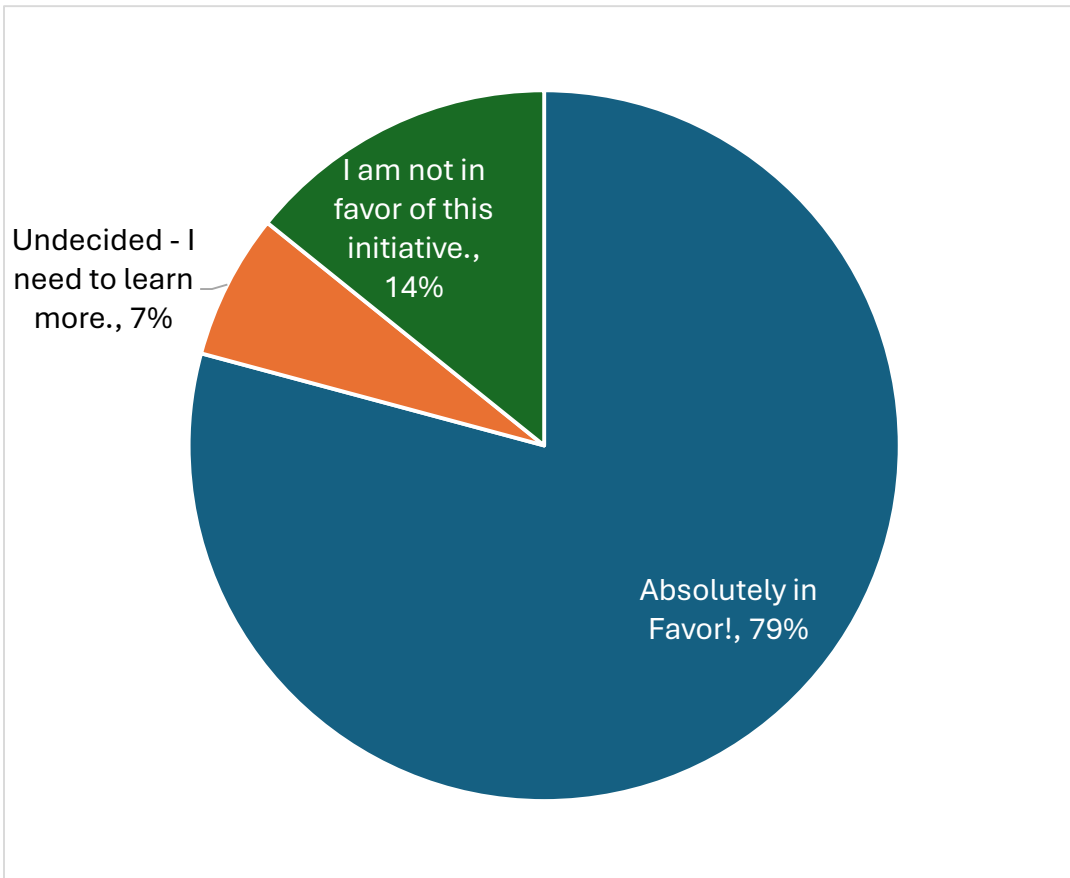


Social District Survey Data

Total Responses: 197

Are you for or against a social district in Gladstone?

| | Count | Percentage |
|---------------------------------------|-------|------------|
| Absolutely in Favor! | 156 | 79% |
| Undecided - I need to learn more. | 13 | 7% |
| I am not in favor of this initiative. | 28 | 14% |
| Total | 197 | |



The data below filtered out anyone who was **not** a Gladstone Resident, Gladstone Business Owner, or City Staff.

| | Count | Percentage |
|---------------------------------------|-------|------------|
| Absolutely in Favor! | 112 | 80% |
| Undecided - I need to learn more. | 11 | 8% |
| I am not in favor of this initiative. | 17 | 12% |
| Total | 140 | |

What concerns do you have if Gladstone implemented a social district?

| | Absolutely in Favor! | Undecided - I need to learn more. | I am not in favor of this initiative. |
|--------------------------------------|----------------------|-----------------------------------|---------------------------------------|
| Aggression/Bad Behavior | 1 | 2 | 2 |
| Child Safety or Proximity to Alcohol | 1 | 3 | 9 |
| Enforcement | 5 | 1 | 1 |
| Drunk Driving | | 1 | 1 |
| Hours of Operation | 3 | 2 | |
| Litter & Trash | 3 | 2 | 1 |
| Noise | | 2 | 1 |
| Parking & Traffic | 5 | 1 | |
| Pedestrian Crossing | 2 | | |
| Public Intoxication | 4 | 1 | 8 |
| Smoking Cigarettes or Marijuana | | 1 | 2 |
| Underage Drinking | 4 | | 3 |
| Vandalism | 1 | | 1 |

Please share your thoughts or feedback on the proposed boundaries of the district.

- Over 60 responses indicated the proposed boundary was appropriate.
- 16 individuals expressed interest in extending the boundaries
- There were eight responses encouraging the city to make the boundary smaller or avoid the 800 block on Delta Avenue due to extracurricular activities targeted towards children (Dance It Up and Superior Martial Arts).
- Notable comments also expressed concern about extending the boundary to pass near the elementary/middle school.

Do you have any other thoughts or feedback you'd like to share?

- I think this is an innovative idea that has potential to be successful if the downtown businesses are on board.
- Just that I think it's a fantastic idea.
- I like this idea. I've been to many cities in Michigan and Wisconsin that have this, and they are very popular.
- Music nights downtown!
- We would love to set up a booth or be involved where we can be.
- Social districts can enhance visitors and citizens interest in the downtown events and certainly make them more festive! Having the district will naturally help businesses within the district plan together as they will all benefit from more pedestrian traffic.
- I don't know who is behind the push to revitalize the downtown area of Gladstone, but I applaud your effort! Thank you!
- I am an economic partner in the area and I think this would hugely benefit many downtown Gladstone businesses. Such a great idea!

- promote business advertising in the district and establishments. Example: signage/marketing for our dental office (gallery b smiles) in/outside saunders point brewery.
- Would like to see the event include like a flea market area where people could set up a table and sell there goods. This could be done in the parking lot of the Veterans Park (next to the Legion). Might draw more people downtown if they knew they could participate, fund raise for cub scouts, girl scouts, themselves, etc.
- I like the idea but want to know more details
- I've noticed, during the couple of times I've attended the music nights at Van Cleve Park in the summer, that a lot of people bring and enjoy their own alcoholic beverages at those events, which (unless I'm mistaken) is allowed by 436.1915: "alcoholic liquor may be possessed or consumed in public parks, public places of amusement, or a publicly owned area not licensed to sell for consumption on the premises." However, if the park became part of that social district, wouldn't that mean the only booze people could consume there would be from licensed participating establishments? For one, that's a very long walk from the nearest licensed place; for another, that hurts people who like to enjoy music alongside a drink that's not priced from a bar. So that would be my argument against adding the park to the district.
- I think it is a great idea. Gladstone is a great city with great options for business. I think it can only help grow.
- I also like the idea to possible expand the social district to our beautiful water front.
- I think this is a great idea. I feel like in delta county we are so behind on trying new things. I understand we're more of an old person community but some of us are still younger.
- I am not in favor of more booze walking around the streets. The rules we have are there for a reason. This seems like an attempt t try and prop up downtown businesses at the expense of hose not downtown and even at increased risk of injury and misery to the citizens of the town and proposed district. As a former resident, who has many family and friends still there, I am in opposition.
- I'd like to see 10th street, north of Delta Ave to the alley, turned into green space
- I look forward to seeing how the city embraces this for tourism growth!
- Love this!
- I think it would enhance the downtown area and encourage people to socialize
- I am already dealing with vaping, smokin, f bombs, GD's and such when i am out shopping with my 6 year old, now he can see the wonders of drinking and all that entails plus when glaases are left unattended, which they will, what prevents a child from tasting?
- I think it is an amazing idea and should bring people to downtown especially since the new brewer has opened! This should help other established businesses in town also.
- From my vantage point Gladstone already has substance abuse issues. It seems like this initiative might facilitate the problem. This would not be top of my list on ways to promote growth and tourism to this tiny but awesome town.
- Adding alcohol to the streets will need more police patrol. Can we afford to have police spend their time walking the Gladstone social district to insure safety? Are the facilities that will sell the alcohol aware that The Licensee must apply to the MLCC for the Social District Permit and the

Licensee is required to pay an inspection fee of \$70 and a permit fee of \$250? See attached link for the Michigan restaurant & lodging assoc. <https://www.mrla.org/may21ateallen.html>

- Need to make public aware of specific details. A blanket "social district" is vague. Make sure all businesses have a vote-not just those in district. Detail changes this will cause.
- Love to see more uses for the farmers market space and chances to build community rapport.
- I would love to see our local government go and recruit businesses to come to the area. Example Costco, or other manufactures.
- Please please please do this. I'm begging you. In order to get younger people to want to move here we need to offer social opportunities that many of them experience in the larger areas that they go to college in. This is a great first step for us!
- I think Dew Drop Inn has done a great job at offering outdoor seating where people, if they so choose, can enjoy the outdoors while also enjoying their drinks. Other businesses are free to take the steps they did.
- This would be a great opportunity for businesses to do more summer outdoor events and draw more people to our community. Live music, street festivals, business collaboration events, etc.
- Our community needs to be proactive and progressive. There are communities our size that have done this with success and we should too.
- Be great especially in the summer. Could have more downtown activities
- I think this would be great for the Gladstone community! It opens up opportunities for many different events to happen in Gladstone that would attract people to the area.
- More police to help keep people acting classy.
- Animal and family friendly if possible?
- Love the idea! I feel it would help revitalize our beautiful downtown. It would attract people and more businesses. .
- This is a great idea
- I hope it brings more outside activities and music to the area.
- If people can't walk the two blocks from the VFW to the Brewery without a beverage in hand, then that is problematic
- A social district in Gladstone is a fantastic opportunity to bring the community together, support local businesses, and create a vibrant, welcoming atmosphere. It encourages people to gather, connect, and enjoy shared spaces while boosting the local economy. Social districts often foster a sense of pride and belonging, making your hometown an even better place to live, work, and visit.
- I think this would be a great thing for us as citizens living in this fine community and also for Tourists coming and going and will help our city and also all the local small businesses here this is long over due for us as a community
- More benches down on Delta would be really nice
- Love this idea, my daughter goes to college in Midland and they have a wonderful set up. Cornhole boards, corner fire tables, music outdoors, etc.
- Perhaps having social events only at designated times and not a free for all. That way businesses that have children can make sure they are closed during these events. So maybe a Saturday night on the first Saturday of the month.

- I like the idea of being able to walk with a beverage or ride bike to restaurants within our small downtown area.
- I am highly disappointed in the fact of alcohol potentially being allowed openly and freely downtown is even being considered. As a DDA you could be using time to be much more productive. You're catering to a crowd of people who can potentially create major problems for the city and people of the city.
- i think this would be a great idea, especially in the summer so we can enjoy our drinks outside!
- An area for food trucks would be something to consider.
- Please think of the minors
- I think it is a great idea. I see this being more popular in the summer months. Will be a draw for people to come to downtown Gladstone and enjoy the nice weather.
- I applaud the creative thinking around making downtown Gladstone more socially engaged.
- I think it is most effective if the public and businesses are well educated on how it works. A few suggestions.
 - 1) clear signage on the street
 - 2) windows decals that businesses can display so it's easier to identify who is participating
 - 3) Postcard or rack card with the rules and other information info
 - 4) QR code on signage that directs to a dedicated page/section of the website, including who to contact if they have any questions.
- I think this is a great idea for Gladstone. I have visited communities where a social district is in place and it seemed to work very well.