City Council Agenda Item Request
Submit to Clerk's Office
No later than 30 days before proposed Council meeting

1. **Date submitted to Clerk's Office:** September 24, 2025

2. **Primary contact person and Department requesting agenda item:** Dana Frankel, Planning and Urban Design (+ Carly Gillingham, Legal and Ben Woody, CMO)

3. **Requested Council meeting date:** October 14, 2025

4. **Subject:** Consideration of Event-Specific South Slope Social District Pilot

5. **Actions Requested:**
    - A resolution establishing an Event-Specific South Slope Social District Pilot

6. **Note if time sensitive, and why:**
    - This item will be included in a broader Downtown Activation Initiatives package presented to City Council on October 14, 2025. The establishment of an Event-Specific South Slope Social District Pilot requires City Council action.

7. **Potential fiscal impact(s) - if known by staff at time of request:** None anticipated.
    - Staff resources dedicated to the Event-Based South Slope Social District Pilot is supported by the City's general fund and existing operating budgets.
    - The Asheville Downtown Association will be responsible for any additional costs associated with the operations and management of the Event-Based South Slope Social District Pilot. This is confusing.

8. **Identify all vendor outreach for Minority & Women Owned Business Enterprises (MWBE).**
    - There are no contracts associated with this action.

9. **Identify all Boards, Commissions and Council Committees with tentative dates - add in the vote and recommendation from each Board:**
    - **July 15, 2025** - City Council's PEDE Committee heard a presentation from the Asheville Downtown Association on Downtown Activation Strategies and directed staff to report back with feasibility.
    - **August 19, 2025** - City Council's PEDE Committee heard a presentation from staff on feasibility of initiatives and directed staff to seek full Council consideration on items requiring action (including an Event-Based Social District Pilot Program).

10. **Identify key issues:**
    - An event-based social district pilot will enable the City and event organizers, namely the Asheville Downtown Association, to test a different model of alcohol sales and consumption during specified outdoor special events with the goal of increasing revenue for businesses within the social district boundary and encouraging greater economic activity overall.