ESCANABA SOCIAL DISTRICT MANAGEMENT PLAN

Escanaba Downtown Development Authority
1025 Ludington Street
Escanaba, MI 49829

INTRODUCTION

The State of Michigan enacted a new law intended to spur economic activity and provide flexibility for hospitality businesses by enabling the on-site sale and off-site consumption of alcoholic beverages in designated “Social District” areas. On July 1, 2020, Governor Whitmer signed House Bill 5781 into law (MCL 436.1551) creating the “Social District Permit,” which allows local governments to designate a Social District within their jurisdictions. Businesses that are granted a Social District Permit may sell alcohol (beer, wine, mixed spirits, or mixed drinks) on their licensed premises to customers who may then consume it within the Commons Areas of the Social District.

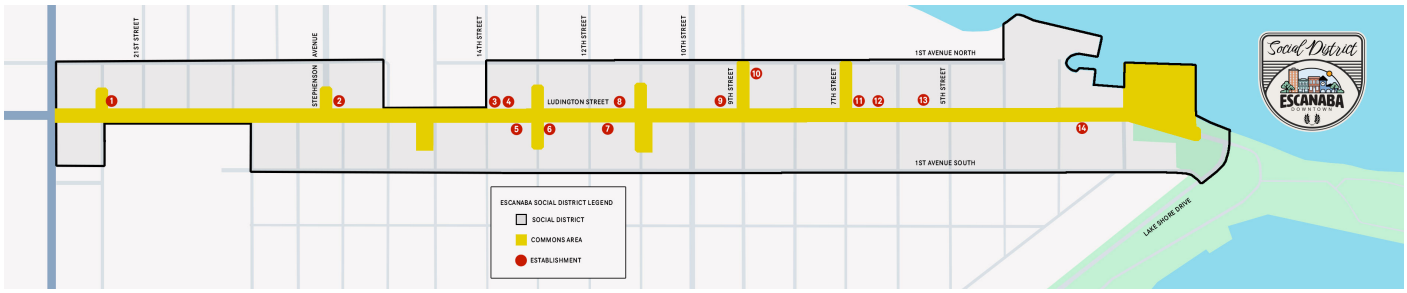
In an effort to increase opportunities for business and the community, the City of Escanaba designates a Social District within the downtown. The Social District is intended to provide extra outdoor space for dining and consumption of alcoholic beverages in the Commons Area within the Social District.

BOUNDARY AND COMMONS AREA(S)

Standard hours of operation will run 11 a.m. until 10 p.m. Monday-Sunday.

The social district is the area in which the city will allow establishments with a Michigan Liquor Control Commission license and a state Social District permit to participate in selling social district drinks. The Common Area is the area in which patrons from a permitted Social District establishment are allowed to possess and consume alcoholic beverages in social district cups.

If a non-profit organization requests a Special License for a location within the Social District commons area, that portion of the commons area would be utilized exclusively by the Special Licensee and be separate from the portion of the commons area to be used exclusively by Social District permittees.



BUSINESS PARTICIPATION

A qualified licensee within the boundaries of the Social District in good standing with the State of Michigan and the City of Escanaba may participate. Businesses interested in participating in the Social District must apply for a Social District Permit through the Michigan Liquor Control Commission (MLCC). Potential businesses within the district include:

1. Mo's Pub, Inc.
   dba, Mo's Pub, Inc.
   2116 Ludington Street
   Escanaba, MI 49829
   906-233-7707

2. La Cantina 18, LLC
   1636 Ludington Street
   Escanaba, MI 49829
   906-212-2281

3. PKY Enterprises, Inc.
   dba, Ernie's Irish Pub
   1322 Ludington Street
   Escanaba, MI 49829
   906-789-6112

4. Arribai Enterprises, Inc.
   dba, Ferdinand's Mexican Restaurante & Cantina
   1318 Ludington Street
   906-786-8484

5. AppleWood Eatery LLC
   dba, AppleWood Eatery
   1307 Ludington Street
   Escanaba, MI 49829
   906-786-6477

6. Spaulding Enterprise, LLC
   dba, CatManDo's
   1223 Ludington Street
   Escanaba, MI 49829
   906-786-9757

7. South City Pub, LLC
   1117 Ludington Street
   Escanaba, MI 49829
   906-212-2014

8. K&M Grill, LLC
   dba, The Ludington Grill
   1110 Ludington Street
   Escanaba, MI 49829
   906-553-7778

9. Delta County Winery, LLC
   dba, Leigh's Garden Winery
   904 Ludington Street
   Escanaba, MI 49829
   906-553-7799

10. Sassy Cat, LLC
    dba, Mugshots
    823 1st Ave North
    Escanaba, MI 49829
    906-786-9194

11. LMCC Brewpub, LLC
    dba, Hereford & Hops Steakhouse and Brewpub
    624 Ludington Street
    Escanaba, MI 49829
    906-789-1945

12. Fraternal Order of Eagles, Escanaba Aerie #1088
    dba, Fraternal Order of Eagles, Escanaba Aerie #1088
    608 Ludington Street
    Escanaba, MI 49829
    906-786-3451

13. Escanaba Lodge No. 354 Benevolent and Protective Order of Elks
    dba, Escanaba Lodge No. 354 Benevolent and Protective Order of Elks
    510 Ludington Street
    Escanaba, MI 49829
    906-786-2294

14. Garden Golf, LLC
    dba, House of Ludington
    223 Ludington Street
    Escanaba, MI 49829
    906-786-6300

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, BHotel, 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.

Those that become Social District Permit Holders must comply with the state statute concerning Social Districts.

MANAGEMENT

The Escanaba Social District will be created and operated by the City of Escanaba, in coordination with the Escanaba Downtown Development Authority (DDA). The Social District's management and maintenance will also be supported by Escanaba Public Safety and the Escanaba Public Works Department.

Events planned within the social district may occur on public streets within the commons areas if the street is closed to all vehicle traffic with the exception of emergency vehicles. Requests will be reviewed and approved by the City in conjunction with the standard event application.

Enforcement in the Escanaba Social District will be provided by Escanaba Public Safety. The City Council may revoke the Social District and/or Commons Area if it is determined that the district threatens the health, safety, or welfare of the Public or has become a public nuisance.

The DDA will be responsible for marketing the district, including signage designating the boundaries of the social district and information explaining the program to participating businesses.

SIGNAGE

Signage will be placed throughout the social district to denote the boundaries of the district and its designated consumption areas. Placement of the signs will be determined by Escanaba Public Works according to state guidelines. Some signage may include a QR code linked to a webpage maintained by the Escanaba DDA which includes key information pertaining to the social district. Such information may include, but is not limited to: hours of operation, a list of social district permit holders, and any upcoming interruptions or temporary alterations to social district hours of operation as a result of special permits pulled within the district or other activity.

BEVERAGE CONTAINERS

Social District beverages must be served in cups no larger than 16 oz. The one-time use cups must include the Escanaba Downtown Social District Logo on one side and the name and/or logo of the Licensee on the opposite side. The Social District Permit Holders are responsible for supplying their own Social District cups. The cups cannot be glass.

Social District Logo:

The DDA will provide stickers of the logo for sale to Social District Permit Holders or offer the image for printing on beverage containers.

WASTE MANAGEMENT

Trash receptacles will be available throughout the district and commons areas. Those trash receptacles are located on each block corner and are emptied weekly by Escanaba Public Works.