



Board:	Downtown Development Authority
Agenda Date:	June 16, 2026
Presenter:	Patricia West

Staff Report

Agenda Item Title:

Proposed Social District Commons Area Expansion

Background:

Through discussions regarding Bay College's proposed "Rockin' the Bay" event, hosted in partnership with Wally's Bar, it was identified that the City-owned downtown parking lots are not currently included within the Social District Event Commons Area. As a result, alcoholic beverages purchased from participating Social District establishments cannot be legally possessed or consumed within these locations during special events.

Staff is seeking feedback from the DDA regarding a potential amendment to the Social District Management and Operations Plan to expand the Event Commons Area to include the three downtown municipal parking lots. Expanding the commons area would provide greater flexibility for future community events and outdoor gatherings. If supported by the DDA, the proposed amendment would be forwarded to the City Commission for consideration and approval before being submitted to the Michigan Liquor Control Commission for final authorization.

Fiscal Effect:

TBD

Supporting Documentation:

Social District Map Proposal

Recommendation:

Staff recommends that the DDA discuss the proposed expansion of the Social District Event Commons Area to include the three downtown municipal parking lots and, if supportive, recommend that the City Commission approve the necessary amendment to the Social District Management and Operations Plan.