

Downtown Statesville Social District FAQ's for The 'Ville

What is a social district?

On September 8, 2021, Session Law 2021-150 was ratified, allowing local governments to establish "Social Districts" within their jurisdictions. These Social Districts allow for common areas where licensed establishments (e.g., bars, breweries, restaurants) may sell alcoholic beverages in designated containers to be taken into the common area for consumption.

What are the benefits of a social district?

- Encourages economic vitality in the community.
- Enhances exposure to cultural experiences for residents and visitors.
- Increases foot traffic and revenue for retailers.
- Business attraction for businesses interested in locating in social districts.
- Opportunity to host more special events in the social districts.

When does the social district go into effect?

The social district ordinance was approved by Statesville City Council on September 19, 2022 and notice was received January 16, 2023 that the plan had been successfully filed with NC ABC. Then it was a matter of getting signage completed and installed, as well as education for the community and the businesses inside the district via door-to-door and the website. The official date of the opening of The 'Ville is February 10, 2023.

How will the social district boundaries be marked?

Signage will be posted at the boundaries of the social districts.

Can somebody bring alcohol from outside a social district into the social district to consume?

No. Only beverages purchased by an ABC-permitted business located within the social district may be consumed within the social district. No outside alcohol is permitted.

What are the proposed days and hours of operation of the social district?

Downtown Statesville Social District will operate seven days a week from 12:00 p.m. to 10:00 p.m.

Why does the social district end at 10:00 p.m.?

The hour of 10:00 p.m. is consistent with when special events typically end, and it captures the end of dinner and retail hours before later nightlife activity.

How does a business opt-in to the social district?

Businesses may submit a [Participant Permit Form](#) to participate and opt-in to the social district. Businesses are not required to opt-out, but it is recommended so that proper signage will be displayed.

How will participating businesses be marked?

Window clings will be displayed on participating businesses' doors/or windows to identify those that have opted into the district. A list of participating locations will also be available on the City's Social Districts' webpage. [ADD LINK TO DIRECTORY HERE](#)

What cups will be used for the social district?

Businesses are responsible for purchasing and using their cups, which must conform to the statutory requirements for social district cups. Downtown Statesville in a partnership with Sir Speedy will provide the official sticker template that must be displayed on the cups/containers at a discounted cost to the business. Establishments are required to display

their business name or logo on the sticker and are encouraged to add the date and time the alcoholic beverage is served.

What are the requirements of a social district cup?

- Container clearly identifies the permittee (business) from which the alcoholic beverage was purchased.
- Container clearly displays a logo or some other mark unique to the social district in which it will be consumed.
- Container is not comprised of glass.
- Container displays, in no less than 12-point font, the statement, "Drink Responsibly—Be 21."
- The container cannot hold more than 16 fluid ounces.

How many alcoholic drinks can I purchase at one time in the social district?

A single patron cannot be sold or delivered alcoholic drinks in excess of:

- Not more than two beer or wine alcoholic beverage drinks at one time.
- Not more than one alcoholic beverage at one time if an alcoholic beverage drink contains liquor.

Can I take an alcoholic beverage in my social district cup home with me?

- No. Cups should be disposed of in a nearby recycling receptacle prior to exiting the social district.
- Alcoholic beverages must be sold by a permittee located within the social district. No personal beer, wine, or liquor may be brought into the social district.

Can I drink my alcoholic beverage, pour it into a The 'Ville Social District cup, and walk around in the social district?

No. Only drinks purchased from qualified ABC-permittee businesses within the social district are allowed. No glass bottles, or outside drinks are permitted within the boundaries.

What do I do if I am a retailer within the social district and do not want alcohol inside my business?

All businesses within the social district can opt out of the district. Businesses do not have to allow alcohol within their place of business. Signage will be provided to all businesses that choose to participate or not participate in the social district program.

Can I take my alcoholic beverage into a vehicle within the social district?

No. No person shall possess an alcoholic beverage while driving a vehicle, including bicycles. An open container of any alcoholic beverage is also prohibited in the passenger area of any vehicle while on right-of-way within the social district.

What happens if I leave the social district boundaries with an alcoholic beverage?

Individuals who leave the social district possessing alcoholic beverages can be criminally charged for violating any applicable City or State ordinances or laws regarding the unlawful possession and consumption of alcohol.

How would the social district operate when you have a special event downtown?

If a special event is taking place downtown within the social district, the event criteria of the special event will supersede that of the social district's program regulations (e.g., if a special event does not allow alcohol, signage will need to be posted at points of entry to the special event notifying the public that alcohol is prohibited).

How will the social district be enforced?

The City of Statesville's Police Department and the North Carolina Alcohol Law Enforcement (ALE) has jurisdiction over the social district and will enforce local and state laws.

How can I report when I see individuals breaking the regulations of the social district?

- You can call the Statesville Police Department's Non-Emergency number at (704)878-3406. Note: In case of emergency, when an immediate response is needed, call 911.
- You can also report violations to the North Carolina Alcohol Law Enforcement Division (1-877-ALE-AGENT).