

CITY OF ANOKA DOWNTOWN SOCIAL DISTRICT MANAGEMNET AND MAINTENANCE PLAN



**CITY OF ANOKA
2015 FIRST AVENUE
ANOKA, MN 55303**

INTRODUCTION

During the 2022 Minnesota Legislative Session, Governor Walz signed the Omnibus Liquor Bill into law on May 20, 2022. As part of the Omnibus Liquor Bill, a provision was included within the law that enables the City of Anoka to adopt local regulation to create a Social District within the guidance of State Law. The City is allowed to issue Social District licenses to qualified licensed business premises that are contiguous to or within the Social District boundary may sell alcoholic beverages (beer, wine, spirits, or mixed drinks) on their licensed premises to customers who may then consume the alcoholic beverages within the Commons Area of a City approved Social District.

All State of Minnesota and City of Anoka laws regarding public intoxication, impaired driving, and open containers apply to areas both inside and outside of the Social District boundaries.

In the plan that follows, the management and maintenance of the Downtown Anoka Social District is outlined.

MANAGEMENT

The City of Anoka in an effort to continue economic development and increase opportunities for business and recreation, seeks to establish a Social District and Public Commons Area that encompasses all qualified licensees within the boundaries of Downtown Anoka Social District and allows for outdoor consumption in designated areas throughout the District. The City Council is the designated manager of this district. Changes and updates may be made to all regulations and operations at the direction of the City Council.

BUSINESSES QUALIFIED TO PARTICIPATE?

Any qualified licensee within the boundaries of the Downtown Anoka Social District in good standing with the City of Anoka, Anoka County, and State of Minnesota may participate.

**List of Qualified Businesses that can obtain
a Social District License (Doing Business
As) Within Downtown Anoka Social
District:**

<i>1. 10K Brewing</i>	<i>6. MaGillycuddy's</i>
<i>2. 201 Tavern & Grill</i>	<i>7. Pizza Man</i>
<i>3. Ambi Wine Bar</i>	<i>8. Serum's Good Time Emporium</i>
<i>4. Billy's Bar and Grill</i>	<i>9. The Wheelhouse</i>
<i>5. Casa Rio</i>	
<i>6. Ibiza West</i>	

DOWNTOWN ANOKA SOCIAL DISTRICT BOUNDARIES AND PUBLIC COMMON AREA

- The Downtown Anoka Social District is outlined in the boundaries map on the following page.
- The area designated is the portion of Anoka’s Downtown District in which a participating business must reside.
- The area designated in Downtown Anoka’s Social District is known as the Public Common Areas. This area is restricted to designated public sidewalks, walkways, Riverfront Memorial Park and the Anoka City Hall River Plaza.
- Public streets are **ONLY** included when the street is designated as part of a Special Event by the City of Anoka and the street has been appropriately closed to all vehicular traffic, excluding emergency vehicles.



ADMINISTRATION

Roles and Responsibilities: The Downtown Anoka Social District will be overseen by the Anoka City Council. The Social District management and operations will be assisted by the City of Anoka Police Department, City of Anoka Public Services Department, and City of Anoka Administration Department.

- **Security:** Security and enforcement in the Downtown Anoka Social District will be provided by the City of Anoka Police Department. Periodic reports and communication will be provided to the City Council to document any security issues that arise.
- **Sanitation:** The City of Anoka Public Services Department will provide sanitation within the district including trash and recycling removal and litter pick up. Additional public trash and recycling receptacles will be added as needed.

Launch and Initial Assessment: The Downtown Anoka Social District will operate between May 1st and November 1st starting in 2024 unless otherwise determined by the City of Anoka City Council.

It is the intent of the City of Anoka to launch a pilot program from September 6th thru October 7th of 2023. After the pilot program, a report will be provided to the Anoka City Council including feedback from participants and City Staff regarding any safety concerns, operational issues, and recommendations for improvements.

At that point, modifications to this Management and Maintenance Plan can be considered or adjustments to overall operations for the 2024 season.

Within 24 months from the first issuance of a Social District License, the City of Anoka must provide a report to the State Legislature and appropriate committees with jurisdiction of liquor regulation as defined by State law.

District Designation and Marking: The boundaries of the Downtown Anoka Social District will be clearly designated and marked with signs and graphics in clearly visible areas.

Social District License Fees: Participating licensees are required to pay for their license from the City of Anoka (\$25.00 License Fee or as adjusted by the City Council).

Social District Financing: Necessary supplies (Social District recyclable plastic cups) will be ordered by the City of Anoka in 2023 and sold to participating businesses. A surcharge (\$0.25 or as adjusted by the City Council) will be added to each Social District cup to assist with the cost of maintaining the Downtown Anoka Social District.

In 2024, licensees will be responsible for ordering and purchasing their own recyclable plastic cups through the vendor as selected by the City of Anoka. The vendor will track the number of cups purchased by each licensee.

OPERATIONS

Hours: The Downtown Anoka Social District will operate Monday through Sunday, 10 a.m. to 10 p.m. After 10p.m., Social District beverages cannot be sold in participating establishments nor possessed and consumed in Public Common Areas. After 10 p.m., consumption of alcoholic beverages must be contained within the license holders' service areas.

Beverage Containers: Social District beverage cups will be provided by the participating business. These containers may be up to 16 oz in size and may not be made from glass. Plastic recyclable cups are required. Social District beverage cups may not be reused, must remain in the in the Public Common Areas, and may not be taken into a bar, restaurant, or business that did not sell the beverage.

Each Social District beverage cups must include three (3) identifying pieces of information:

1. The beverage cup must clearly identify the Licensee from which the alcoholic beverage was purchased.
2. The beverage cup must clearly display a logo or some other mark that is unique to the Social District in which it will be consumed, as approved by the City. (Use of the City of Anoka's Social District logo, by a group, business or non-profit organization, shall require prior approval by the City. The City reserves the right, in its sole discretion, to deny the use of the Social District logo to any group, business, or organization for any reason.)
3. The beverage cup must display, in no less than 12-point font, the statement, "Drink Responsibly - Be 21."

Marketing and Promotion: The City of Anoka will develop and launch a marketing campaign using free and paid social media channels, the City of Anoka website, and other available media. Additionally, the City of Anoka will develop and publish informational materials for participating businesses and the public to help them understand the rules and responsibilities of utilizing the Downtown Anoka Social District. These materials will be provided in a digital format on the City of Anoka website.

Festivals/Special Events: A special event may occur within the Social District. Social District beverages sold by a qualified licensed Social District Business can be taken into the special event area. Furthermore, beverages purchased inside of the special event area cannot be taken outside the Social District.

The City of Anoka City Council shall have the option to temporarily close the Downtown Anoka Social District. If the City of Anoka City Council determines the need to close the Downtown Anoka Social District, they shall provide notice to Qualified Licensees at least seven (7) calendar days in advance of closing the Downtown Anoka Social District. While the Downtown Anoka Social District is closed, Qualified Licensees shall ensure that alcohol is not provided to patrons for consumption in the Downtown Anoka Social District.

Events planned by the City of Anoka or events planned by others with City of Anoka approval within the Social District may request the ability to temporary block off of a Public Common Area in conjunction with the planned event. Temporarily blocking off a Public Common Area may occur on public streets if the street is closed to all vehicle traffic with the exception of emergency vehicles. Temporarily blocking off a Public Common Area and requests for additional waste management services will be reviewed and approved by the City of Anoka in conjunction with a separate special events application.

INFORMATIONAL SIGNAGE

District Boundary Signage: Signage will inform guests of the Social District’s hours of operation, and any important rules that govern the Social District and its enjoyment. Some permanent/fixed district signage may include a QR code link to a webpage where information regarding the Social District will be available, including planned temporary alterations to the Social District Public Common Areas.

Business Window Clings: Businesses within the Social District will prominently display one of three window clings near the establishment’s entrance provided by the City of Anoka:

1. Social District Beverages Sold Here
2. Social District Beverages Welcome
3. No Social District Beverages Allowed

COMMUNICATION WITH SOCIAL DISTRICT PERMIT HOLDERS

Social District Permit holders will be required to submit a current email address to the City of Anoka for use when communicating important information that pertains to the Social District. Such information may include, but is not limited to, upcoming special events or operational adjustments.

HOW DO BUSINESSES SIGN UP?

Qualifying license holders must apply for a Social District license. Once approved the license holder will place an order for cups and will be provided with necessary signage or related information.

REVOCAION OF SOCIAL DISTRICT LICENSE

A Social District license may be suspended, revoked or not renewed by the City Council at any time if any of the conditions necessary for the issuance of, or as may be contained in the license, are not complied with or if any of the provisions of the adopted Social District Regulations are violated.

FAQs

Q: Can I walk anywhere with my Downtown Anoka Social District beverage cup?

A: You must stay within the designated Downtown Anoka Social District Public Common Area boundaries as indicated in the included map on page 4. The Social District boundary will be identified by signage.

Q: Can alcoholic beverages from other participating businesses be brought into other downtown businesses within the Social District?

A: No, alcoholic beverages purchased from other locations are prohibited from entering another establishment, if they are a participating business or not. All beverages are to be consumed within the designated Social District Public Common Area or the business from which they were purchased.

Q: How can one be sure an individual doesn't take a regularly purchased Social District cup from a participating establishment and give it to someone who is underage?

A: The City of Anoka advises participating establishments to check the customers ID at the time of purchase.

Q: Can I reuse an empty Downtown Anoka Social District cup to purchase another alcoholic beverage?

A: No. When ordering a beverage, it must be served in a new cup with appropriate designations.

Q: May I bring my filled Social District cup into a store/shop within the Social District area?

A: Businesses will have window clings at the entrance that will state whether they welcome Social District beverages or not in their store/shop.

Q: How will the extra trash that will be generated be dealt with?

A: The City of Anoka will be placing additional trash and recycling receptacles throughout the district to help accommodate the additional trash and recycling. The City of Anoka Public Services staff will regularly check the streets and sidewalks for trash as well.

Q: What types of alcoholic beverage can I have in my Downtown Anoka Social District beverage cup?

A: Beer, wine, and liquor are all allowable drinks in a Downtown Anoka Social District beverage cup. Alcoholic beverages must be purchased from an authorized establishment. Cups may be up to 16 oz.in size or less.

Q: Can I bring my own alcoholic beverage, pour it into a cup, and walk around downtown?

A: No. Only alcoholic beverages purchased from businesses authorized in the Downtown Anoka Social District are permissible. No cans, glass bottles, or outside drinks are permitted.

Q: Does this legalize public drunkenness?

A: No, being drunk in public is still a separate offense.

Q: Who do I contact with questions?

A: If you observe someone breaking Social District rules, please contact the City of Anoka Police Department or dial 9-1-1.