
Downtown Marquette Social District Management and Maintenance Plan



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INTRODUCTION

On July 1, 2020, Governor Whitmer signed House Bill 5781 into law creating the Social District Permit. The governing body of a local governmental unit may designate a Social District within its jurisdiction. Qualified licensees whose licensed premises are contiguous to the Commons Area within the Social District, and 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.

All State of Michigan and City of Marquette laws regarding public intoxication, impaired driving, and open containers apply to areas both inside and outside of the Social District Boundaries.

In the plan that follows, the management and maintenance of the Downtown Marquette Social District is outlined, for review by the Marquette City Commission and other stakeholders. Pending local approval, the plan would then be submitted to the Michigan Liquor Control Commission (MLCC) for state approval.

MANAGEMENT

The Marquette Downtown Development Authority (DDA), in an effort to continue economic development and increase opportunities for business and recreation, seeks to establish a Social District and Commons Area that encompasses all qualified licensees within the boundaries of Downtown Marquette and allows for outdoor consumption in designated areas throughout the district. The Marquette Downtown Development Authority (DDA) would be the designated manager of this district. Minor changes and updates to the Downtown Marquette Social District Management and Maintenance Plan may be made by the Marquette DDA Executive Director as needed.

WHICH BUSINESSES CAN PARTICIPATE?

Any Qualified Licensee within the boundaries of the Downtown Marquette Social District in good standing with the City of Marquette, Marquette County, and State of Michigan may participate (See list below or attachment for full details).

A list of all licensees, sorted by county and local governmental unit, may be found on the MLCC website: https://customers.mlcc.michigan.gov/SoM_ActiveEscrowLicenseList

The term Qualified Licensee is defined by MCL 436.1551(8)(c):

- 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.

**List of Qualified Licensees (Doing Business As) Within
Downtown Marquette Social District**

Aubree's Pizza of Marquette (Third Coast Pizzeria)	Iron Bay Restaurant Kognisjon Bryggeri Lagniappe	Steinhaus Stucko's Pub & Grill Superior Culture LLC
Blackrocks Brewery LLC Breakers Roadhouse Casa Calabria The Crib The Delft Bistro Dig's Elizabeth's Flanigan's Bar The Honorable Distillery	Landmark Inn The Marq (currently closed) Ore Dock Brewing Company LLC Portside Inn Ramada Inn of Marquette Remies Sol Azteca	Sweetwater Café (Bodega) Thai House Kitchen Third Base Bar Vango's Lounge Verabar (and 906 Sports Bar & Grill) The Vierling Saloon and Sample Room Zephyr Bar

DOWNTOWN MARQUETTE SOCIAL DISTRICT BOUNDARIES AND COMMONS AREA

The Downtown Marquette Social District is shown on the following page.

- The area designated in **blue** is the portion of Marquette's Downtown District in which a participating business must reside.
- The area designated in **light green** is the Downtown Marquette Social District commons area. This area is restricted to designated public sidewalks, walkways, pocket parks and the Marquette Commons Plaza.
- Public streets are **ONLY** included when the street is designated a temporary Event Commons Area by the City of Marquette and the Marquette Downtown Development Authority (DDA) and the street has been appropriately closed to all vehicular traffic, excluding emergency vehicles. This area is designated in **dark green**.

City of Marquette DDA Map



- Social District
- Common Area
- Event Common Area

Legend

- Structures
- Street Curb
- Parcels
- DDA Structures
- DDA District



ADMINISTRATION

Roles and Responsibilities: The Downtown Marquette Social District will be overseen by the Marquette Downtown Development Authority (DDA). The district management and operations will be assisted by the City of Marquette Police Department, and the City of Marquette as necessary.

- **Security:** Security and enforcement in the Downtown Marquette Social District will be provided by the Marquette Police Department. Periodic reports and communication will be provided to the DDA to document any security issues that arise.
- **Sanitation:** The Marquette DDA will provide sanitation within the district including trash removal and litter pick up. Additional public receptacles will be added as needed.

Launch and Initial Assessment: The Downtown Marquette Social District will operate year-round. It is the intent of the Marquette DDA to launch the program in 2023. One year after launch, a report will be provided to the Marquette City Commission and the Marquette DDA Board of Directors including feedback from participants and the city staff regarding any safety concerns or incidents. At that point, modifications to this Management and Maintenance Plan can be considered or the process to initiate revocation of the designation can begin. At any point, the Marquette City Commission may revoke this designation if it determines that the program 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.

District Designation and Marking: The boundaries of the Downtown Marquette Social District common area will be clearly designated and marked with signs and graphics in clearly visible areas.

Social District License Fees: Participating licensees are required to pay for their permit from the MLCC (\$250 permit fee + \$70 inspection fee). Necessary supplies (Social District stickers) will be ordered by the Marquette DDA and sold to participating businesses. A surcharge may be added to each sticker or use of logo to assist with the cost of maintaining the Downtown Marquette Social District.

Social District Financing: A fee will be assessed for Social District maintenance through the sale of Social District stickers or yearly use of the Social District logo for printing directly onto beverage containers. This fee will go directly towards the maintenance of the Social District.

OPERATIONS

Hours: The Downtown Marquette Social District will operate Monday through Sunday, 11 a.m. to 10 p.m. After 10 p.m., Social District beverages cannot be sold in participating establishments nor possessed and consumed in the Common Areas. After 10 p.m., consumption of alcoholic beverages must be contained within the license holders' service areas.

Beverage Containers: Beverage containers will be provided by the participating business. These containers may be up to 16 oz in size and may not be made from glass. Plastic, paper, Styrofoam, and aluminum are all acceptable materials. Compostable and/or biodegradable cups will be strongly encouraged. Social District cups may not be reused, must remain in the in the Commons Area, and may not be taken into a bar, restaurant, or business that did not sell the beverage.

Beverage Container Identification: Each Social District beverage container must include two identifying pieces of information, a 2” sticker or image clearly identifying the approved business where the beverage was purchased, along with an official indicating it is for the Downtown Marquette Social District. The Downtown Marquette Social District logo will be printed on 2.5” stickers and sold to participating establishments, to be placed on Social District beverage container. Alternately, the official Social District image may be printed directly onto Social District Beverage containers. Contact the Marquette DDA offices to obtain stickers or file of the Downtown Marquette Social District image. A sale time and date notation will be encouraged, though not required.

Marketing and Promotion: The Marquette DDA will develop and launch a marketing campaign using free and paid social media channels, Marquette DDA website, and print media. Additionally, the Marquette DDA will develop and publish informational materials for participating businesses and the public to help them understand the rules and responsibilities of utilizing the Downtown Marquette Social District. These materials will be provided both in physical and digital formats.

Festivals/Special Events: The law allows special event liquor licenses to occur within in a Social District, however, Social District beverages cannot be taken into the special event liquor license area. Furthermore, beverages purchased inside of the special event liquor license area cannot be taken from that area into the Social District. Event perimeters should be established in accordance with special event liquor license with clear signage that outside alcohol is not allowed into the event space.

The Marquette City Commission and/or the Marquette DDA shall have the option to temporarily close the Downtown Marquette Social District. If the Marquette City Commission or Marquette DDA determines the need to close the Downtown Marquette Social District, they shall provide notice to Qualified Licensees at least seven (7) calendar days in advance of closing the Downtown Marquette Social District. While the Downtown Marquette Social District is closed, Qualified Licensees shall ensure that alcohol is not provided to patrons for consumption in the Downtown Marquette Social District.

Events planned by the Marquette DDA or events planned by others with Marquette DDA approval within the Social District may request a Temporary Commons Area in conjunction with the planned event. Temporary Commons Areas may occur on public streets if the street is closed to all vehicle traffic with the exception of emergency vehicles. Temporary Commons Areas and requests for additional waste management services will be reviewed and approved by the City of Marquette in conjunction with the standard street closure application. Approval of temporary Social District expansion for non-DDA special events must be made utilizing both the Application for Use Public Right of Way from the City of Marquette Engineering Department and a Marquette DDA Special Event Support Request form and be approved by the Marquette DDA Board at least one month in advance of the requested expansion. Special events making a request for a temporary Commons Area in the Downtown Marquette Social District must remain open to the public.

INFORMATIONAL SIGNAGE

Social District Permit holders will be provided with signage to be posted within their establishment. Signage will inform guests of the Social District's hours of operation, and any important rules that govern the Social District and its enjoyment. Some permanent/fixed district signage may include a QR code link to a webpage where information regarding the Social District will be available, including planned temporary alterations to the Social District Commons Areas.

COMMUNICATION WITH SOCIAL DISTRICT PERMIT HOLDERS

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

HOW DO BUSINESSES SIGN UP?

Qualifying license holders will be asked to sign a Social District Agreement with the City prior to applying for a permit through the Michigan Liquor Control Commission (MLCC). Once the agreement has been reviewed and authorized by the Marquette DDA Executive Director and/or City Manager, licensees must apply for a Social District Permit from the MLCC. Once approved the license holder will place an order for cups and stickers and will be provided with necessary signage.

Information on the MLCC Permit Can Be Found Here:

www.michigan.gov/lara/0,4601,7-154-89334_10570_90824-533429--,00.html)

REVOCAION OF SOCIAL DISTRICT DESIGNATION AND/OR PERMITS

At any point, the Marquette City Commission may revoke this designation if it determines that the program 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.

If a permit holder in the Social District is determined to be violating the Social District Agreement signed with the City of Marquette, the MLCC will be notified of the violation and efforts may be taken to recommend the revocation of the licensee's Social District Permit.

FAQs

Q: Can I walk anywhere with my Downtown Marquette Social District cup?

A: You must stay within the designated Downtown Marquette Social District Commons Area boundaries as indicated in the included map on page 4.

Q: Can beverages from other participating businesses be brought into other downtown businesses within the Social District?

A: No, drinks purchased from other locations are prohibited from entering another establishment, if they are a participating business or not. All beverages are to be consumed within the designated Social District or the business from which they were purchased.

Q: How can one be sure an individual doesn't take a regularly purchased social district cup from a participating establishment and give it to someone who is underage?

A: The Marquette DDA advises participating establishments to only serving one drink per customer, and check their ID at the time of purchase.

Q: Can I reuse an empty Downtown Marquette Social District cup to purchase another beverage?

A: No. When ordering a beverage, it must be served in a new cup with appropriate designations.

Q: How will the extra trash that will be generated be dealt with?

A: The Marquette DDA will be placing additional trash cans throughout the district to help accommodate the additional trash. DDA staff will regularly check the streets and sidewalks for trash as well.

Q: What types of alcoholic beverage can I have in my Downtown Marquette Social District cup?

A: Beer, wine, and liquor are all allowable drinks in a Downtown Marquette Social District cup. Drinks must be purchased from an authorized establishment. Cups may be up to 16 oz. in size.

Q: Can I bring my own alcoholic beverage, pour it into a cup, and walk around downtown?

A: No. Only drinks purchased from businesses authorized in the Downtown Marquette Social District zones are permissible. No cans, glass bottles, or outside drinks are permitted.

Q: Does this legalize public drunkenness?

A: No, being drunk in public is still an offense under MCL 750.1671 (E).

Q: Who do I contact with questions?

A: Tara Laase-McKinney, Marquette DDA Executive Director, tara@downtownmarquette.org, 906-228-9475. If you observe someone breaking Social District rules, please contact the Marquette City Police or dial 9-1-1.