

BUSINESS GUIDE TO THE HILLSDALE SOCIAL DISTRICT

The City of Hillsdale, in an effort to continue the revitalization of the downtown and increase opportunities for business and recreation, is creating a Social District that captures all applicable businesses with an active on-premises liquor license in downtown Hillsdale, and allows for consumption of alcoholic beverages within a designated Commons Area within the Social District boundaries.

Hillsdale City Council on May 1, 2023, adopted Resolution 3549, designating the boundaries of the Hillsdale Social District, and enacting the City of Hillsdale Social District Management and Maintenance Plan, which governs how the Social District will operate.

City staff must now file these documents with the Michigan Liquor Control Commission (MLCC) to obtain approval to begin operating our Social District. All applicable businesses will be notified when the City of Hillsdale has received MLCC approval and the Hillsdale Social District is operationally ready.

WHICH BUSINESSES ARE ELIGIBLE?

Any Qualified Licensee within the boundaries of the Social District in good standing with the City of Hillsdale, Hillsdale County, and the State of Michigan may participate. 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, B-Hotel, 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.

Below is the list of Qualified Licensees located within the Hillsdale Social District boundary as of May 1, 2023, [according to LARA](#). If your business appears on the list, you are eligible to apply to the MLCC for a Social District Permit once the Hillsdale Social District becomes operational.

If you believe your business is eligible, but is not listed below, please contact Sam Fry, Marketing and Development Coordinator at 517-437-6426 or sfry@cityofhillsdale.org.

NAME (Doing Business As)	ADDRESS
The Hunt Club of Hillsdale	24 N Howell Street
Hillsdale Lodge No. 1575 B.P.O.E. Club	60 N Manning Street
Here's To You Bar & Grill	45 North Street
Hillsdale Brewing Company	25 Hillsdale Street
Rough Draft	42 Union Street
55 Broad Street Tavern	53 N Broad Street Ste A & B
The Dawn Theater	110 N Broad Street

HOW DO BUSINESS SIGN UP?

It is important that the following steps are completed in this specific order. The City of Hillsdale Economic Development Office will guide businesses through this process to ensure it is as simple as possible.

STEP 1: Submit Proof of Insurance: Qualifying licensees must submit to the City of Hillsdale Economic Development Office proof of liability and casualty insurance listing the City of Hillsdale as an additionally insured in an amount of \$1,000,000 per occurrence and with an aggregate coverage of \$2,000,000 for liability.

STEP 2: Seek Local Approval: After proof of liability insurance is received, a Resolution of Support will be prepared for approval by the Hillsdale City Council.

STEP 3: MLCC Application: Once a resolution is approved, licensees must apply for a Social District Permit from the Michigan Liquor Control Commission. The MLCC currently collects two fees upon application for a Social District Permit: a \$70 inspection fee, and an annual \$250 permit fee.

The MLCC application for a Social District Permit is [located here \(click for link\)](#).

STEP 4: Purchase Social District Stickers: Upon receiving a Social District Permit from the MLCC, licensees must inform the City of Hillsdale Economic Development Office and purchase Hillsdale Social District logo stickers in order to begin selling beverages for consumption in the Commons Area.

BEVERAGE CONTAINER REQUIREMENTS FOR SOCIAL DISTRICT PERMIT HOLDERS

Social District Permit Holders will be responsible for sourcing non-glass containers that hold no more than 16-ounces to serve the beverages in. Cups may not be reused. Each beverage container is required to have the following two (2) distinct features to make it legal for sale:

1. **A clearly visible logo, trademark, or name of the participating business prominently displayed on the beverage container.** (This can be achieved through working with your supplier of choice to direct-print your logo, trademark, or business name onto the beverage container itself, or, by affixing a sticker or graphic the container.)
2. **A Hillsdale Social District logo sticker on the beverage container.** Each beverage container must have a social district logo sticker affixed to it. These stickers must be purchased exclusively through the City of Hillsdale's Economic Development Office. Stickers will be available to purchase in a minimum quantity of 1,000 units. A small surcharge will be added to the production cost of each sticker to help fund Social District operations. Businesses may factor this cost into their price structure however they choose.

SANITATION REQUIREMENTS FOR SOCIAL DISTRICT PERMIT HOLDERS

Participating businesses are required to furnish and place at the main entrance/exit to their service area a trash receptacle with a minimum capacity of 30 gallons and an attached lid, so patrons may dispose of their empty social district beverage containers. The trash receptacles must be emptied nightly at the closing of the time of the Social District, and shall not be emptied into City-owned trash receptacles.

Questions? Please contact Sam Fry, Marketing and Development Coordinator at 517-437-6426 or sfry@cityofhillsdale.org.