

Attn: Becky Hawke

City Manager, City of Wilmington
929 N Front St
Wilmington, NC 28402

Proposal for a Permanent Social District in The Brooklyn Arts District

Dear Ms. Hawke,

On behalf of The Brooklyn Arts District Collective (The B.A.D. Collective), we respectfully request a partnership with the City of Wilmington to establish a permanent social district in The Brooklyn Arts District.

The Brooklyn Arts District has transformed over the past decade into a vibrant and growing neighborhood at the northeastern edge of the Central Business District. Situated along North 4th Street, the district has become a unique blend of retail, residential, and commercial spaces. It's home to more than 20 small businesses, including a bakery, coffee shop, breweries, event venues, a fitness center, and a flower shop, all interwoven with market-rate and luxury residential developments, corporate offices, and public spaces.

As Wilmington continues to support placemaking efforts that enhance our City's economic growth, we believe the introduction of a permanent social district would further strengthen The Brooklyn Arts District's ability to support small businesses, and attract both visitors and future investors into our community.

Following a successful three-day pilot, The Brooklyn Arts District Collective seeks to establish "The B.A.D. Social District," a permanent daytime social district operating every Saturday from 12:00 p.m. to 5:00 p.m.

We, The Collective, believe this initiative will directly benefit small businesses, support Wilmington's growing food and beverage industry and enhance the district's appeal as a destination. The Collective is committed to investing in the necessary resources to ensure the program's long-term success. In this proposal, we have included details regarding custom cup designs, a maintenance and oversight plan, and supporting documents to ensure the program's effectiveness and compliance with state laws.

We have also included a formal petition from residents, business owners and patrons to The Brooklyn Arts District who wholeheartedly support this initiative.

We appreciate your time and consideration of this proposal and look forward to working together to create a well-regulated and thoughtfully designed social district that aligns with the City of

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Wilmington's goals. Please feel free to contact The B.A.D. Collective at **brooklynartsdistrict910@gmail.com** for further information or discussion.

Respectfully submitted,

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The B.A.D Collective primary point of contact is:

Scott Wagner
Blue Heel Spirits & Ales, LLC d/b/a Goat & Compass
710 N 4th St
Wilmington, NC 28401
goatandcompasspub@gmail.com

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The Brooklyn Arts District Daytime Social District Proposal

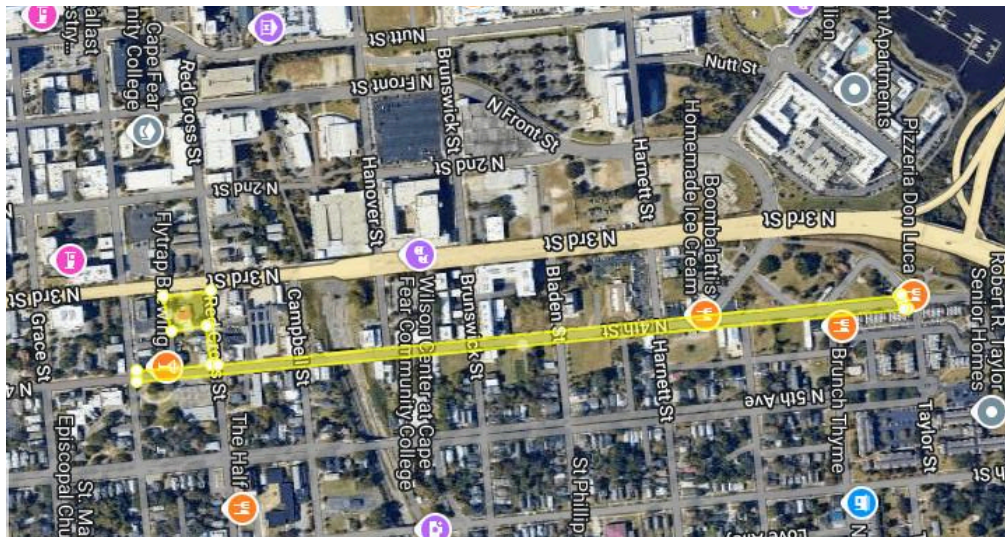
District Hours and Operations

The proposed social district is intended to operate on **Saturdays from 12:00 p.m. to 5:00 p.m.** At the conclusion of these hours, the district will officially close, district sandwich boards will be removed from sidewalks, and all alcohol consumption will revert to **inside ABC-permitted establishments only.**

The B.A.D. Social District Boundaries

The proposed social district boundaries will maintain a strict outline that includes businesses along 10 blocks of N. 4th Street with a single extension of one block, west on Red Cross Street.

- **Northern Boundary:** Extends to Pizzeria Don Luca at 1215 N. 4th St., ending at N. Front Street.
- **Southern Boundary:** Reaches Flytrap Brewing at 319 Walnut St., ending at the corner of 4th and Walnut.
- **Eastern Boundary:** Encompasses businesses along the south side of Red Cross St. and includes The Eagles Dare at 420 N. 3rd St. Beverages are permitted on the south side of Red Cross Street **ONLY** for access to The Eagles Dare from North 4th Street. The north side of Red Cross Street is **NOT** permitted for the Social District.



Requirements for Participation: ABC-permitted businesses are authorized to serve alcohol for consumption outside their premises only during Social District hours (Saturdays from 12 p.m. to 5 p.m.).

During these hours, businesses participating in The B.A.D. Social District must adhere to strict guidelines and service protocols to maintain the district's standards and integrity. Each participating business is responsible for upholding the following requirements:

- Permittees WILL NOT sell an empty cup without filling it.
- District cups MUST be fully empty to receive additional service as outlined in state guidelines for social districts.
- Only servers within ABC Permitted establishment can fill a Souvenir Cup or disposable district cup with alcohol. No patrons are allowed to self-serve.
- The B.A.D. Social District label/sticker, along with the business's clearly-marked sticker, must be affixed to a cup before it is filled with alcohol.
- Participants are required to display the signage provided by The B.A.D. Social District Oversight Committee, outlining the social district map and rules.
- Managers must brief staff on ALL social district rules and regulations and ensure compliance with the materials provided by The B.A.D. Social District Oversight Committee before participating in the social district.

District Signage: To help inform patrons, "A-frame" sandwich boards with district signage will be placed along the border areas of The B.A.D. Social District. The social district shall be clearly defined with signage placed in conspicuous locations to ensure public awareness. This signage will include:

- District boundaries and hours of operation set by the City of Wilmington.
- Alcoholic beverages purchased from a permittee for consumption in a social district shall remain in the district.
- Dispose of container before leaving the district.
- Drink Responsibly – Be 21.
- The telephone number for the local ALE Division and the local law enforcement agency which has jurisdiction over the Social District area.

Note: We kindly ask the city for the waving of all sandwich board permits as it relates to the social district or supplement with current permittees.

Business Participants

The following establishments are included in the social district. Businesses are able to opt-out of the program at any time with notice to The B.A.D. Social District Oversight Committee. Any new businesses wishing to join must notify the City of Wilmington and submit an application for approval. If boundary expansions are needed, additional approval from the City and its Council are required.

- Angus Grill Wilmington - Food and Beverage
- Belle Vue Wilmington - Events
- Bottega Art and Wine - Bottle Shop
- Brooklyn Cafe - Cafe
- Boombalatti's Ice Cream - Retailer
- Bigg Redd's Barbershop - Retailer
- Eco-Chic - Retailer
- Flytrap Brewing - Brewery
- Goat & Compass - Bar
- Palate Bottle Shop & Garden - Bottle Shop
- Commodore Public House & Kitchen - Food and Beverage
- Dalisay Salon - Retailer
- The Eagle's Dare - Bar
- Edward Teach Brewery - Brewery
- Pizzeria Don Luca - Food
- The Kitchen Sink - Food & Beverage
- The Jelly Cabinet - Food
- Special Pedals - Retailer

Management & Maintenance Plan

To ensure the continued success of the social district, The Brooklyn Arts District Collective will coordinate with the City of Wilmington to oversee:

- **Signage & Wayfinding:** Clear signage throughout the district marking boundaries and participating businesses.
- **Trash & Recycling:** Additional trash and recycling receptacles will be placed throughout the district with scheduled pickups.
- **Security & Compliance:** Coordination with Wilmington Police and Municipal Services District to ensure compliance and maintain high standards of cleanliness within the district.

- **Public Feedback Mechanism:** A dedicated email will be available for residents, businesses, and visitors to submit concerns or suggestions.
- **Quarterly Review Meetings:** The city and the B.A.D. Collective will evaluate the program's effectiveness and consider adjustments.
- **Annual Review:** The B.A.D. collective shall commit to an annual review with the City of Wilmington and submit a formal application to renew the district upon review, including changes or adjustments to the district to include boundaries, new businesses, new hours of operation, etc.

Communications & Public Relations Strategy

To maximize awareness, engagement, and public support for the social district, The B.A.D. Social District Oversight Committee will implement a comprehensive communications plan focused on public education and event promotion.

Beyond promoting participating businesses in The Brooklyn Arts District, this strategy will increase community awareness and encourage compliance with the social district. It will ensure clarity on rules, regulations, and expectations for public participation.

The B.A.D. Social District's communications strategy will take a multi-faceted approach:

- **Media Outreach:** Press releases will be distributed to local media, highlighting the initiative, upcoming events, and goals. Oversight Committee members and key stakeholders will participate in interviews to provide insights and answer questions.
- **Social Media Engagement:** A robust campaign on The B.A.D. Facebook and Instagram pages will feature event updates, FAQs, and safety reminders. The hashtag **#TheBADSocialDistrict** will encourage user-generated content and community interaction.
- **Community Outreach:** Informational sessions will be held for residents and business owners to address concerns and provide transparency.
- **Do's and Don'ts Sheet:** Included in district materials for consumer guidance; to be placed throughout the district.

Conclusion

Establishing a social district in The Brooklyn Arts District offers a unique opportunity to enhance its vibrancy, economic vitality, and sense of community. This initiative will increase foot traffic, support small businesses, attract investment, and solidify the area's reputation as a premier destination.

A daytime social district, operating Saturdays from noon to 5 p.m., aligns with Wilmington's goals of fostering economic development, supporting the arts, and enhancing quality of life. This social district is not intended to create an open-air bar scene, but rather cultivate a creative, welcoming environment that benefits businesses, generates jobs, and strengthens the district's identity.

With the support of local businesses, residents, and patrons, we respectfully request the City of Wilmington to formally adopt The B.A.D. Social District.

Thank you for your consideration.