000.000 - GENERAL LEDGER						
248-000.000-402.000	CURRENT PROPERTY TAXES	2,116,505.00	1,960,475.80	51,328.77	156,029.20	92.63
248-000.000-573.000	LOCAL COMMUNITY STABILIZATION	49,000.00	77,956.22	0.00	(28,956.22)	159.09
248-000.000-605.032	DDA BUSINESS DEVELOPMENT	25,000.00	44,809.00	3,051.00	(19,809.00)	179.24
248-000.000-665.072	INTEREST -MICHIGAN CLASS	100,000.00	52,511.94	0.00	47,488.06	52.51
248-000.000-676.000	ADMINISTRATIVE CROSS CHARGE	59,092.00	29,545.98	0.00	29,546.02	50.00
248-000.000-692.000	MISCELLANEOUS INCOME	1,082.00	0.00	0.00	1,082.00	0.00
Total Dept 000.000 - GENERAL LEDGER		2,350,679.00	2,165,298.94	54,379.77	185,380.06	92.11
TOTAL REVENUES		2,350,679.00	2,165,298.94	54,379.77	185,380.06	92.11
Expenditures						
Dept 703.000 - GENERAL & ADMINSTRATIVE - GA						
248-703.000-728.000	POSTAGE	3,282.00	1,518.86	1,159.36	1,763.14	46.28
248-703.000-729.000	PRINTING & OFFICE SUPPLIES	23,129.00	15,337.04	1,193.41	7,791.96	66.31
248-703.000-757.000	OPERATING SUPPLIES	2,816.00	632.56	29.91	2,183.44	22.46
248-703.000-760.000	FARMERS MARKET	0.00	300.00	300.00	(300.00)	100.00
248-703.000-803.000	LEGAL SERVICES	2,188.00	135.00	0.00	2,053.00	6.17
248-703.000-804.000	AUDITING	3,231.00	0.00	0.00	3,231.00	0.00
248-703.000-805.000	CONTRACTUAL SERVICES	5,129.00	0.00	0.00	5,129.00	0.00
248-703.000-805.009	CONTRACT SVCS - BUS. DEV COMM	21,202.00	38,557.02	3,649.02	(17,355.02)	181.86
248-703.000-805.010	CONTRACT SVCS - D.P.W.	10,056.00	0.00	0.00	10,056.00	0.00
248-703.000-805.011	CONTRACT SVCS - MAINTENANCE	24,523.00	1,650.00	275.00	22,873.00	6.73
248-703.000-805.027	CABLE CASTING	4,376.00	1,300.00	325.00	3,076.00	29.71
248-703.000-805.030	CONTRACT SVCS - DUMPSTERS	129,477.00	64,869.49	16,547.44	64,607.51	50.10
248-703.000-805.050	CONTRACT SVCS - EMPLOYMENT	1,860.00	900.00	150.00	960.00	48.39
248-703.000-811.000	GENERAL INSURANCE	16,133.00	0.00	0.00	16,133.00	0.00
248-703.000-850.000	TELECOMMUNICATIONS	6,637.00	4,381.67	700.01	2,255.33	66.02
248-703.000-861.002	EQUIPMENT LEASE - COPY MACHIN	17,504.00	9,815.56	2,908.44	7,688.44	56.08
248-703.000-863.001	PROFESSIONAL DEVELOPMENT	836.00	0.00	0.00	836.00	0.00
248-703.000-863.002	TRAVEL	1,641.00	144.76	0.00	1,496.24	8.82
248-703.000-921.000	LIGHT & POWER	44,247.00	21,479.33	2,552.48	22,767.67	48.54
248-703.000-922.000	HEAT-BUILDING	625.00	192.71	0.00	432.29	30.83
248-703.000-931.000	MAINTENANCE & REPAIRS - EQUIP	547.00	0.00	0.00	547.00	0.00
248-703.000-940.000	RENTAL OF LAND	33,487.00	18,959.93	2,755.79	14,527.07	56.62
248-703.000-940.002	RENTAL OF LAND - D.D.A. OTHER	0.00	917.40	0.00	(917.40)	100.00
248-703.000-955.002	COMMUNITY AFFAIRS- EXTERNAL	3,687.00	1,739.99	326.72	1,947.01	47.19
248-703.000-957.000	DUES & SUBSCRIPTIONS	3,117.00	9,564.72	654.00	(6,447.72)	306.86
248-703.000-963.000	MISCELLANEOUS	0.00	(12.00)	0.00	12.00	100.00
248-703.000-995.001	ADMINISTRATIVE CROSS CHARGE	123,482.00	61,741.02	0.00	61,740.98	50.00
248-703.000-995.004	COMPUTER RENTAL	2,167.00	1,083.50	0.00	1,083.50	50.00
Total Dept 703.000 - GENERAL & ADMINSTRATIVE - GA		485,379.00	255,208.56	33,526.58	230,170.44	52.58
Dept 729.000 - ECONOMIC DEVELOPMENT						
248-729.000-793.000	SNOWMAN STROLL	0.00	16,890.00	0.00	(16,890.00)	100.00
248-729.000-805.000	CONTRACTUAL SERVICES	225,000.00	253,389.50	225,000.00	(28,389.50)	112.62
248-729.000-963.000	MISCELLANEOUS	20,000.00	0.00	0.00	20,000.00	0.00

PERIOD ENDING 01/31/2024

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2023-24 AMENDED BUDGET	YTD BALANCE 01/31/2024	ACTIVITY FOR MONTH 01/31/2024	AVAILABLE BALANCE	% BDGT USED
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY						
Expenditures						
Total Dept 729.000	- ECONOMIC DEVELOPMENT	245,000.00	270,279.50	225,000.00	(25,279.50)	110.32
Dept 900.000 - CAPITAL CONTROL						
248-900.000-974.000	SITE IMPROVEMENT	50,000.00	57,527.00	0.00	(7,527.00)	115.05
248-900.000-974.019	CAPITAL ASSETS - MAINT & MINO	200,000.00	115,545.95	14,451.05	84,454.05	57.77
248-900.000-974.121	SIDEWALK RECONSTRUCTION	12,000.00	0.00	0.00	12,000.00	0.00
248-900.000-974.210	STREET LIGHTING REPLACEMENT	250,000.00	247,960.00	79,560.00	2,040.00	99.18
248-900.000-974.256	BOLLARD REPLACEMENT	20,000.00	0.00	0.00	20,000.00	0.00
248-900.000-974.260	FRONT PORCH PROJECT	0.00	24,296.00	12,000.00	(24,296.00)	100.00
Total Dept 900.000	- CAPITAL CONTROL	532,000.00	445,328.95	106,011.05	86,671.05	83.71
Dept 965.000 - APPROPRIATIONS TO OTHER FUNDS						
248-965.000-995.203	TRANS TO MVH LOCAL STREET FUN	132,000.00	0.00	0.00	132,000.00	0.00
248-965.000-995.516	TRANS TO AUTO PARKING FUND	50,000.00	50,000.00	50,000.00	0.00	100.00
Total Dept 965.000	- APPROPRIATIONS TO OTHER FUNDS	182,000.00	50,000.00	50,000.00	132,000.00	27.47
TOTAL EXPENDITURES		1,444,379.00	1,020,817.01	414,537.63	423,561.99	70.68
Fund 248 - DOWNTOWN DEVELOPMENT AUTHORITY:						
TOTAL REVENUES		2,350,679.00	2,165,298.94	54,379.77	185,380.06	92.11
TOTAL EXPENDITURES		1,444,379.00	1,020,817.01	414,537.63	423,561.99	70.68
NET OF REVENUES & EXPENDITURES		906,300.00	1,144,481.93	(360,157.86)	(238,181.93)	126.28
TOTAL REVENUES - ALL FUNDS						
TOTAL REVENUES - ALL FUNDS		3,218,626.00	2,921,322.22	316,604.77	297,303.78	90.76
TOTAL EXPENDITURES - ALL FUNDS		2,127,175.00	1,570,936.20	426,015.71	556,238.80	73.85
NET OF REVENUES & EXPENDITURES		1,091,451.00	1,350,386.02	(109,410.94)	(258,935.02)	123.72