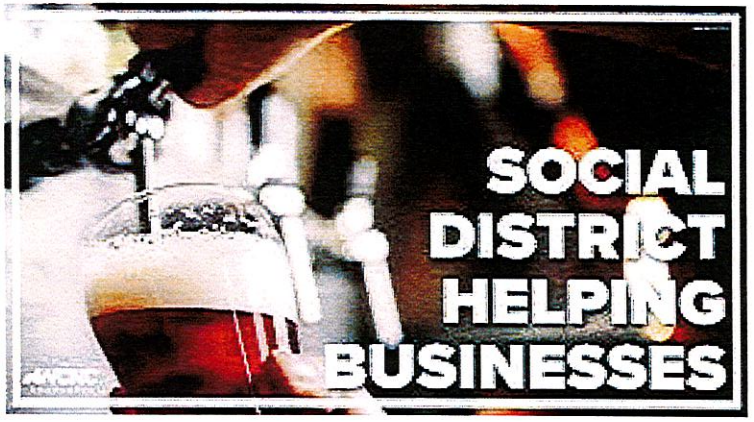


Social Districts 101

2023 NC MAIN STREET CONFERENCE-STATESVILLE, NC

Mooresville





Kim Atkins

IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

The Why?

- Downtown Mooresville offers the most distinctive and vibrant Downtown experience in the Lake Norman region, setting us apart from the other surrounding communities. Many of these nearby communities have already implemented or are exploring the establishment of a social district. Our Downtown is known presently for setting the bar (no pun intended) for innovative strategies on recruiting and marketing our businesses in NC; we want to make sure we always stay relevant.

- The implementation of the DTM district will give the MDC a unique opportunity to market Downtown Mooresville as a premier entertainment destination, as well as providing another layer to how we can economically stimulate our individually owned small businesses.

- The MDC will be able to promote new options that will bring regional and out-of-town visitors to Downtown Mooresville due to the diversity of offerings, as there are a variety of happenings for all types of visitors to enjoy.

IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

DTM DISTRICT
where social happens
PLEASE ENJOY RESPONSIBLY
IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

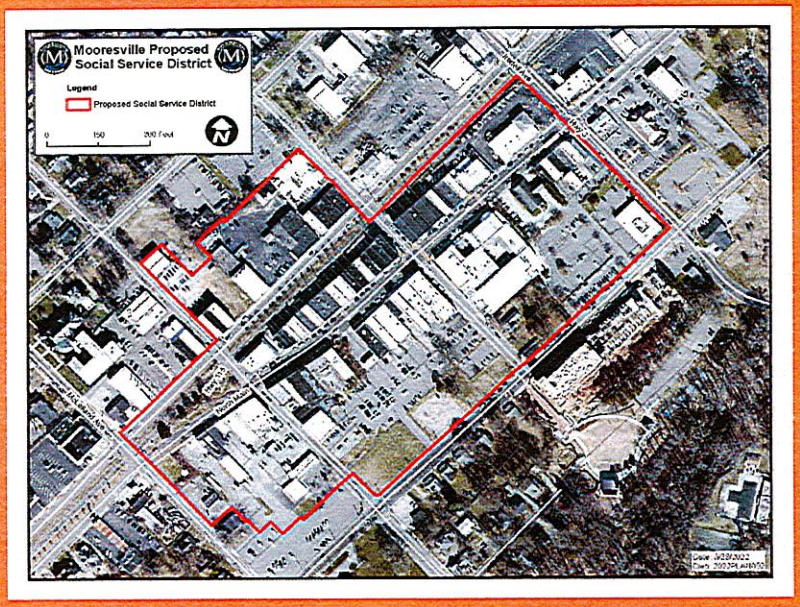
What a Social District IS NOT:

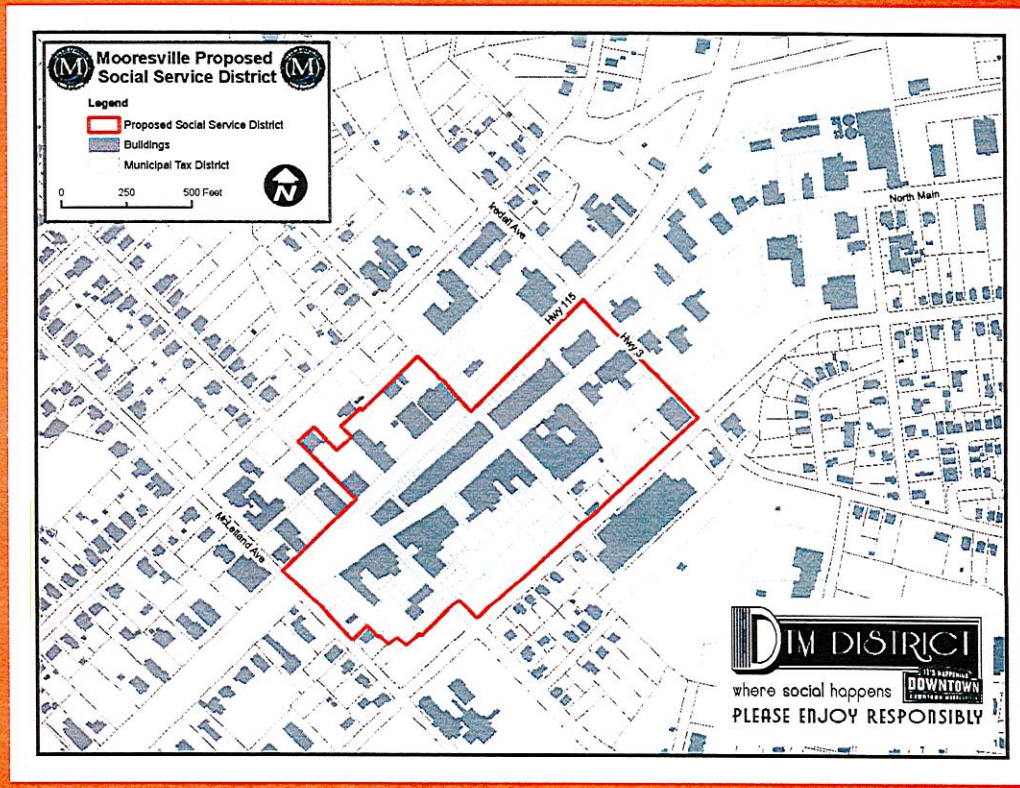
- Does not create a right to break laws
- Encouragement to be drunk in public or over consume
- A right to be drunk in public
- Encouragement of underage drinking
- Does NOT allow people to bring their own alcohol (NO brown bagging, etc.)
- Bourbon Street

IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

DTM Social District Map:

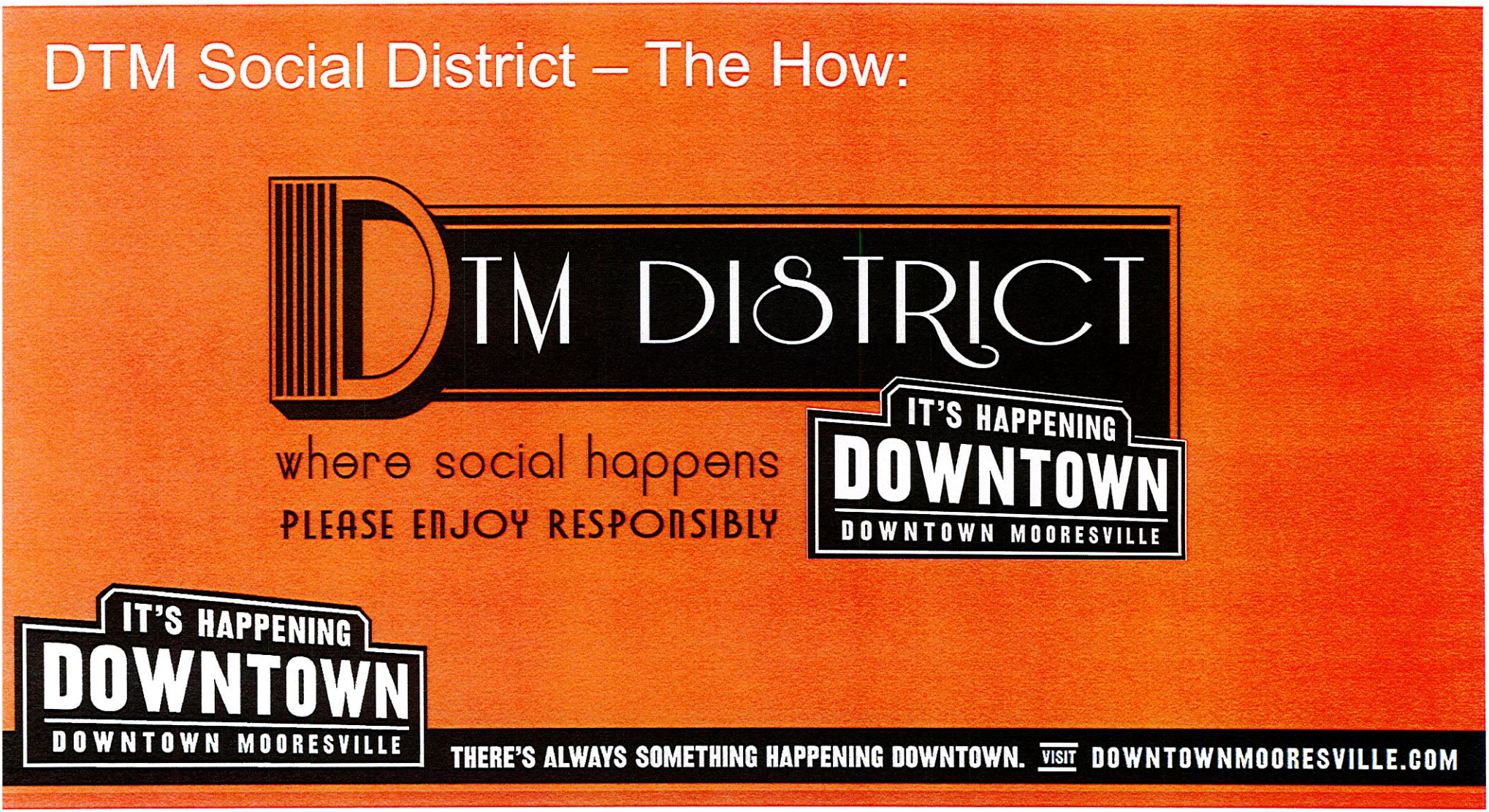




IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

DTM Social District – The How:



DTM Social District – The How:

DTM DISTRICT

where social happens

IT'S HAPPENING DOWNTOWN MOORESVILLE

PLEASE ENJOY RESPONSIBLY

DO'S

- Purchase your beverages ONLY from permitted businesses.
- Please enjoy your beverages ONLY within the DTM Social District boundaries.
- Be responsible for your behavior. Follow all rules associated with DTM Social District.
- When enjoying your beverages, please only enter businesses with signage that permits open containers within the DTM Social District.
- Scan code for a complete list of all DTM Social District rules and regulations.

DONT'S

- Bring your own alcohol.
- Bring or refill your own cups.
- Take any alcoholic beverages outside of the designated DTM Social District zone. Boundaries are designated by signage, and a map can also be found online. (Scan code for direct link)

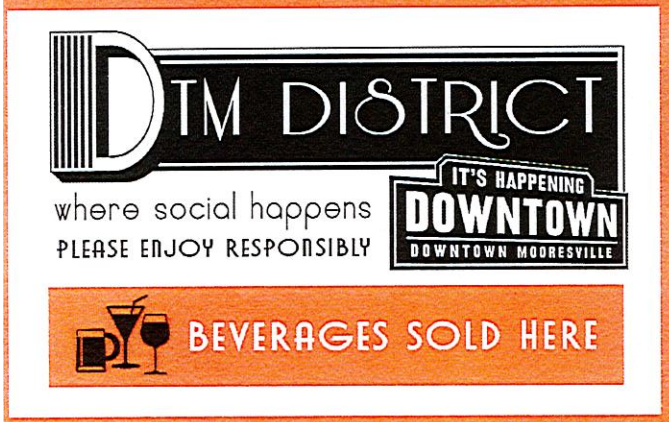


- Take any alcoholic beverage into another bar, restaurant, or other ABC licensed establishment.
- Assume that every business located within the DTM Social District zone participates. Please check for appropriate signage.

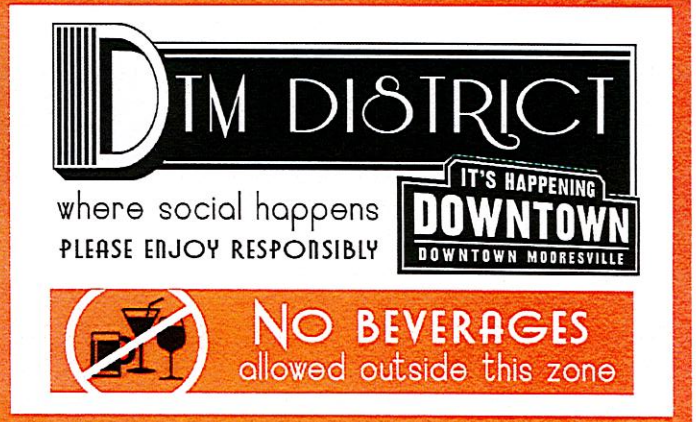
IT'S HAPPENING DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

DTM Social District – The How:





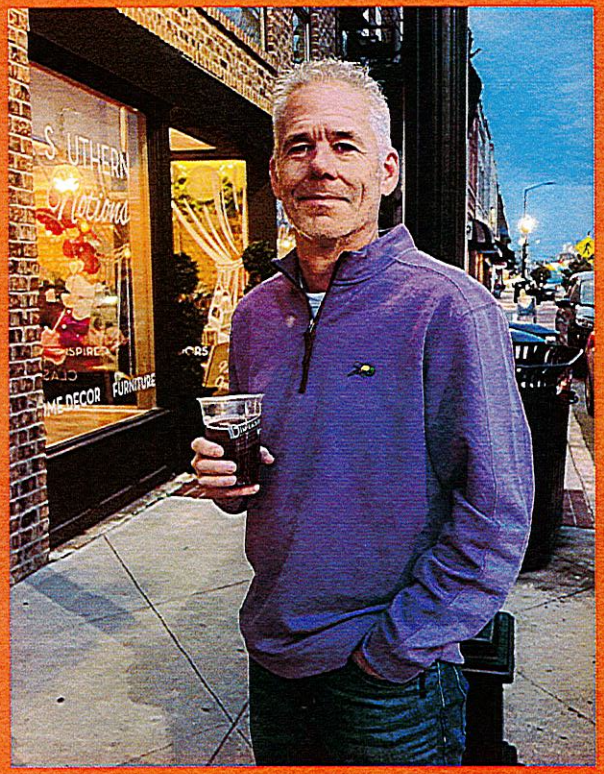


IT'S HAPPENING
DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

DTM Social District – Now:





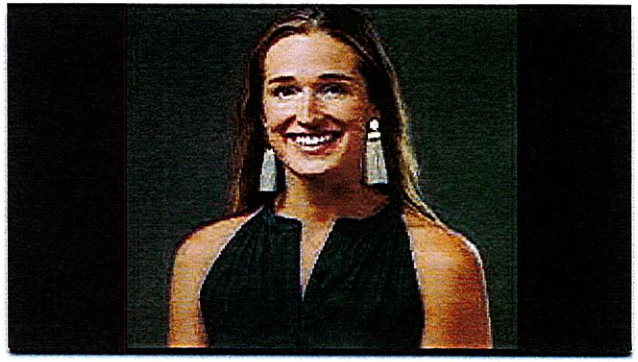


IT'S HAPPENING
DOWNTOWN
DOWNTOWN MOORESVILLE

THERE'S ALWAYS SOMETHING HAPPENING DOWNTOWN. VISIT DOWNTOWNMOORESVILLE.COM

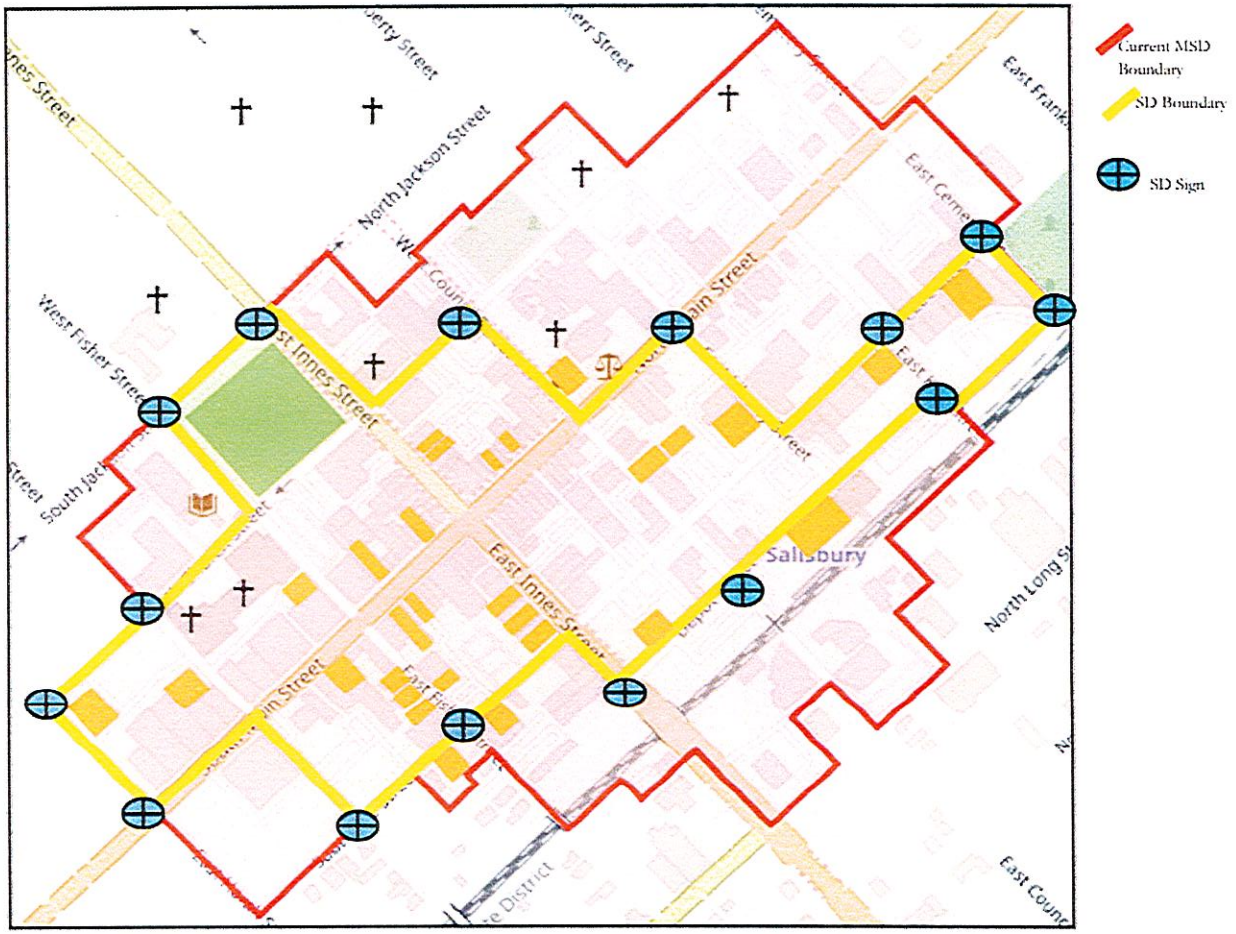
Salisbury



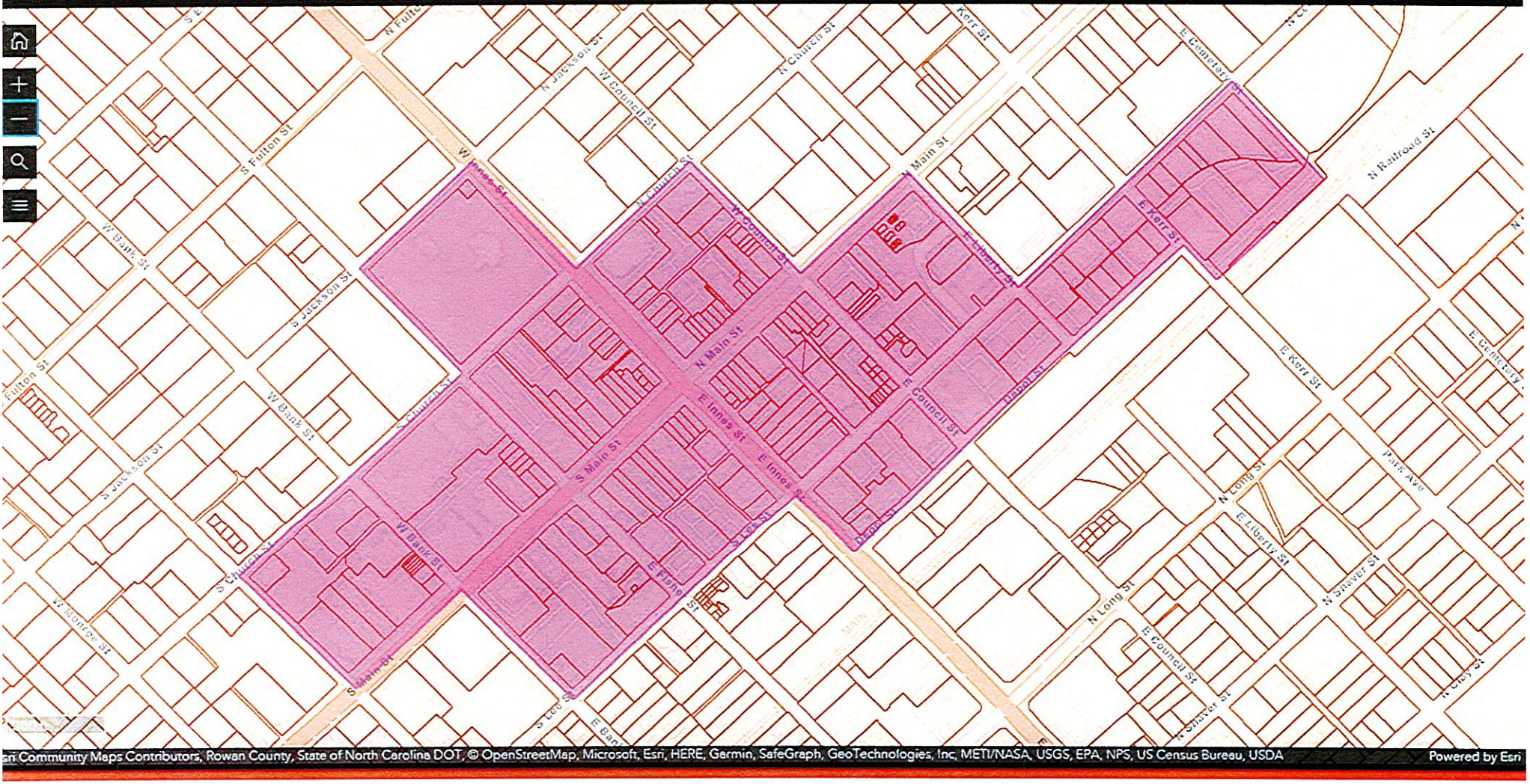


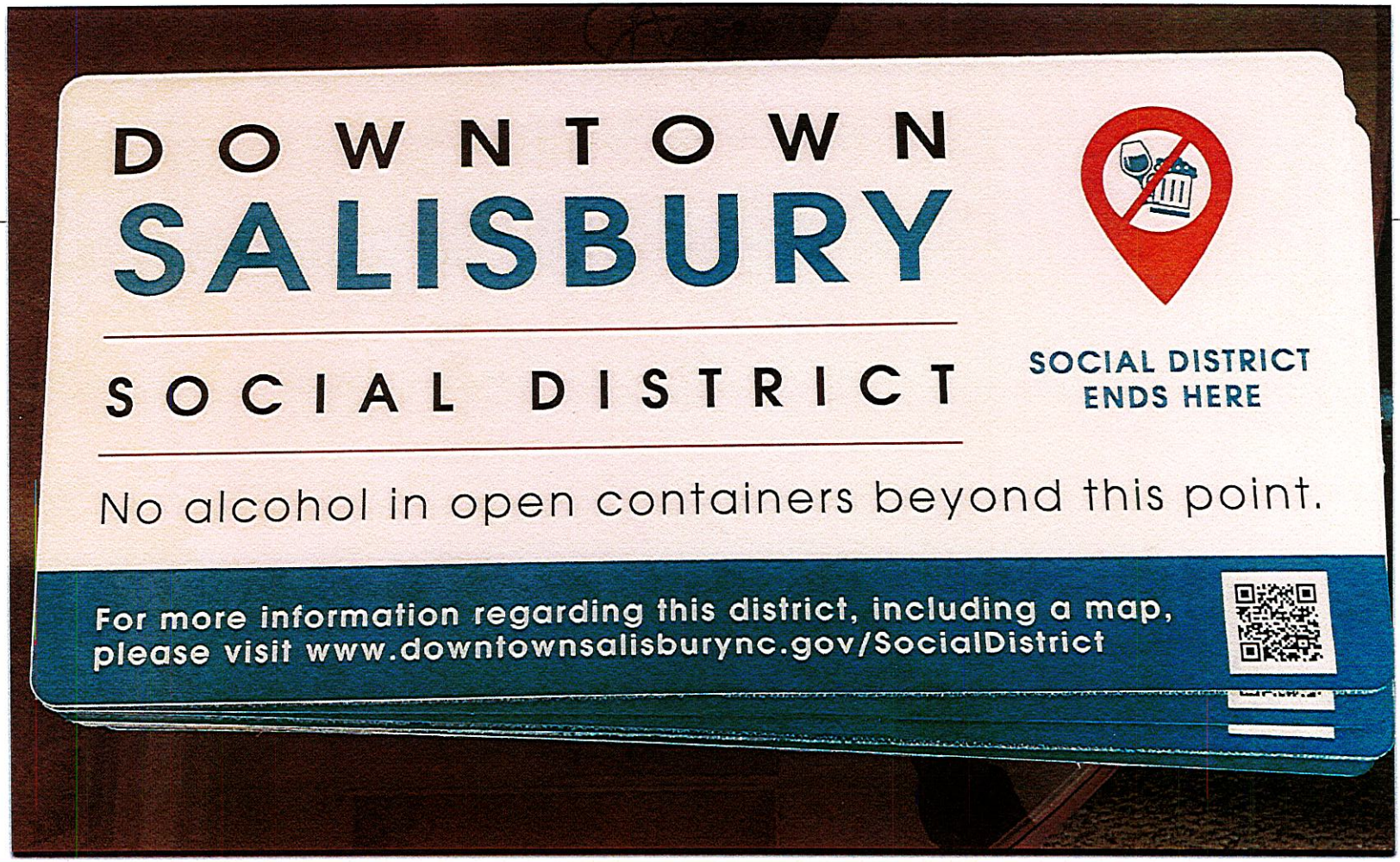
Sada Troutman

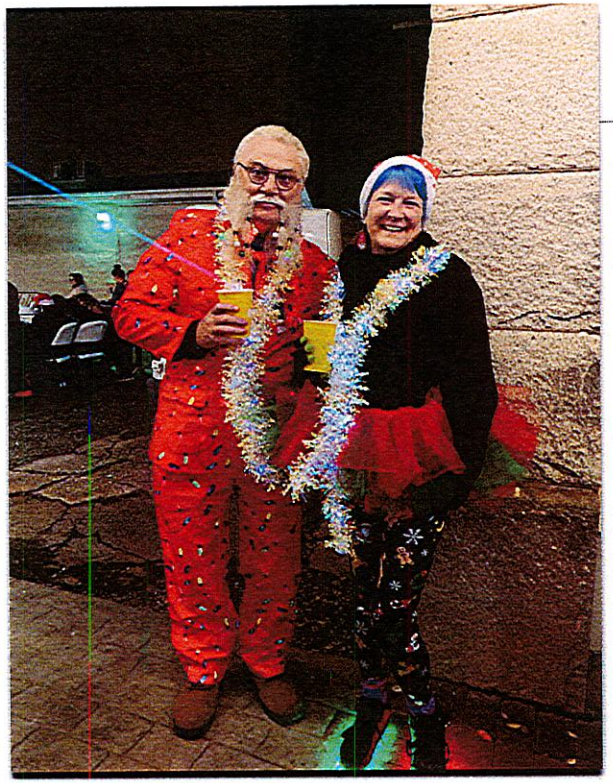
Downtown Salisbury Social District Map



Downtown Social District




DOWNTOWN
SALISBURY
SOCIAL DISTRICT
SOCIAL DISTRICT ENDS HERE
No alcohol in open containers beyond this point.
For more information regarding this district, including a map, please visit www.downtownsalisburync.gov/SocialDistrict






DOWNTOWN
SALISBURY
SOCIAL DISTRICT
NEW SARUM
SALISBURY BREWING CO.
109 N. Lee Street
Name:
Date:
Time:
Drink Responsibly
DOWNTOWN
SALISBURY
SOCIAL DISTRICT


NEW INFORMATION
SOCIAL DISTRICT
WCCB NEWS@TEN

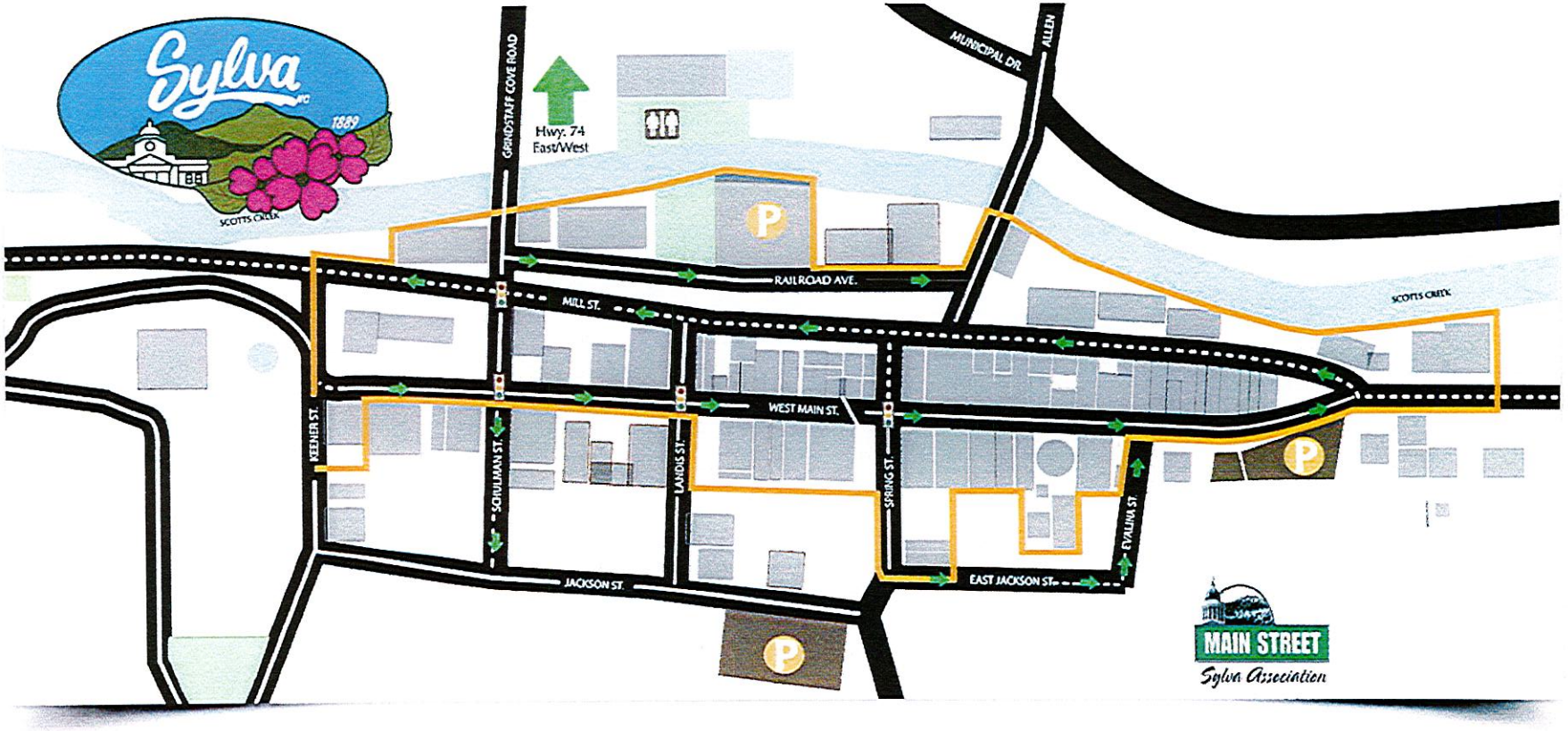
Sylva





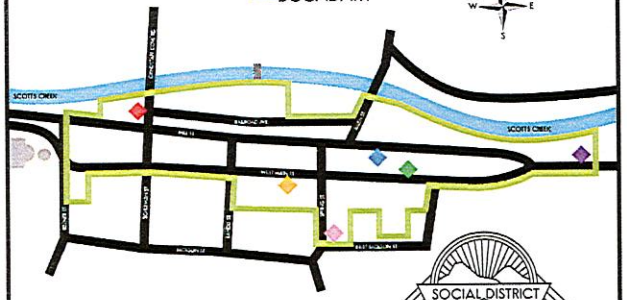
Bernadette Peters

Proposed Social District for the Town of Sylva



SOCIAL DISTRICT MAP

BOUNDARY



SOCIAL DISTRICT OF SYLVA NORTH CAROLINA
DRINK RESPONSIBLY BE TWENTY-ONE

How to Participate

- Purchase or present your Sylva Social District cup to your bartender/server.
- Your bartender MUST pour your drink into the cup & affix required sticker.
- Enjoy your beverage within the Sylva Social District boundaries ONLY.
- ONLY enter retailers with a sign that indicates participation.
- Do NOT enter other bars or restaurants that serve alcohol.
- Do NOT refill your cup yourself
- Drink Responsibly - Be 21!
- Selling or giving alcohol to a minor is against the law and will result in prosecution.

Where to get a drink

- NANTAHALA BREWING
- LAZY HIKER BREWING
- CITY LIGHTS CAFÉ
- WHITE MOON/DARK MOON
- BALSAM FALLS BREWING CO.
- INNOVATION BREWING

DISTRICT HOURS END AT 9PM

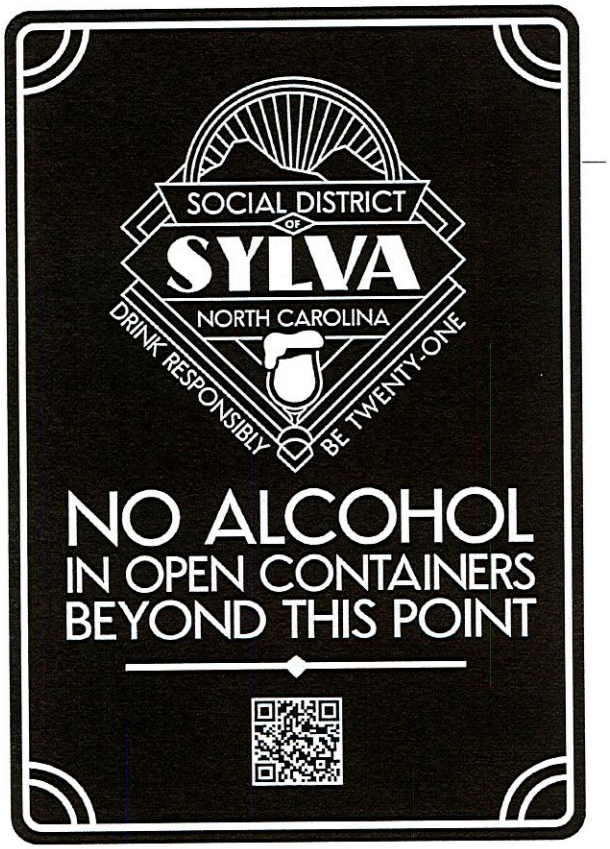
SOCIAL DISTRICT OF SYLVA NORTH CAROLINA
DRINK RESPONSIBLY BE TWENTY-ONE

Do	Don't
Ask your bartenders/servers about the Sylva Social District.	Assume that every restaurant/bar participates.
Purchase your beverages ONLY from permitted restaurants and bars.	Bring your own booze.
Enjoy your beverages ONLY in an authorized Sylva Social District Cup.	Refill your own cup. Only bartenders can fill your cup and affix the required sticker.
Enjoy your Beverage ONLY within the designated boundaries of the Sylva Social District.	Take alcohol outside the Social District Boundaries.
Only enter downtown retail shops with a beverage that have signage inviting you in.	Take any alcohol inside another bar or restaurant unless you purchased it there.
	Assume that a retailer is allowing alcohol in their store.

ENJOY RESPONSIBLY

It is a violation of the law if you give a minor an alcoholic beverage, drive with an open container or while intoxicated, or break any social district rules.
For more information, visit **www.mainstreetsylva.org**

DISTRICT HOURS END AT 9PM


SOCIAL DISTRICT
OF
SYLVA
NORTH CAROLINA
DRINK RESPONSIBLY
BE TWENTY-ONE
NO ALCOHOL
IN OPEN CONTAINERS
BEYOND THIS POINT

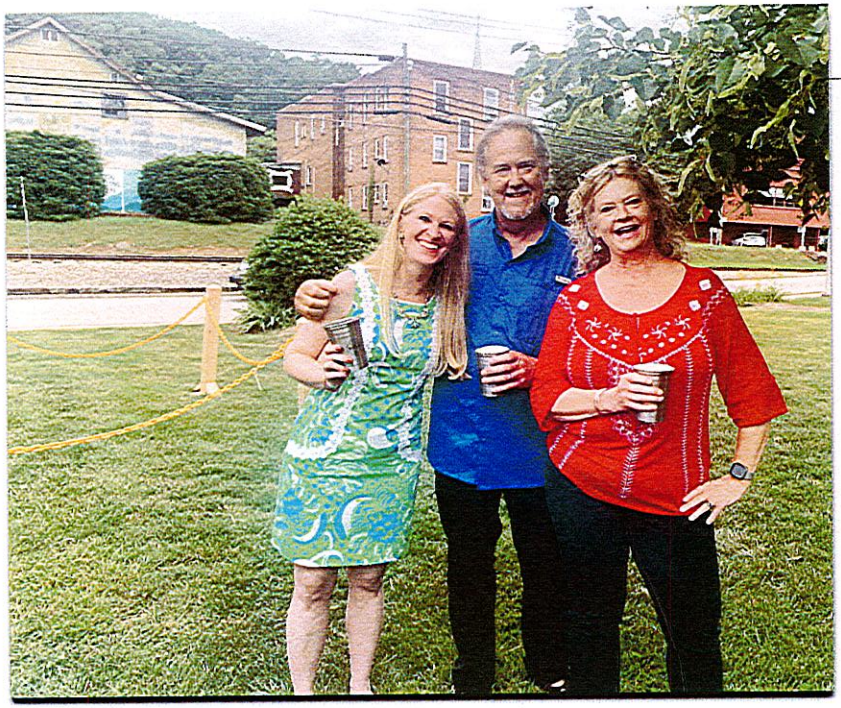

SOCIAL DISTRICT
OF
SYLVA
NORTH CAROLINA
DRINK RESPONSIBLY
BE TWENTY-ONE
COME ON IN
WITH YOUR
SOCIAL DISTRICT
BEVERAGE!
DISTRICT HOURS END AT 9PM


SOCIAL DISTRICT
OF
SYLVA
NORTH CAROLINA
DRINK RESPONSIBLY
BE TWENTY-ONE
SCAN
FOR DETAILS
DISTRICT HOURS END AT 9PM


SOCIAL DISTRICT
OF
SYLVA
NORTH CAROLINA
NO ALCOHOL
IN OPEN CONTAINERS
BEYOND THIS POINT




BALSAM
FALLS




SYLVA
NORTH CAROLINA

Questions

