City of Asheville Staff Report

City Council Meeting Date: April 28, 2026

Staff Resources: Chris Corl, Director, Department of Community & Regional Entertainment Facilities; Jon Fillman, Community Event Manager

Action Requested: Adoption of resolutions to permit the possession and consumption of malt beverages and/or unfortified wine at Asheville Veganfest and at the Asheville Craft Beer Half Marathon.

Background:

- N. C. Gen. Stat. sec. 18B-300(c) authorizes the City by ordinance to regulate or prohibit the consumption and/or possession of open containers of malt beverages and unfortified wine on public streets and property owned, occupied, or controlled by the City and to regulate or prohibit the possession of malt beverages and unfortified wine on public streets, alleys or parking lots which are temporarily closed to regular traffic for special events.
- The City Council of the City of Asheville has adopted an ordinance pursuant to that statutory authority; and that ordinance, codified as Section 11-11 in the Code of Ordinances of the City of Asheville, provides that the City Council may adopt a resolution making other provisions for the possession of malt beverages and/or unfortified wine at a special event or community festival.
- Triangle Vegfest has requested that City Council permit them to serve beer and/or unfortified wine at Asheville Veganfest on June 7, 2026, at Pack Square Park, and allow for consumption at the event.
- Sisu Running Foundation has requested that City Council permit them to serve beer and/or unfortified wine at the Asheville Craft Beer Half Marathon on August 29, 2026, at Pack Square Park, and allow for consumption at the event.
- Alcohol boundaries are defined as per the accompanying event site maps. Approval would allow fundraising opportunities for the sponsoring nonprofit organizations. No negative fiscal impacts have been identified.

Vendor Outreach:

- Not applicable.

Council Vision 2036 Focus Area(s):

- A diverse community
- Thriving local economy
- Connected and engaged community

Council Priority Recovery Area(s):

- Economic Recovery

Committee(s):

- None

Fiscal Impact

- This action requires no City resources and has no fiscal impact.

Suggested Motion:

- Motion to adopt resolutions to permit the possession and consumption of malt beverages and/or unfortified wine at Asheville Veganfest and the Asheville Craft Beer Half Marathon.

Attachment(s):

- Resolutions with Site Maps

City of Asheville Resolution Number 26-_____

Resolution granting permission for the possession and consumption of malt beverages and/or unfortified wine at Asheville Veganfest on Sunday, June 7, 2026, from 12:00 p.m. to 5:00 p.m.

Whereas, N. C. Gen. Stat. sec. 18B-300(c) authorizes the City by ordinance to regulate or prohibit the consumption and/or possession of open containers of malt beverages and unfortified wine on the public streets and on property owned, occupied or controlled by the City and to regulate or prohibit the possession of malt beverages and unfortified wine on public streets, alleys or parking lots which are temporarily closed to regular traffic for special events; and

Whereas, the City Council of the City of Asheville has adopted an ordinance pursuant to that statutory authority; and

Whereas, that ordinance, codified as Sections 11-11 of the Code of Ordinances of the Asheville City Code, provides that the City Council may adopt a resolution making other provisions for the possession of malt beverages and/or unfortified wine at a community festival; and

Whereas, the City Council of the City of Asheville hereby determines to make other provisions for the possession of malt beverages and/or unfortified wine at Asheville Veganfest.

Now, therefore, be it resolved by the City Council of the City of Asheville that:

1. The possession of open containers of malt beverages and/or unfortified wine and the consumption of malt beverages and/or unfortified wine shall be permitted within the Asheville Veganfest event area, as set forth in Exhibit A, attached.

2. Asheville Veganfest is located within the boundaries of Pack Square Park, located at 121 College Street, including North & South Pack Square between Biltmore Avenue and South Market Street.

3. The possession of open containers of malt beverages and/or unfortified wine and the consumption of malt beverages and/or unfortified wine shall be permitted for Asheville Veganfest on Sunday, June 7, 2026, from 12:00 p.m. - 5:00 p.m.

4. The possession of and consumption from open containers of malt beverages and/or unfortified wine permitted hereinabove shall be limited to malt beverages and/or unfortified wine contained in either unbreakable plastic or paper cups. Possession of and/or consumption from glass containers of malt beverages and/or unfortified wine is not permitted anywhere in the

Asheville Veganfest event area. No other possession of open containers of malt beverages and/or unfortified wine or consumption of malt beverages and/or unfortified wine shall be permitted in the Asheville Veganfest event area, or elsewhere in the City of Asheville as prohibited by Section 11 - 11 of the Code of Ordinances of the City of Asheville.

5. The location of the Asheville Veganfest, listed hereinbefore, where possession of open containers of malt beverages and/or unfortified wine and consumption of malt beverages and/or unfortified wine is permitted shall be designated by the posting of signs in the event area.

Read, approved, and adopted this 28th day of April 2026.

_____
Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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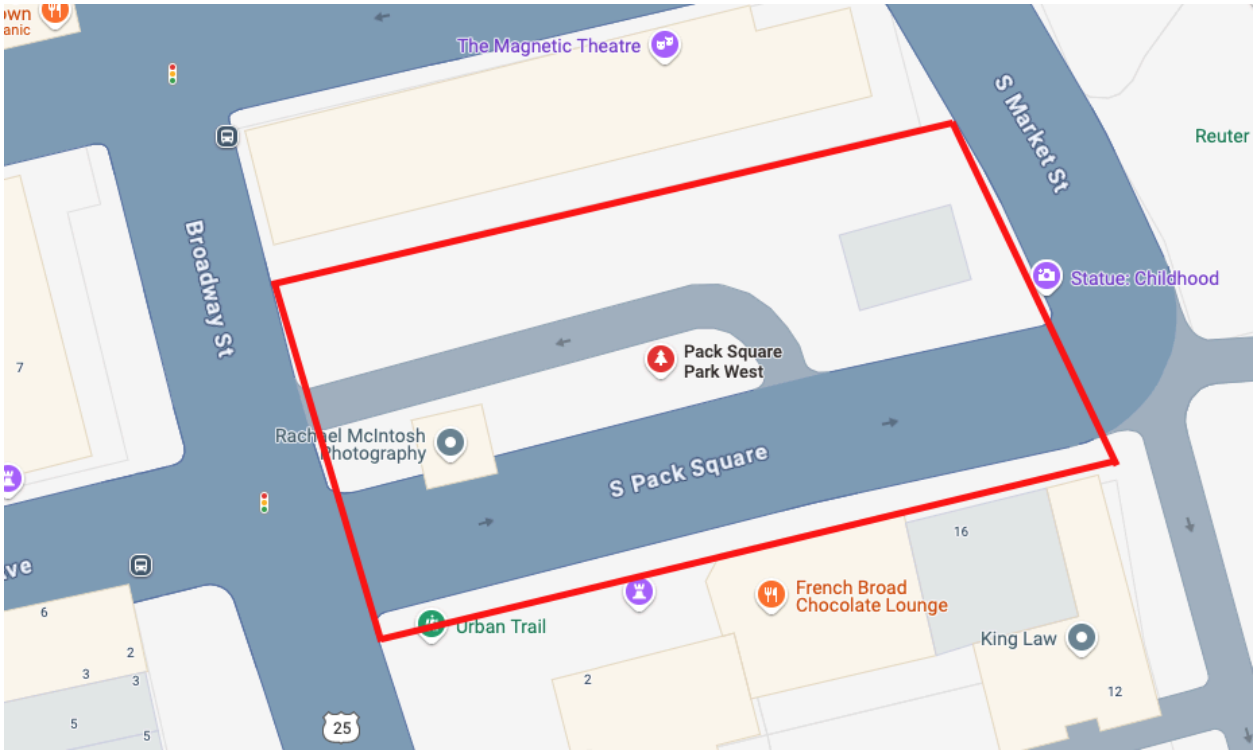
Magdalen Burleson, City Clerk

EXHIBIT A

Asheville Veganfest is located within the boundaries of Pack Square Park, located at 121 College Street, including North & South Pack Square between Biltmore Avenue and South Market Street.



Alcohol Area

City of Asheville Resolution Number 26-_____

Resolution Granting Permission for the Possession and Consumption of Malt Beverages and/or Unfortified Wine at The Asheville Craft Beer Half Marathon on Saturday, August 29, 2026, from 7:00 a.m. - 11:00 a.m.

Whereas, N. C. Gen. Stat. sec. 18B-300(c) authorizes the City by ordinance to regulate or prohibit the consumption and/or possession of open containers of malt beverages and unfortified wine on the public streets and on property owned, occupied or controlled by the City and to regulate or prohibit the possession of malt beverages and unfortified wine on public streets, alleys or parking lots which are temporarily closed to regular traffic for special events; and

Whereas, the City Council of the City of Asheville has adopted an ordinance pursuant to that statutory authority; and

Whereas, that ordinance, codified as Sections 11-11 of the Code of Ordinances of the Asheville City Code, provides that the City Council may adopt a resolution making other provisions for the possession of malt beverages and/or unfortified wine at a community festival; and

Whereas, the City Council of the City of Asheville hereby determines to make other provisions for the possession of malt beverages and/or unfortified wine at the Asheville Craft Beer Half Marathon.

Now, therefore, be it resolved by the City Council of the City of Asheville that:

1. The possession of open containers of malt beverages and/or unfortified wine and the consumption of malt beverages and/or unfortified wine shall be permitted within the Asheville Craft Beer Half Marathon event area, as set forth in Exhibit A, attached.

2. The Asheville Craft Beer Half Marathon is located within the boundaries of Pack Square Park, located at 121 College Street, including S. Spruce St. between College Street and Court Plaza, and Court Plaza.

3. The possession of open containers of malt beverages and/or unfortified wine and the consumption of malt beverages and/or unfortified wine shall be permitted for the Asheville Craft Beer Half Marathon on Saturday, August 29, 2026, from 7:00 a.m. - 11:00 a.m.

4. The possession of and consumption from open containers of malt beverages and/or

unfortified wine permitted hereinabove shall be limited to malt beverages and/or unfortified wine contained in either unbreakable plastic or paper cups. Possession of and/or consumption from glass containers of malt beverages and/or unfortified wine is not permitted anywhere in the Asheville Craft Beer Half Marathon event area. No other possession of open containers of malt beverages and/or unfortified wine or consumption of malt beverages and/or unfortified wine shall be permitted in the Asheville Craft Beer Half Marathon event area, or elsewhere in the City of Asheville as prohibited by Section 11 - 11 of the Code of Ordinances of the City of Asheville.

5. The location of the Asheville Craft Beer Half Marathon, listed hereinbefore, where possession of open containers of malt beverages and/or unfortified wine and consumption of malt beverages and/or unfortified wine is permitted shall be designated by the posting of signs in the event area.

Read, approved, and adopted this 28th day of April 2026.

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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Asheville Craft Beer Half Marathon is located within the boundaries of Pack Square Park, located at 121 College Street, including S. Spruce St. between College Street and Court Plaza, and Court Plaza.

