



DOWNTOWN FOSTORIA DORA PROPOSAL

Designated Outdoor Refreshment Area

City of Fostoria
Boundary Map Exhibit



Designated Outdoor Refreshment Area (DORA)

WHAT IS A DORA

DORA is a **specifically designated area** that allows patrons over the age of 21 to purchase alcoholic beverages from a permitted establishment and **carry it in a clearly defined area** within the city. Established in April 2015 by Section 4301.82 of the O.R.C.; it creates an exemption from the Open Container Law; under the statute, a person who purchases a beer or intoxicating liquor from the holder of a permit within the DORA designation is permitted to have that beverage in an open container at any outdoor location within the DORA.

OVER 36 COMMUNITIES IN OHIO WITH DORA

Arkon, Bellefontaine, Bowling Green, Canton, Chillicothe, Columbiana, Defiance, Delaware, Fariborn, Grove City, Hamilton, Hilliard, Hudson, Kent, Lancaster, Lebanon, Liberty Center, Lorain, Loveland, Louisville, Lyndhurst, Marysville, Mason, Middletown, Milford, Napoleon, New Richmond, Oxford, Port Clinton, Powell, Shaker Heights, Springfield, Sylvania, Toledo (2), Worthington, Wooster, and our neighboring communities of Tiffin, Findlay and Fremont.

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HOW IT WORKS

DORA BOUNDARIES The size and number of DORA in a community is dictated by population.

Fostoria's DORA must be 150 acres or less. The current proposed downtown Fostoria DORA, is a little over 23 acres. Any DORA must contain at least 4 permit holders.

DORA HOURS As a community, we decide the days and hours our DORA is active. Other DORA communities have varied hours, though many provide DORA seven days a week. The proposed Fostoria DORA hours of operation are Thursdays 4-11 p.m. and Fridays & Saturdays 11 a.m. to 11 p.m.

DORA DRINKS can be purchased only at permitted bars/restaurants and may not be taken into other bars/restaurants. No outside drinks are allowed within the DORA.

DORA CUPS will be made available to permitted bars/restaurants. Drinks intended to leave the establishment will be required to be inside the official DORA cup. Only beverages purchased at permit holders and within a DORA cup are exempt from the open container law.

DORA WINDOW DECALS will be available to all businesses within the DORA indicating whether DORA beverages are sold there, DORA beverages are allowed inside or if DORA beverages are not allowed inside (for non permit holding businesses).

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MANAGING THE DORA

RESTRICTED ACCESS Only official DORA cups are allowed for DORA drinks. No cans, no glass bottles, and no outside drinks are allowed within the DORA. DORA drinks purchased at one permitted establishment are not allowed inside another permitted DORA establishment. Individual, non liquor permitted, businesses may decide whether or not they will allow DORA beverages inside their place of business.

GETTING CUPS Official DORA cups will be made available to & from participating, permitted bars/restaurants.

SAFE + SOUND DORA communities work in partnership with the City and local law enforcement to ensure proper enforcement and safety measures are in place for a successful DORA district. A public Safety Plan has been developed in partnership with the Mayor, Safety Service Director and Police Department.

CLEAN + TIDY A Sanitation Plan has been prepared, inclusive of a count of garbage cans downtown and a schedule of garbage removal. In other DORA communities, no/limited issues have been reported about trash & disposal.

It is important to note, the implementation of the Safety & Sanitation Plan do not require any additional City personnel.

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WHY A DORA IN FOSTORIA

INCREASES VISITORS TO BARS + RESTAURANTS Bars & restaurants will be able to turn over more guests by allowing for a quick, to-go service of DORA drinks. Bars & restaurants will also be able to increase sales of alcoholic beverages by providing DORA drinks to-go as visitors desire to walk around the DORA and continue their stay in Downtown Fostoria.

ALLOWS FOR SOCIAL DISTANCING With limitations on capacity in downtown establishments and the ongoing pandemic, creating a DORA would generate revenue for these establishment without having to seat diners/patrons. In addition, it would allow the opportunity for outdoor seating on sidewalks. At this time, bars/restaurants with a liquor permit that want outdoor seating are required by law to fence or rope off an area adjacent to their building. A DORA would allow for better utilization of sidewalks and patios for outdoor seating.

CREATES AN ENHANCED, UNIQUE EXPERIENCE Activating a DORA in Fostoria would help enhance visitor experience, serving as a selling point for increased tourism and event attendance, increased utilization of public spaces, and will provide a tool for economic development when leveraged to encourage additional small businesses to open in downtown. Additionally, downtown events would be enhanced by allowing participants to support local bars/restaurants without the commitment of a sit down meal.

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WHY A DORA IN FOSTORIA

INCREASED RETAIL SALES Creating more opportunities for foot traffic downtown is key to supporting downtown retailers. Communities with DORAs across the State of Ohio have experienced increased foot traffic and longer stays within their DORA. Worthington retailers have reported a 10-15% increase in sales since the creation of a DORA.

WHAT ARE THE COSTS ASSOCIATED WITH A DORA?

Collateral materials will need to be purchased to ensure a well-branded, consistent presence of DORA and the rule therein. Materials like cups, posters, street signage, window decals, and rack cards will be created and distributed. Collateral materials will be purchased and produced via partnerships with Destination Seneca County, Fostoria Area Chamber of Commerce & Visitors Bureau, City of Fostoria, and private donations.



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WHO IS ELIGIBLE TO PARTICIPATE IN THE DORA?

Eligible permit classes are; A-1, A-1-A, A-1c, A-2, A-2f, D (except a D8 that holds a C permit). D4 permit holders (private clubs) are eligible to participate.

QUALIFYING PERMIT HOLDERS IN PROPOSED DORA

American Legion

VFW

Amvets

The Urban Woody Brewery

Hi Scores

Dells

Smokehouse

R Place

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Qualifying
Permit
Holders

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SAMPLE SIGNAGE

STREETS & SIDEWALKS



**DORA CUPS NOT
PERMITTED BEYOND
THIS POINT**

WWW.FOSTORIAOHIO.GOV/DORA



WINDOW DECALS FOR BUSINESSES WITHIN THE DORA



Designated Outdoor Refreshment Area (DORA)

SAMPLE SIGNAGE

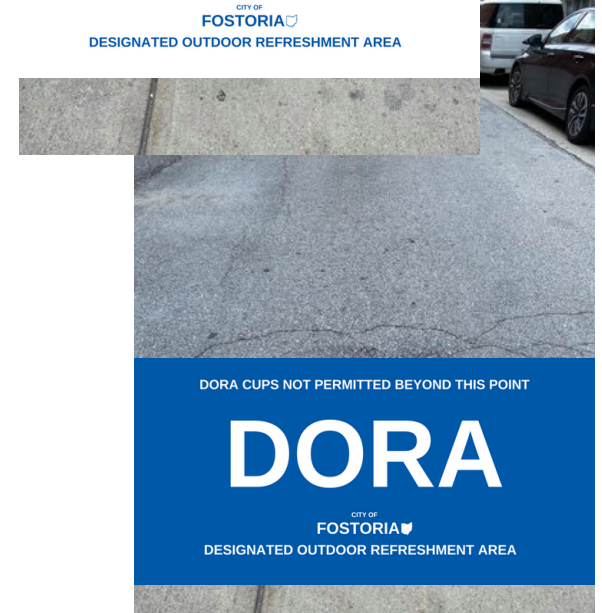
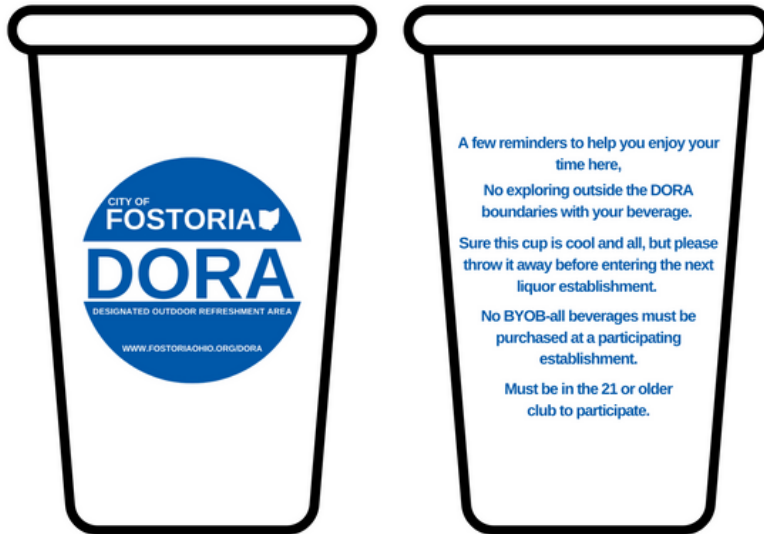


DORA CUPS NOT PERMITTED BEYOND THIS POINT

DORA

CITY OF
FOSTORIA
DESIGNATED OUTDOOR REFRESHMENT AREA

SAMPLE DORA CUPS



DORA CUPS NOT PERMITTED BEYOND THIS POINT

DORA

CITY OF
FOSTORIA
DESIGNATED OUTDOOR REFRESHMENT AREA

Designated Outdoor Refreshment Area (DORA)

MOVING FORWARD WITH DORA

The process for moving forward with a DORA is relatively simple. With support from Fostoria Area Chamber of Commerce & Visitors Bureau, the Mayor of Fostoria would submit a full application, including all requested materials like a sanitation plan and list of establishments within the proposed DORA district to City Council. Within 45 days of submitting the application, a public notice of application should be issued once a week for two consecutive weeks in a local newspaper. Within 30-60 days of public notice, City Council can pass an ordinance activating a DORA and submit to the Division of Liquor Control. Once approved, Fostoria can move forward with an active DORA utilizing the management plans created, ensuring all safety and sanitation protocols are followed.

WHERE ARE WE IN THE PROCESS OF ESTABLISHING A DORA?

The Chamber in partnership with the Mayor, are working on garnering support from permit holders and businesses located within the proposed DORA. We are also gathering the necessary documentation for a full application to be submitted to City Council and for legislation to be introduced. We are creating additional marketing materials to educate the community on the rules of the proposed DORA. We currently have written support from 2 qualifying permit holders and verbal support from 2 additional qualifying permit holders in the proposed DORA. Tonight we are seeking input from Council on the proposed DORA in downtown Fostoria. In addition to this presentation, you should have also received the draft safety and sanitation plan as well as more details surrounding the proposed DORA rules and regulations.



DOWNTOWN REVITALIZATION DISTRICT PROPOSAL

Revitalization District (RD)

WHAT IS A REVITALIZATION DISTRICT

A Revitalization District is a combination of entertainment, retail, social and cultural establishments with proximity to restaurants and other entertainment venues. Revitalization Districts were established through the Ohio Division of Liquor Control (O.R.C. 4301.81) and provides more D-5 liquor permits within a designated area. The additional D-5 liquor permits located within the RD would be available to establishments in which the sale of food and meals is not less than 75% of gross annual receipts.

HOW DOES A REVITALIZATION DISTRICT SPUR GROWTH?

The designation of the City's Central Business District as a Revitalization District would be a proactive, strategic move to attract new restaurants to downtown. Once D-5L permits are established, they must stay within the boundaries of the district and may not move the license to another area of the city. The attraction of new restaurants to downtown is part of the Chamber and Fostoria Economic Development's 5 Year Joint Strategic Plan as it pertains to business recruitment and retention, downtown revitalization, and quality of life. In addition, a Revitalization District would create new and retain existing jobs while raising additional revenue for the City of Fostoria via increases in income and payroll taxes.



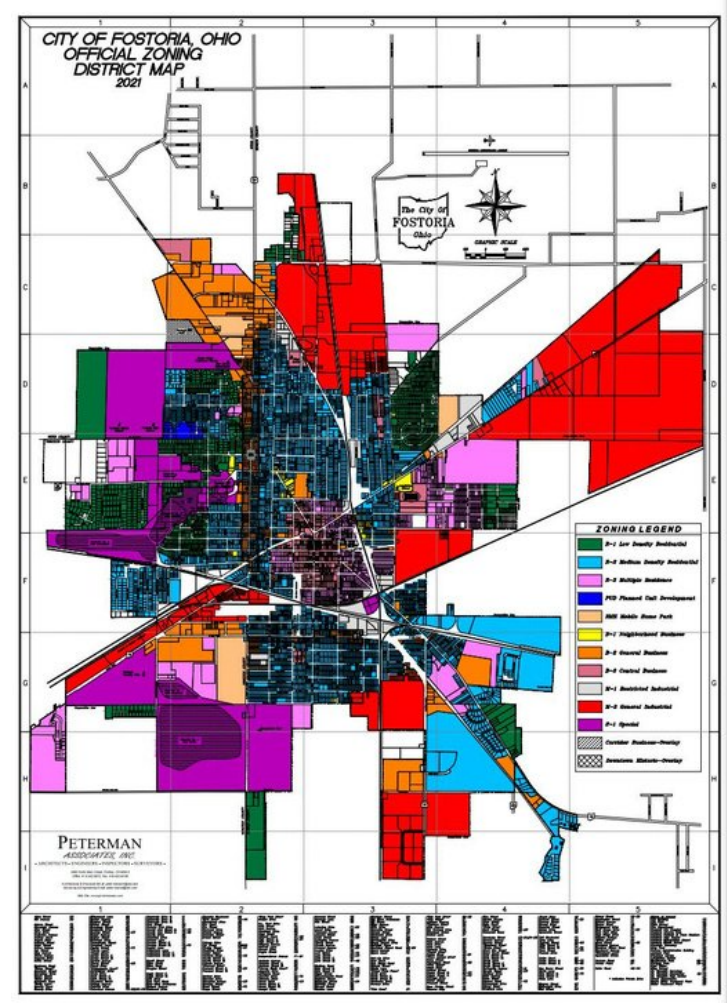
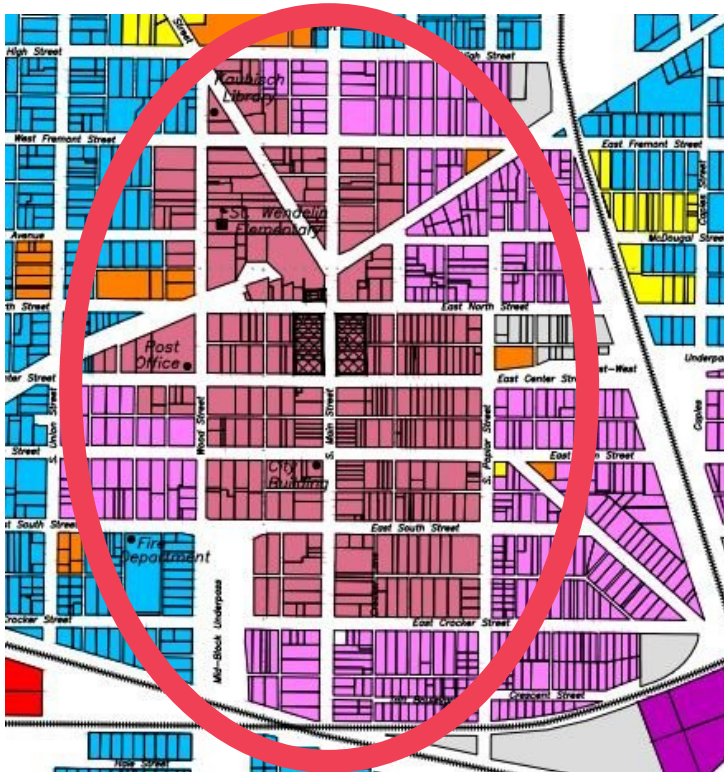
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Revitalization District (RD)

WHERE IS THE PROPOSED REVITALIZATION DISTRICT

The proposed Revitalization District mirrors the B-3 Central Business District which encompasses all of downtown Fostoria.



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Revitalization District (RD)

MOVING FORWARD WITH A REVITALIZATION DISTRICT

The process for moving forward with a Revitalization District is relatively simple. The Fostoria Area Chamber of Commerce & Visitors Bureau would send an application to the Mayor at the request of downtown property owners for the creation of a Revitalization District. The application submitted by the Chamber will include all required documents needed to pass legislation and to be provided to the Division of Liquor Control. The Chamber has is planning to file an application on behalf downtown property owners whom an RD will assist with tenant recruitment and spur further investment in downtown.

WHERE ARE WE IN THE PROCESS OF ESTABLISHING A RD?

The Chamber is working to finalize letters of support from the property owners we would represent in the application for a Revitalization District. Once we have the letters and all supporting documents in addition to the support of City Council, we will officially submit the application to the Mayor. Once the application is received, the process follows similar procedures as the creation of a DORA which is why we are proposing them at the same time.

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QUESTIONS?

DOWNTOWN FOSTORIA DORA &
REVITALIZATION DISTRICT PROPOSAL

