

ALMONT

DOWNTOWN DEVELOPMENT AUTHORITY

social district



ENTERING



ALMONT
DOWNTOWN DEVELOPMENT AUTHORITY

social district

**COMMONS
AREA**

**ALCOHOL PROHIBITED IN
STREET WHERE OPEN TO
VEHICULAR TRAFFIC**

WHAT?

On July 1, 2020, Governor Whitmer signed House Bill 5781 into law (MCL 436.1551) creating the Social District permit for municipalities, in an effort to spur economic activity and grant flexibility to the hospitality industry, in response to the Covid-19 pandemic.

WHAT?

The State of Michigan enacted this 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.

WHAT?

Since this law was enacted, 112 municipalities in the State of Michigan have adopted designated Social Districts. Of those 112, 26 are of comparable or less in population size to our Village.



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 February 5, 2024

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
- Watervliet 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

Highlighted municipalities are of comparable size or smaller than the Village of Almont.



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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

Highlighted municipalities are of comparable size or smaller than the Village of Almont.

WHY?

This flexibility is intended to spur economic growth for the entire Downtown District by allowing on-site sale and off-site consumption, encouraging patrons to purchase drinks and take them with them as they walk through our Central Business District- keeping them in our downtown longer.

WHY?

This concept has now had several years in action, and has been proven to not only spur economic growth for the participating licensees but also stimulate growth within those entire downtown districts.

WHERE?

Four businesses with qualifying liquor licenses have committed their support to this endeavor:

Mikey's: 129 S Main St

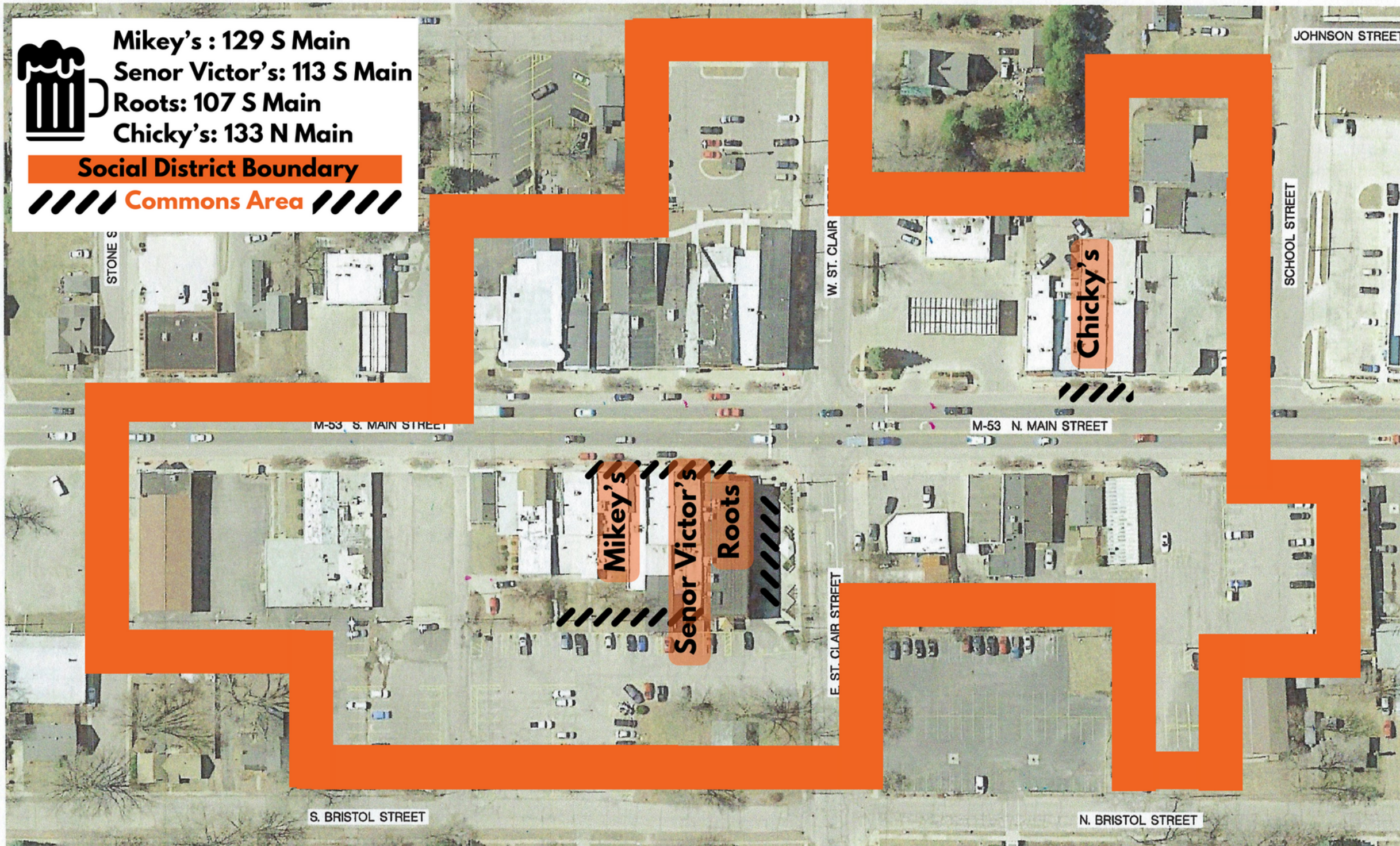
Senor Victor's: 113 S Main St

Roots: 107 S Main St

Chicky's: 133 N Main St



social district

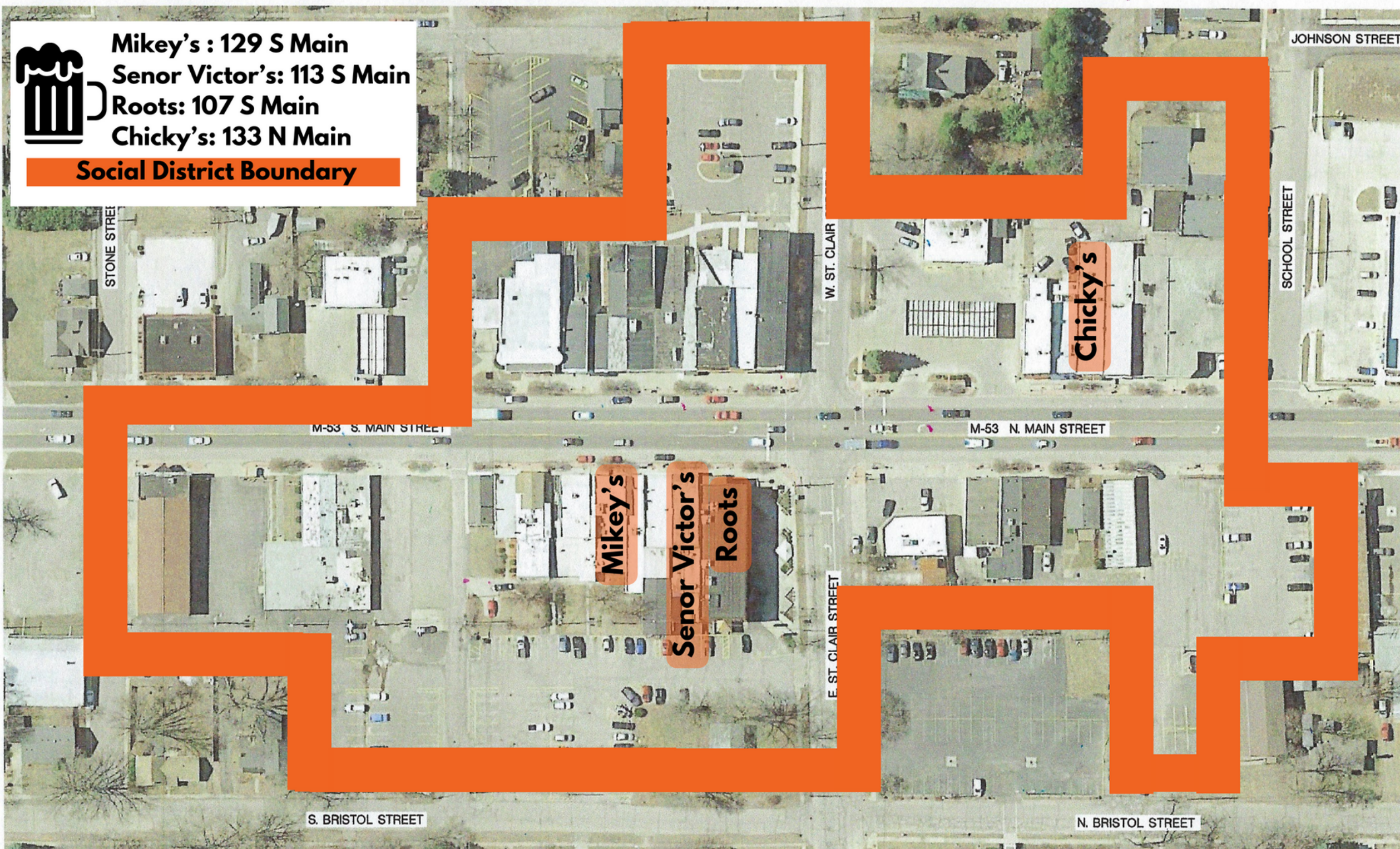


The notated “commons area” would be open 7 days a week and where the day to day activity would take place.

**NO OPEN ROAD
MAY BE CROSSED
WITH AN
ALCOHOLIC
BEVERAGE.**



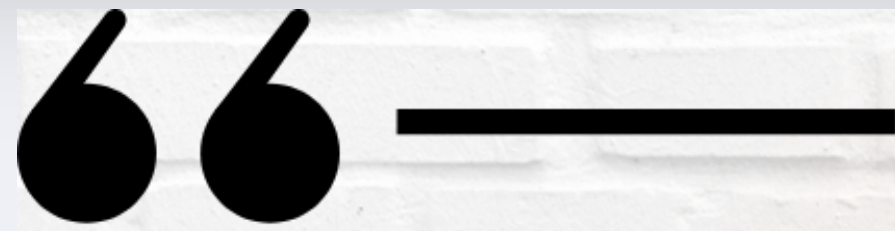
social district



The entire social district boundary would **ONLY** apply when the roads are closed for special events, such as **Heritage Festival** and **Holly Day Festival**.

mission

TO PROVIDE DIRECTION AND RESOURCES TO DOWNTOWN BUSINESS OWNERS TO MAXIMIZE ALMONT'S POTENTIAL AND CREATE A LIVELY DOWNTOWN. IT STRIVES FOR THE ECONOMIC ADVANCEMENT OF THE DOWNTOWN THROUGH PROMOTION OF ITS BUSINESSES AND EVENTS WHILE MAINTAINING ALMONT'S HISTORIC ROOTS AND STRONG SENSE OF COMMUNITY. ITS GOAL IS TO COLLABORATE WITH OTHER LOCAL PUBLIC AND PRIVATE ENTITIES TO ENRICH THE COLLECTIVE COMMUNITY EXPERIENCE THROUGH A VIBRANT DOWNTOWN DISTRICT.



Our mission for the DDA is to support our business owners, by utilizing every tool available to us to continue the vibrant revitalization of our Downtown while encouraging the strong sense of community we all know and love. The creation of this social district meets both of those objectives.



Fountain Park will be one of the Commons Areas for the Social District. The DDA has also been working on plans to acquire/ redevelop other spaces in our district. Potential locations include the “sandlot” (old laundromat), the old American Legion Hall, and the grassy area behind Mikey’s.

HOW?

The Michigan Liquor Control Commission requires the municipality to adopt, by resolution, two things (pursuant to MCL 436.1551):

- Boundaries of Social District**
- Maintenance and Management Plan**

Signage must also be prominently displayed and each participating applicable licensee must first be approved by Council prior to submitting their application to the state.

HOW?

The resolution in front of you accomplishes the following steps into one:

- Establishes a Social District in the Village of Almont**
- Adopts the boundaries of the Social District**
- Adopts the Maintenance and Management Plan**
- Approves the licensees listed to obtain a permit from the State.**

Village of Almont – Downtown Almont Social District Management and Maintenance Plan

Introduction and Purpose: The Village of Almont seeks to take advantage of Michigan Public Act 124 of 2020 signed into law on July 1, 2020. This is enabling legislation directing Michigan Municipalities to establish Social Districts that would allow for “common areas” where two or more contiguous licensed establishments could sell alcoholic beverages in special cups to be taken into the commons area for consumption. The Village of Almont has prepared the Social District map and the policies, parameters and management for this new community development tool. This Downtown Almont Social District Plan will be shared with potential license holders and sent to the Michigan Liquor Control Commission for state approval. The purpose of this Social District is to create a commons area in which patrons of qualified licensees may consume alcoholic (beer, wine, mixed spirit drink, spirits, or mixed drinks/cocktails) and non-alcoholic beverages within a designated area of the downtown.

Management: The Social District would be created and managed by the Village of Almont Manager. The district management and operations will be assisted by the Almont Police Department and Public Works Department.

Use: Qualified licensed establishments within the social district may sell alcoholic beverages to be consumed within the social district commons area.

- A licensee that has been issued a Social District Permit may sell alcoholic liquor for on-premises consumption on its licensed premises only, but then customers may remove the alcoholic liquor from the premises to be consumed in the commons area. A licensee must not sell alcoholic liquor or food in the commons area.
- Any alcoholic liquor sold to customers for consumption in the commons area by a licensee with a Social District Permit must comply with all of the following:
 - 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.
 - The serving container must prominently display a logo or some other mark that is unique to the commons area.
 - The serving container is not made of glass.
 - The serving container does not have a liquid capacity over 16 ounces.
- All other Liquor Control Commission Laws, Rules and Regulations shall remain in effect. A customer that purchases alcoholic liquor to be consumed in a commons area must not transport that alcoholic liquor onto the licensed premises of another licensee contiguous to the commons area from which the customer did not purchase the alcoholic liquor. A licensee shall not allow alcoholic liquor purchased from another licensee to be brought into its licensed premises. A customer that purchases alcoholic liquor to be consumed in a commons area shall not transport

that alcoholic liquor outside of the commons area. Alcohol cannot be consumed on M-53 or while crossing M-53 or on any other road that is open to vehicular traffic. Pedestrian crossing of an open roadway must be within the designated crossing areas and only with an empty cup.

Proposed Social District Area: The Social District Commons Area shall be defined as;

Within the Village of Almont Upon Main Street (M-53)

The Southern border shall be Stone Street with the eastern border at Bristol Street and the western border at Branch Street.

The Northern border shall be School Street with the western border being Main Street and the eastern border being Bristol St.

Commons Area within the Social District:

Fountain Park: Is located on the north east side of Main Street.

City Sidewalks within the Social District: The commons area is not considered part of any licensee’s licensed premises. Nevertheless, a licensee that has been issued a Social District Permit must make every effort to ensure that it does not sell alcoholic liquor to a minor or intoxicated person for consumption within the Commons Area.

Qualified Business Application Process: Village of Almont Downtown Almont Social District Commons Area Permit application must be completed by a qualified business owner. The following must be remitted to Village of Almont, Village Manager’s Office.

Required:

- Completed Village of Almont Downtown Almont Social District Application.
 - Copy of applicant’s business Liquor License.
 - Certificate of Liability Insurance, naming the Village of Almont additionally insured.
 - A description and visual depiction of each container the applicant intends to use in the commons area. The Village Manager shall conduct a review of the application provided prior to application being sent to the Village of Almont Council at a public meeting, while in session the Village Council shall approve or decline a Resolution to allow the qualified business to seek a Social District Permit from MLCC. A qualified business receiving an approval resolution from the Village Council shall then be eligible to apply to the Michigan Liquor Control Commission for a Social District Permit.
- Additionally:**
- A qualified business upon receiving approval from MLCC for a Social District Permit shall provide a copy of the permit to the Village of Almont prior to commencing operations in the Commons Area.

Potential Participating Qualified License Holders: Within the proposed Social District Area those Qualified Licensees are:

1. Mikey's, 129 S. Main St
2. Senor Victor's, 113 S. Main St
3. Roots BBQ, 107 S. Main St.
4. Chicky's Paradise Saloon, 133 N. Main St.

**Business numbers correlate to their location on the Social District area map

Hours of Operation: Hours of operation will be Monday – Thursday, between the hours of 11:00am and 10:00pm, Friday and Saturday between the hours of 11:00am and 11:00pm, and Sunday between the hours of noon and 10:00pm. The Commons area will operate year-round, seven days a week.

The social district shall cease operations during dates and times when a Special License has been issued by the State of Michigan Liquor Control Commission to an approved applicant for temporary outdoor service of alcohol sales and consumption within the social district commons area. The Village of Almont Council shall at its discretion and with notice suspend and or modify the operational hours of the social district during the dates and times where deemed necessary.

Signage and Barriers: The Social District and Commons Area will be clearly marked at ingress and egress points with appropriate signage which will clearly identify the boundaries of the Commons Area as required by MLCC Rules. Additional signage warning motorist of increased pedestrian traffic and yield to pedestrians shall also be installed. Additional barricades may be utilized to provide for the safety of customers/patrons as deemed necessary.

Social District Logo and Beverage Containers: The beverage containers utilized by the participating license holder, must have their business logo or their business name on them to clearly identify the establishment, in addition a Downtown Almont Social District logo is also required on the beverage container (see attached). The beverage container for use in the Commons Area shall be non-glass of no more than 16-ounce capacity. The beverage container containing the Downtown Almont Social District logo may not be reused and must remain in the establishment where they were purchased or in the common area. A beverage container from one participating license holder may not be taken into an establishment that did not sell the beverage.

Law Enforcement: Primary law enforcement services will be provided to the Downtown Almont Social District Commons Area by the Almont Police Department. Additionally, the Lapeer County Sheriff's Department and the Michigan State Police may provide patrol or response services.

Health and Safety Maintenance: A participating license holder shall be responsible for maintaining a clean and healthy environment within and around the Commons Area. Participating businesses in the Commons Area shall provide and maintain any additional trash receptacles as deemed necessary by the Village Manager.

Insurance: Participating businesses shall provide general liability insurance or equivalent for the applicant's business and list the Village of Almont as being additionally insured.

Festivals/Special Events: The state's Social District law does not allow special event liquor licenses to participate in a Social District.

Downtown Almont Social District Logo. Logo is required upon all beverage containers to be utilized within the Commons Area.



**Logo provided by: Almont Downtown Development Authority



To reiterate, this law has been in effect for 3.5 years and is proven to be a legitimate avenue for downtowns to increase pedestrian traffic and stimulate economic growth while enhancing community togetherness.



RULES & ETIQUETTE

THE ALMONT DDA AND THE VILLAGE OF ALMONT ARE PROUD TO WELCOME YOU TO THE NEW DOWNTOWN ALMONT SOCIAL DISTRICT. THE DOWNTOWN ALMONT SOCIAL DISTRICT IS A DESIGNATED AREA INSIDE DOWNTOWN ALMONT, WHERE OUR RESIDENTS & VISITORS CAN CONSUME ALCOHOLIC BEVERAGES WHILE BUILDING COMMUNITY AND SUPPORTING LOCAL BUSINESSES. WE ENCOURAGE YOU TO UTILIZE THIS DISTRICT IN A FUN AND SAFE WAY.

HERE IS WHAT YOU NEED TO KNOW IN ORDER TO ENJOY THE DOWNTOWN ALMONT SOCIAL DISTRICT, IN ACCORDANCE WITH STATE LAW AND LOCAL ORDINANCES:

HOURS OF OPERATION: MONDAY-THURSDAY 11:00 AM-10:00 PM.
FRIDAY & SATURDAY 11:00 AM-11:00 PM. SUNDAY NOON-10:00 PM.

PARTICIPATING BUSINESSES: MIKEY'S, SENOR VICTOR'S, ROOTS, CHICKY'S PARADISE SALOON

STAY WITHIN THE DESIGNATED SOCIAL DISTRICT AREA, BETWEEN STONE AND SCHOOL STREET. LOOK FOR SIGNS INDICATING THE BOUNDARIES.

ALCOHOLIC BEVERAGES CONSUMED IN THE DOWNTOWN ALMONT SOCIAL DISTRICT **MUST BE PURCHASED** FROM ESTABLISHMENTS THAT HAVE BEEN APPROVED AND RECEIVED A SOCIAL DISTRICT LICENSE FROM THE STATE OF MICHIGAN. **NO OUTSIDE ALCOHOL!**

BEVERAGES MAY BE CONSUMED RESPONSIBLY WITHIN THE CLEARLY MARKED AREA OF THE DOWNTOWN ALMONT SOCIAL DISTRICT. ALCOHOL **CANNOT BE CONSUMED** ON M-53 OR WHILE CROSSING M-53 OR ON ANY OTHER ROAD THAT IS OPEN TO VEHICULAR TRAFFIC.

ALCOHOLIC BEVERAGES **MUST BE SOLD IN AND CONSUMED FROM** CLEARLY BRANDED DOWNTOWN ALMONT SOCIAL DISTRICT CUPS. EACH CUP IS ONE-TIME USE, SO PLEASE DISPOSE OF YOUR CUP PROPERLY AND HELP KEEP OUR STREETS CLEAN.

HAVE FUN AND ENJOY YOUR VISIT TO DOWNTOWN ALMONT!

The rules and etiquette reflect a condensed version of the maintenance and management plan, for public consumption and will be posted in participating businesses.

WHEN?

The DDA would like to have the Social District up and running by Spring to coincide with our Cruise/Jeep/Bike Nights, and for it to be in full swing for Heritage Festival 2024. This time frame also benefits the businesses with their liquor license renewals, allowing them to save additional fees by applying for the social district permit at the same time.

APD RESPONSE-

After a full review of the Almont Social District policies and procedures, I, Chief Martin fully support a social district for the Village of Almont. I do not foresee any issues as it has been presented, and believe it would be an asset for business owners as well as the general public.

-Chief Martin, Almont Police Department

FEEDBACK-

2/3 of businesses within the Social District boundary have voiced full support and approval.

EXITING



ALMONT
DOWNTOWN DEVELOPMENT AUTHORITY

social district

**COMMONS
AREA**

**NO ALCOHOL
PERMITTED BEYOND
THIS POINT**