

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Ordinance Amendment for Social District Name Change	
FROM: Ryan Ferguson, Marketing Manager	MEETING DATE: Sept. 16, 2024
PUBLIC HEARING: n/a	ADVERTISED DATE/BY: n/a
ATTACHMENTS: Ordinance Amendment Maps Powerpoint Presentation	

PURPOSE: Consideration of an ordinance amendment to change the name of the Catalyst Social District to the Downtown Social District.

BACKGROUND: The High Point City Council approved a downtown social district in 2022 called the Catalyst Social District. In 2024, Council added a social district in the Uptowne area called the Uptowne Social District. To align with the new City branding and make both districts a recognizable destination location, the Communications and Public Engagement Department (CPE) is requesting the change of name and branding from the Catalyst Social District to the Downtown District.

BUDGET IMPACT: The cost of these recommended changes is approximately \$700. Funds will be allocated from the current CPE department budget.

RECOMMENDATION / ACTIONS REQUESTED: Staff recommends that the City Council consider and approve the ordinance amendment.



**AN ORDINANCE AMENDING SECTION 11-11-1 SOCIAL DISTRICTS
OF THE HIGH POINT CODE OF ORDINANCES**

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on September 10, 2021 An Act To Make Various Changes To The Alcoholic Beverage Control (“ABC”) Commission Laws (“House Bill 890”), which authorizes cities to adopt an ordinance designating social districts in accordance with North Carolina General Statutes;

WHEREAS, the North Carolina General Assembly passed and Governor Cooper signed into law on July 7, 2022 Social District/Common Area Clarifications (“House Bill 211”), which provided much needed clarity to some areas of House Bill 890;

WHEREAS, social districts are defined areas in which a person may consume alcoholic beverages sold by an ABC Permittee (as defined below), with the goal of encouraging foot traffic to downtown businesses;

WHEREAS, to further this important goal, on March 21, 2022, the City of High Point (“City”) adopted an ordinance designating the Catalyst Social District;

WHEREAS, on June 6, 2021 and December 6, 2022, the City amended its ordinance to expand the boundaries of the Catalyst Social District and comply with House Bill 211;

WHEREAS, May 20, 2024, the City amended its ordinance to designate a second social district called the Uptowne Social District; and

WHEREAS, the now City desires to change the name of the Catalyst Social District to the Downtown Social District.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT, NORTH CAROLINA THAT:

Section 11-11-1 of the High Point Code of Ordinances is hereby amended as follows:

1. **Designation.** Pursuant to the provisions of G.S. 160A-205.4, one (1) or more social districts may be designated within the City.
2. **Management.** Social Districts shall be designated, managed, and maintained in accordance with the requirements contained in G.S. 160A-205.4 and G.S. 18B-300.1. The City reserves the right to suspend alcohol consumption in all or part of a social district.
3. **Social Districts.** The City hereby designates the following:
 - (a) ~~Catalyst~~ Downtown Social District, which is designated as the area within the City as more particularly described on Exhibit A, incorporated by reference and attached hereto, available in the City Clerk’s Office, and posted on the City’s website.

(b) Uptowne Social District, which is designated as the area within the City as more particularly described on Exhibit B, incorporated by reference and attached hereto, available in the City Clerk's Office, and posted on the City's website.

4. **Registration.** Any business located in or contiguous to a social district that holds a valid Alcoholic Beverage Control Commission permit ("ABC Permittee") and desires to engage as a social district participant shall register with the City by completing and submitting all required paperwork.
5. **Customer Possession and Consumption.** If it wishes to do so, an ABC Permittee or non-permittee business may allow a customer to possess and consume on the business's premises alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district. If it wishes to do so, the ABC Permittee or non-permittee business, during the times when the social district is active, shall clearly post uniform signage stating that it allows possession and consumption on the business's premises of alcoholic beverages purchased from any ABC Permittee located in or contiguous to the social district.
6. **Compliance with Laws.** The social district participant shall be solely responsible to operate its business in accordance with all applicable laws, rules, regulations, and ordinances. The City reserves the right to revoke a social district participant's registration at any time if it violates any applicable law, rule, regulation, or ordinance.
7. **Violation.** Any violation of this section is punishable as a misdemeanor.

This amendment shall become effective October 1, 2024.

Adopted this the ____ of September, 2024.

Mayor Cyril Jefferson

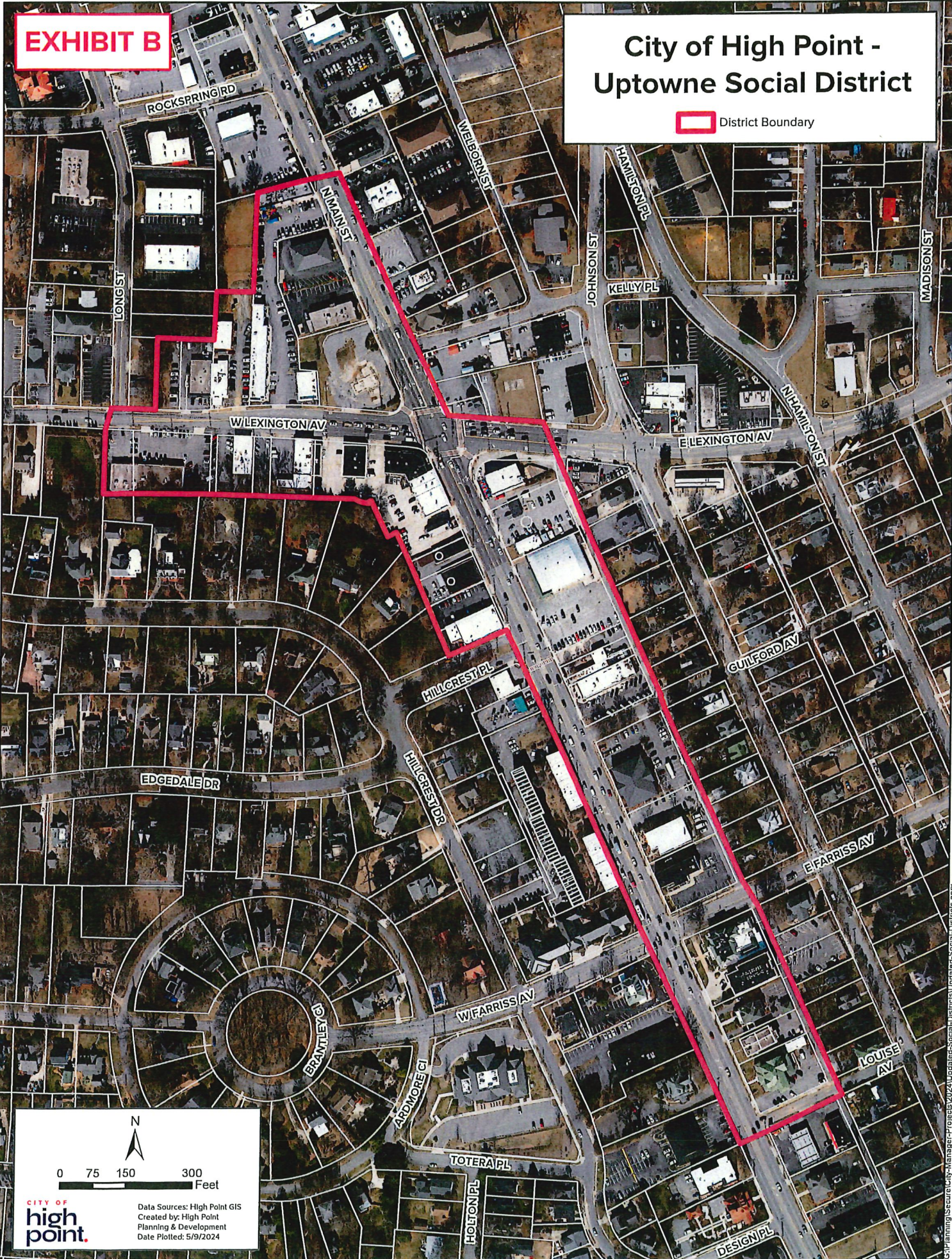
ATTESTED:

Sandra Keeney
City Clerk

EXHIBIT B

City of High Point - Uptowne Social District

 District Boundary



CITY OF
high point.

Data Sources: High Point GIS
Created by: High Point
Planning & Development
Date Plotted: 5/9/2024



SOCIAL DISTRICT ORDINANCE AMENDMENT

CURRENT DISTRICTS

CATALYST DISTRICT

Established 2022



- Lots of excitement around the district.
- Successful implementation
- Nobody identifies with Catalyst and have questioned why it is not downtown.

UPTOWNE DISTRICT

Established 2024



- Lot's of excitement with local businesses
- People finally identifying with "Uptowne" where they couldn't tell us where it was in our research.

PROPOSED NAME CHANGE

DOWNTOWN SOCIAL DISTRICT

- This will allow people to recognize both Downtown and Uptowne Districts.
 - Helps identify the area so they are better recognized.
 - Combines the branding to be cohesive which has been our overall goals with all of the city branding.
 - Promotes overall economic development



DISTRICT MAPS



DOWNTOWN
SOCIAL DISTRICT



UPTOWN
SOCIAL DISTRICT

PROMOTION

- Website | www.HighPointNC.gov/SocialDistrict
- Social Media
- Press Release
- City Partners
- Bars/Shops/Restaurants



THANK YOU

