City of Asheville Staff Report

City Council Meeting Date: June 23, 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 the Independence Day Block Party, Blue Ridge Pride Festival, Boomtown Arts & Heritage FestAVL, Surreal Sirkus Arts Festival, and Asheville Veganfest

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.
- Asheville Downtown Association has requested that City Council permit them to serve beer and/or unfortified wine at the Independence Day Block Party on July 4, 2026, on Coxe Avenue, Banks Avenue, and Buxton Avenue, and allow for consumption at the event.
- Asheville Symphony has requested that City Council permit them to serve beer and/or unfortified wine at the Boomtown Arts & Heritage FestAVL on September 4, 5, and 6, 2026, at Pack Square Park, and allow for consumption at the event.
- Blue Ridge Pride Center has requested that City Council permit them to serve beer and/or unfortified wine at the Blue Ridge Pride Festival on September 26, 2026, at Pack Square Park, and allow for consumption at the event.
- Arts 2 People has requested that City Council permit them to serve beer and/or unfortified wine at the Surreal Sirkus Arts Festival on October 24, 2026, at Pack Square Park, and allow for consumption at the event.
- Triangle Vegfest has requested that City Council permit them to serve beer and/or unfortified wine at Asheville Veganfest on October 25, 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 the Independence Day Block Party, Blue Ridge Pride Festival, Boomtown Arts & Heritage FestAVL, Surreal Sirkus Arts Festival, and Asheville Veganfest

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 the Independence Day Block Party on Sunday, July 4, 2026, from 12:00 p.m. to 10:00 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 the Independence Day Block Party

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 Independence Day Block Party event area, as set forth in Exhibit A, attached.

2. The Independence Day Block Party is located within the boundaries of Coxe Avenue between Hilliard Avenue and Millard Avenue, Banks Avenue between Coxe Avenue and Church Street, and Buxton Avenue between Coxe Avenue and Millard Avenue.

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 Independence Day Block Party on Saturday, July 4, 2026, from 12:00 p.m. - 10:00 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 Independence Day Block Party 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 Independence Day Block Party 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 Independence Day Block Party, 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 23rd day of June 2026.

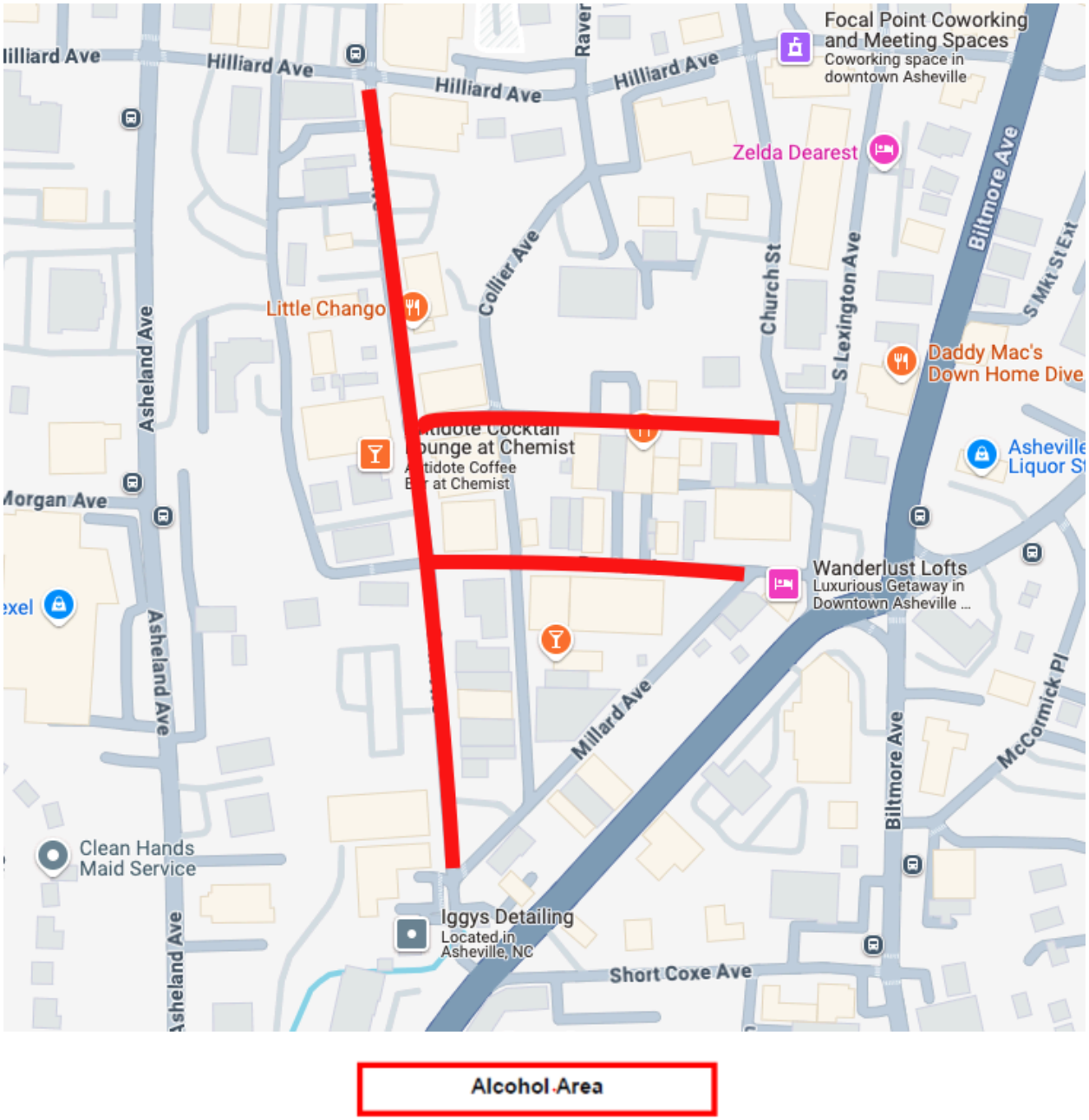
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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Independence Day Block Party is located within the boundaries of Coxe Avenue between Hilliard Avenue and Millard Avenue, Banks Avenue between Coxe Avenue and Church Street, and Buxton Avenue between Coxe Avenue and Millard Avenue.



City of Asheville Resolution Number 26-_____

Resolution Granting Permission for the Possession and Consumption of Malt Beverages and/or Unfortified Wine at the Boomtown Arts & Heritage FestAVL on Friday, September 4, Saturday, September 5, and Sunday, September 6, 2026, from 11:00 a.m. - 10:00 p.m. daily

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 Boomtown Arts & Heritage FestAVL.

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 Boomtown Arts & Heritage FestAVL event area, as set forth in Exhibit A, attached.

2. The Boomtown Arts & Heritage FestAVL 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, South Spruce Street 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 Boomtown Arts & Heritage FestAVL on Friday, September 4, Saturday, September 5, and Sunday, September 6, 2026, from 11:00 a.m. - 10:00 p.m. daily

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 Boomtown Arts & Heritage FestAVL 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 Boomtown Arts & Heritage FestAVL 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 Boomtown Arts & Heritage FestAVL, 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 23rd day of June 2026.

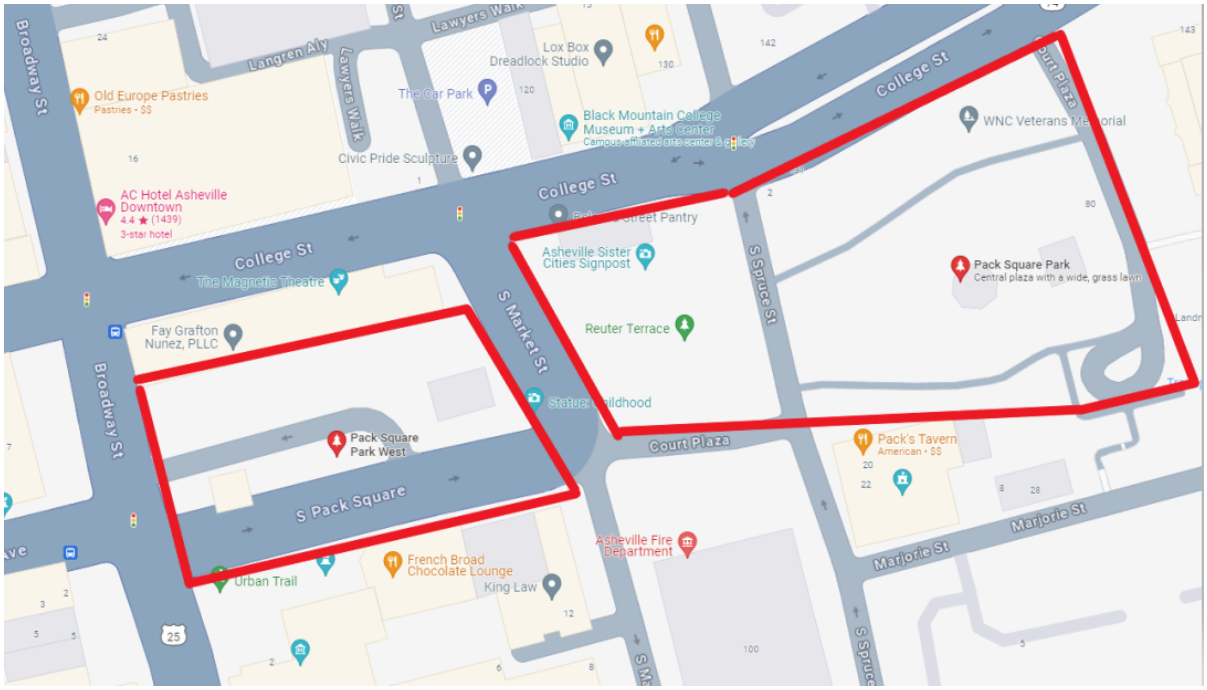
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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Boomtown Arts & Heritage FestAVL 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, South Spruce Street between College Street and Court Plaza, and Court Plaza.



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 Blue Ridge Pride Festival on Saturday, September 26, 2026, from 12 p.m. - 6:00 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 the Blue Ridge Pride Festival.

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 Blue Ridge Pride Festival event area, as set forth in Exhibit A, attached.

2. The Blue Ridge Pride Festival 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, South Spruce Street 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 Blue Ridge Pride Festival on Saturday, September 26, 2026, from 12:00 p.m. - 6:00 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 Blue Ridge Pride Festival 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 Blue Ridge Pride Festival 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 Blue Ridge Pride Festival, 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 23rd day of June 2026.

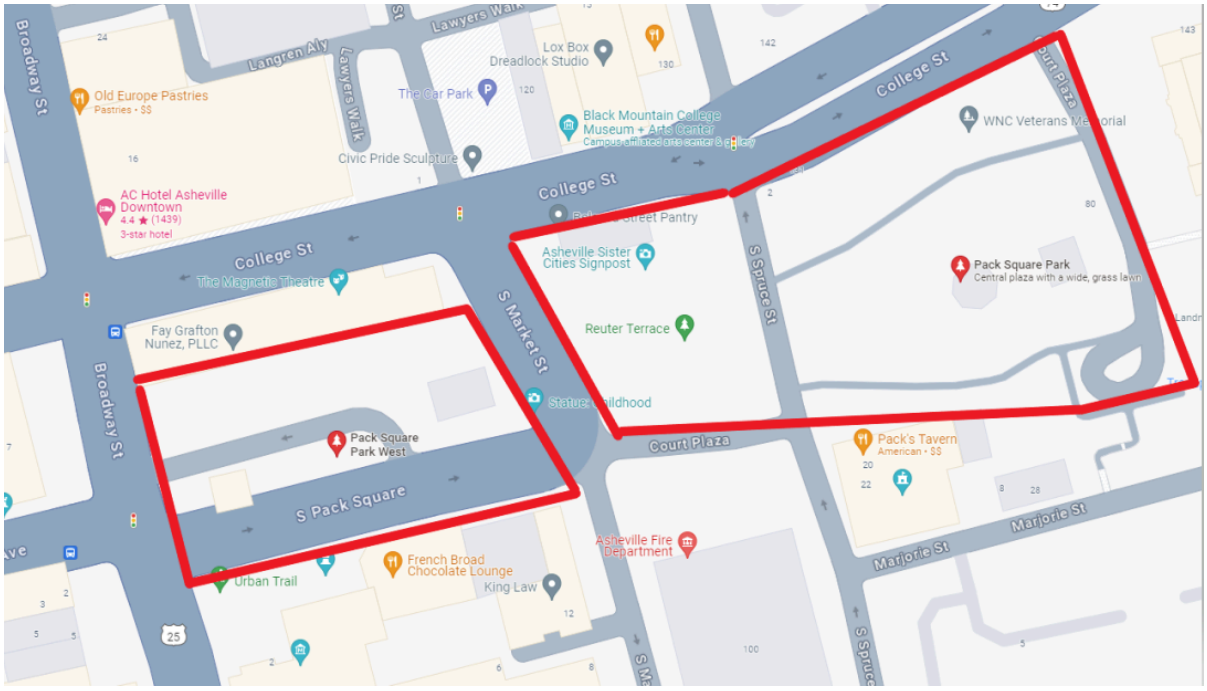
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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Blue Ridge Pride Festival 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, South Spruce Street between College Street and Court Plaza, and Court Plaza.



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 Surreal Sirkus Arts Festival on Saturday, October 24, 2026, from 12:00 p.m. - 10:00 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 the Surreal Sirkus Arts Festival.

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 Surreal Sirkus Arts Festival event area, as set forth in Exhibit A, attached.

2. The Surreal Sirkus Arts Festival is located within the boundaries of Pack Square Park, located at 121 College Street, including North Pack Square between Biltmore Avenue and South Market Street. All alcohol sales and consumption are contained within the Roger McGuire Green section of the park, located between Court Plaza, College Street, and Spruce 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 the Surreal Sirkus Arts Festival on Saturday, October 24, 2026, from 12:00 p.m. - 10:00 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 Surreal Sirkus Arts Festival 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 Surreal Sirkus Arts Festival 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 Surreal Sirkus Arts Festival, 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 23rd day of June 2026.

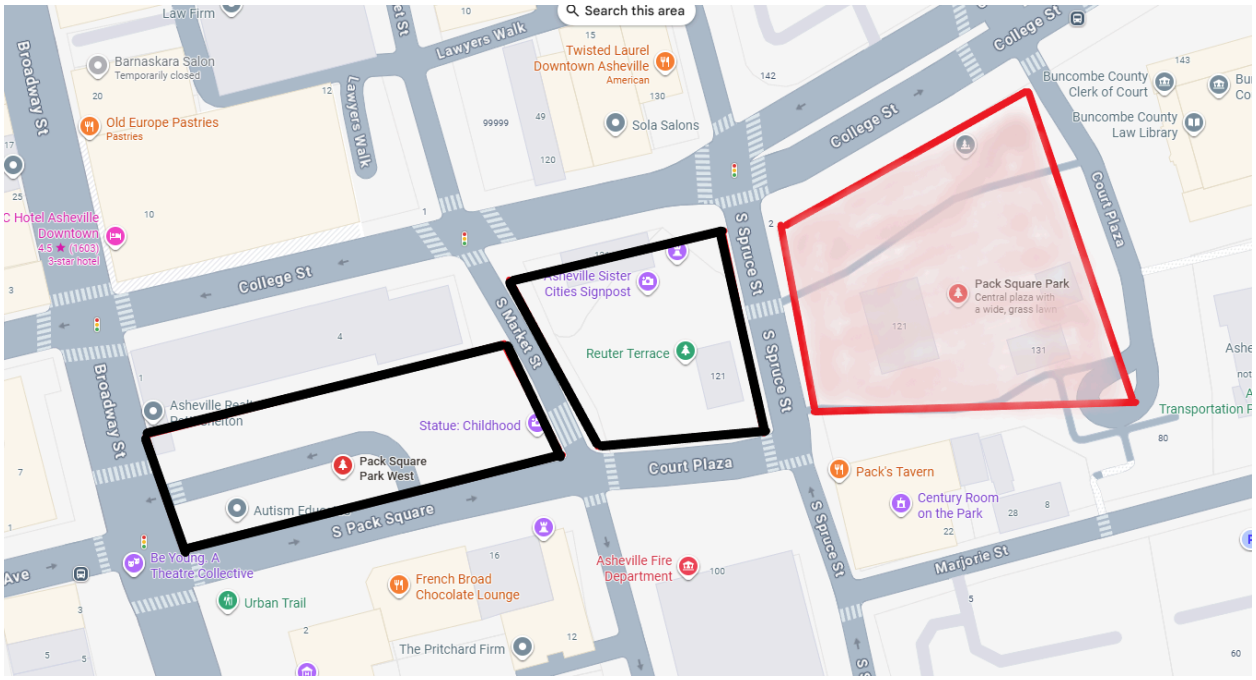
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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Surreal Sirkus Arts Festival is located within the boundaries of Pack Square Park, located at 121 College Street, including North Pack Square between Biltmore Avenue and South Pack Square. All alcohol sales and consumption are contained within the Roger McGuire Green section of the park, located between Court Plaza, College Street, and Spruce 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 Veganfest on Sunday, October 25, 2026, from 12:00 p.m. - 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 the 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. The Asheville Veganfest is located within the boundaries of Pack Square Park, located at 121 College Street, including North and 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 the Asheville Veganfest on Sunday, October 25, 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 23rd day of June 2026.

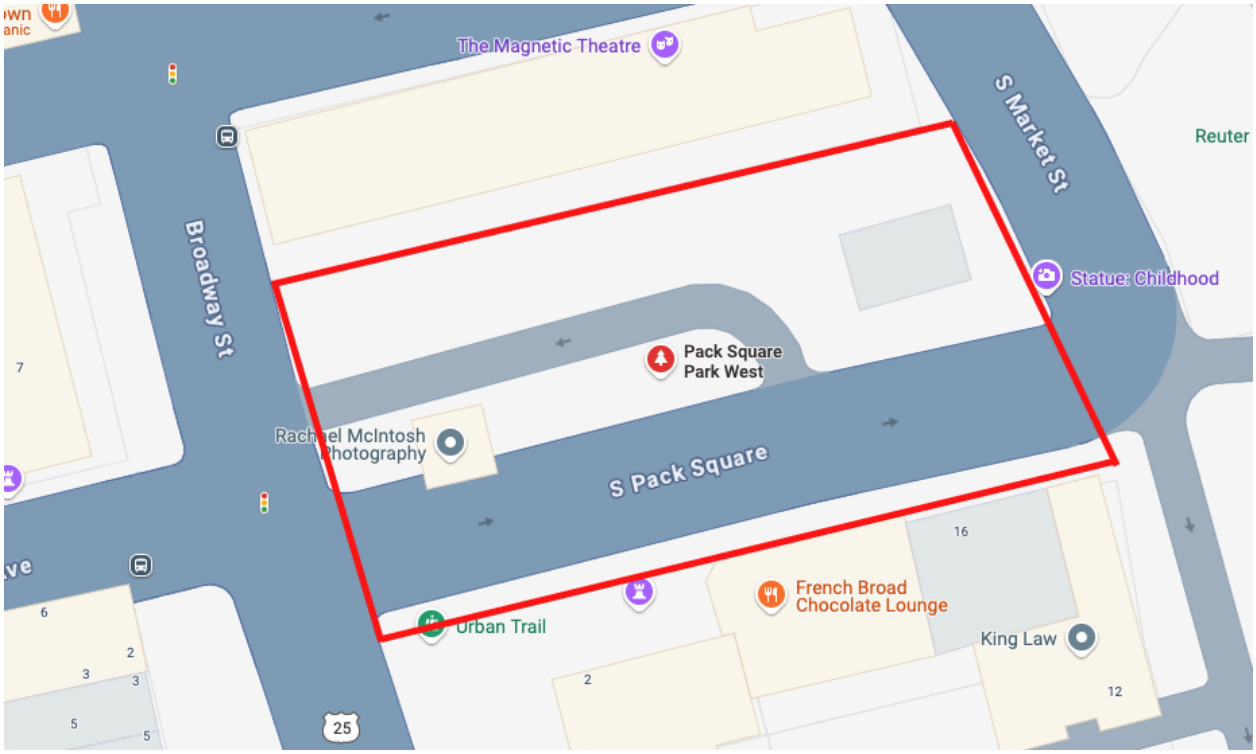
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Esther E. Manheimer, Mayor

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Brad Branham, City Attorney

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Magdalen Burleson, City Clerk

EXHIBIT A

The Surreal Sirkus Arts Festival is located within the boundaries of Pack Square at Pack Square Park, located at 121 College Street, including North and South Pack Square between Biltmore Avenue and South Market Street.



Alcohol Area