



Les Cheneaux Social District Proposal

Sponsored by the Les Cheneaux Chamber of Commerce

Executive Summary

This proposal outlines the creation of a **Social District** in the downtown areas of Cedarville and Hessel, designed to provide a safe, well-regulated, and locally controlled outdoor area where residents and visitors can enjoy alcoholic beverages purchased from participating, licensed establishments. **This initiative is not about increasing alcohol consumption but about offering a responsible, community-focused framework that complements our existing public spaces and supports downtown commerce.** The Les Cheneaux Chamber of Commerce is eager to assist with this ordinance implementation to ensure it is conveyed to the public and participating businesses clearly and effectively.

Planning Rationale and Community Intent

The primary purpose of establishing a Social District is to create a clear, enforceable framework for managing public consumption of alcoholic beverages in a way that enhances our downtown areas without encouraging disruptive behavior. While this initiative offers opportunities for enhanced community gatherings and event programming, it is first and foremost a tool for maintaining public safety, regulating existing social behaviors, and supporting local businesses within a defined, township-controlled system.

By formalizing these commons areas with consistent signage, defined boundaries, approved containers, and participation permits, Clark Township retains full authority and oversight. The district is designed to complement—not replace—our existing public events and gathering spaces, ensuring that downtown Cedarville and Hessel remain inviting, family-friendly, and economically vibrant.

Experience from similar communities across Michigan has shown that properly implemented Social Districts result in increased downtown activity and business support, without a corresponding increase in disruptive incidents.

How the Social District Will Work

- Clear signage will mark district boundaries, hours, and rules.
- Participating businesses must hold a valid MLCC license, be approved by Clark Township, and purchase official Social District stickers for approved drink containers.
- Alcoholic beverages are only permitted within the district if purchased from a participating establishment and served in an approved, stickered cup.
- Outside alcoholic beverages are prohibited.
- The Chamber of Commerce will oversee initial setup, signage, stickers, and promotional materials, while Clark Township retains final regulatory authority.

Examples of Consumer Scenarios:

- Just finished your meal but still have half a beer left? Ask your server for a social district cup “togo” and enjoy it in the lake air.
- Sick of watching Keno on the bar TV? Grab your drink and sit by the water.
- Feeling full and want to walk off some pizza? Take your cocktail and explore downtown.
- Heading to see an artist perform on the library porch? Grab a vodka soda from Cattails Cove, set up your camp rocker, and enjoy the show—like the law-abiding citizen that you are.

Area Maintenance, Revenue Opportunities, and Upkeep

Increased activity through the Social District offers modest new revenue opportunities for the township, including permit fees for private events, street closures, and use of township-owned properties within the district, as well as participation fees for licensed businesses. Additional income could also come through sales of Social District stickers, branded merchandise, or reusable cups.

Operationally, the expected increase in public use is manageable. Priority considerations include:

- Adding one to two additional trash receptacles in each district.
- More frequent trash collection and restroom maintenance during peak times.
- Routine monitoring of sidewalks, parks, and public spaces for upkeep.

These operational needs are anticipated to be minor and well within the capabilities of the township and community partners.

Law Enforcement and Oversight

Consultation with the Mackinac County Sheriff's Office and law enforcement in similar communities indicates no additional policing is anticipated. Officers can easily monitor compliance through clear district boundaries, uniform signage, and the visible use of stickered cups. The Sheriff's Office has expressed confidence in its ability to enforce this ordinance efficiently, ensuring minimal disruption to regular duties.

Planning Rationale, Community Intent, and FAQs

While the Social District introduces new opportunities for community connection, its fundamental purpose is responsible, structured public management. It formalizes casual, outdoor social behaviors already occurring and provides effective tools for township and law enforcement oversight.

By implementing clear signage, controlled permits, and visibly marked containers, the township can safely manage these activities without encouraging excessive or disruptive behavior.

Frequently Asked Questions

Will people be able to bring their own drinks? No. Only beverages purchased from licensed, participating businesses within the district, served in an approved, stickered cup, are allowed.

Will this increase law enforcement needs? No. The Mackinac County Sheriff's Office has indicated confidence in enforcing the ordinance using clear signage and identifiable cups. No increase in staffing is anticipated.

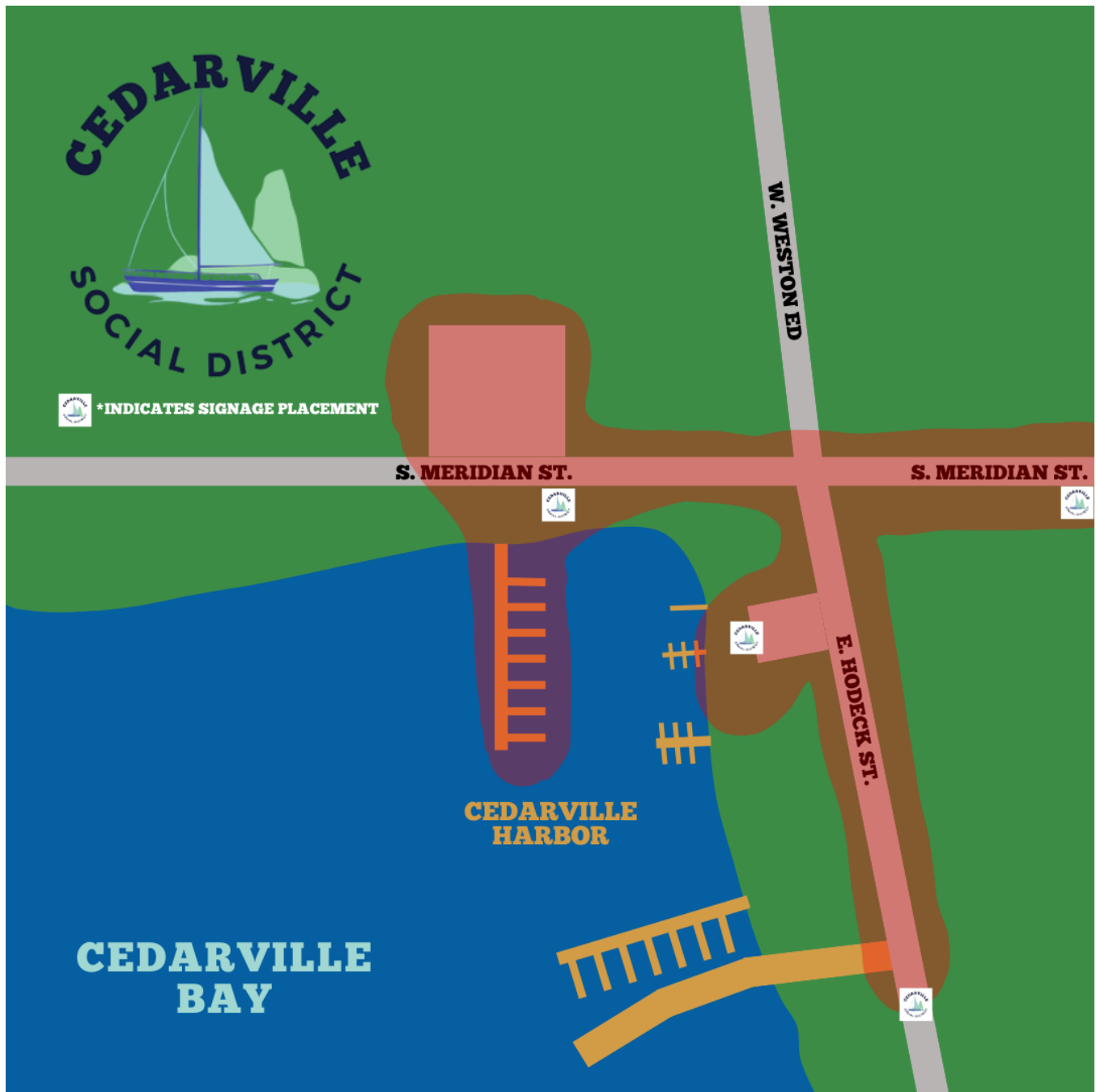
Is this going to turn our downtown areas into party streets? No. The Social District is a management tool designed to enhance community events and gatherings, not to encourage disruptive behavior. Strict rules, approved hours, and township oversight will remain in place.

What if issues arise? Clark Township retains full authority to adjust boundaries, hours, or participation rules based on community feedback or operational needs.

Why now? The Social District concept began during the COVID-19 pandemic alongside the temporary to-go cocktail allowance. As the State of Michigan signals a shift away from to-go cocktails, Social Districts are becoming the preferred, well-regulated alternative. This proposal positions Les Cheneaux to stay ahead of that transition with a locally tailored, responsible program.

The Les Cheneaux Chamber of Commerce believes strongly in the character and responsibility of our residents, visitors, and business community. We are confident that the implementation of a social district will be carried out with the same respect and neighborly spirit that define Les Cheneaux Area.

Appendix 1 : Proposed Boundaries



HESSEL BAY

HESSEL HARBOR

LAKE ST.

W. CEDAR ST.

S. PICKFORD AVE.

S. HESSEL POINT RD.

W. HILLCREST LN

S. HESSEL POINT RD.

S. ISLANDVIEW RD.

HESSEL PUBLIC BEACH



*INDICATES SIGNAGE PLACEMENT



Appendix 2 : Example Rules

Welcome to the Bay City Center Ave. & Saginaw St. Social District

The Bay City Downtown Social District means that you can purchase an alcoholic beverage at one of the approved downtown establishments and enjoy the shared Common Area. Here's a quick review of the rules that are in place as established by local and state law.

Drinks

- All alcoholic beverages must be served in a designated cup purchased from one of the approved participating businesses of the establishment Bay City Social District.
- No alcoholic beverages can be taken to another establishment's patio area.
- Beverages can only go to the Common Area.
- No alcoholic beverages can be taken from the Common Area.

Hours


- The Common Areas are permitted to serve alcoholic beverages until Midnight (12:00 am) and premises must be vacated by 12:30 am.

Other Things

- All State of Michigan and City of Bay City laws apply, including those prohibiting public intoxication, impaired driving, and serving alcohol to minors.

Center Ave. & Saginaw St. Businesses

1 M2 BBQ 207 Center Avenue	5 MI Table 213 Center Avenue
2 Fusion 1 Café 813 Saginaw Street	6 Mulligan's Pub 109 Center Avenue
3 Gatsby's Seafood & Steakhouse 203 Center Avenue	7 Old City Hall 814 Saginaw Street
4 Beaver's Pub 200 Center Avenue	8 Tavern 101 101 Center Avenue

 Bay City's
FEET on the STREET



Appendix 3 : Locally Adapted Signage

YOU'VE ENTERED



ORDER A DRINK WITH A SOCIAL DISTRICT STICKER FROM YOUR FAVORITE PARTICIPATING LOCATION

ENJOY YOUR DRINK WITH THE SOCIAL DISTRICT STICKER WITHIN THE SOCIAL DISTRICT BOUNDARIES AND DISPOSE OF TRASH IN RECEPTACLES.

SHARE PHOTOS AND MEMORIES WITH US
@LESCHENEAUXSOCIALDISTRICT

HOURS: 11AM - 11PM
PLEASE DRINK RESPONSIBLY

NO ALCOHOL BEYOND THIS POINT



BOUNDARY

HOURS: 11AM - 11PM
PLEASE DRINK RESPONSIBLY

WELCOME TO THE



HOURS: 11AM - 11PM
PLEASE DRINK RESPONSIBLY

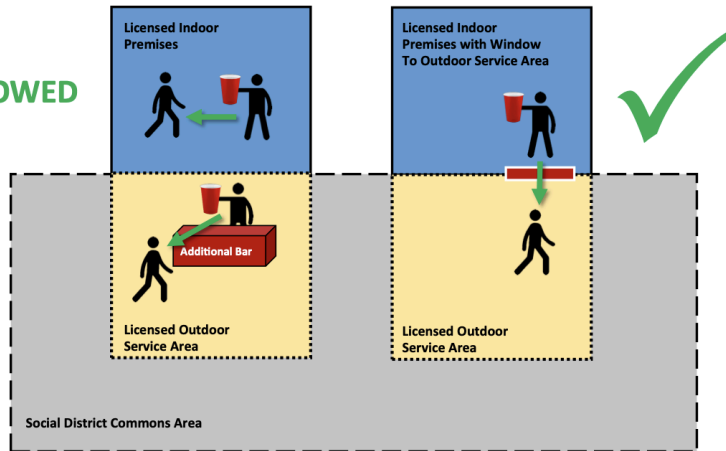
RULES:

- PLEASE DRINK RESPONSIBLY
- ALL STATE AND LOCAL LAWS STILL APPLY
- DRINKS MUST BE PURCHASED FROM PARTICIPATING LOCATIONS
- DRINKS MUST BE IN SPECIFICALLY MARKED CONTAINERS
- DRINKS MAY NOT LEAVE THE COMMON AREA OR ENTER ANOTHER OUTDOOR PATIO

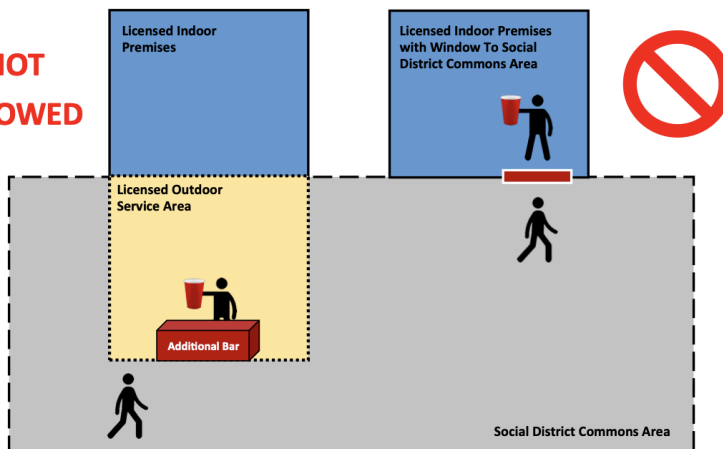
PARTICIPATING LOCATIONS:



All sales and service of alcoholic liquor must be done on the licensed premises, whether inside the licensed building or within the approved outdoor service area. Alcoholic liquor may be sold through a window from the inside licensed premises to customers in an approved outdoor service area. In both scenarios, an Additional Bar Permit may also be necessary if the business hold a Class C or B-Hotel license. Alcoholic liquor may NOT be sold or served to customers in the social district commons area.

ALLOWED

All sales and service of alcoholic liquor must be done on the licensed premises, whether inside the licensed building or within the approved outdoor service area. Alcoholic liquor may NOT be sold and served from an outdoor service area to customers who are outside the outdoor service area in the social district commons area. Alcoholic liquor may NOT be sold and served through a window from inside the licensed building to customers who are in the social district commons area.

**NOT
ALLOWED**

Appendix 5: Suggested Stickers





Michigan Liquor Control Commission (MLCC)
Constitution Hall, 2nd Floor, 525 W. Allegan St, Lansing, MI 48933
P.O. Box 30005, Lansing, MI 48909
866-813-0011 – www.michigan.gov/lcc

Social District Permit Information For Local Governmental Units

Pursuant to MCL 436.1551, the governing body of a local governmental unit may designate a Social District within its jurisdiction. Qualified licensees whose licensed premises are contiguous to the commons area within the Social District, and that have been approved for and issued a Social District Permit, may sell alcoholic liquor (beer, wine, mixed spirit drink, spirits, or mixed drinks) on their licensed premises to customers who may then consume the alcoholic liquor within the commons area of the Social District.

If a non-profit organization requests a Special License for a location within a Social District commons area, the governing body of the local unit of government shall delineate the portion of the commons area to be utilized exclusively by the Special Licensee and the portion of the commons area to be used exclusively by Social District permittees. The Special License applicant must submit documentation from the local governmental unit, including a clear diagram, with its application.

The term commons area is defined by MCL 436.1551(8)(a):

"Commons area" means an area within a social district clearly designated and clearly marked by the governing body of the local governmental unit that is shared by and contiguous to the premises of at least 2 other qualified licensees. Commons area does not include the licensed premises of any qualified licensee.

The term qualified licensee is defined by MCL 436.1551(8)(c):

"Qualified licensee" means any of the following:

- *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.*

A list of all licensees, sorted by county and local governmental unit, may be found on the MLCC website.

✱ The governing body of a local governmental unit may designate a Social District pursuant to MCL 436.1551 under the following conditions:

- Designate a Social District that contains a commons area, as defined in MCL 436.1551(8)(a).
- Establish local management and maintenance plans, including hours of operation, for a commons area.
- Define and clearly mark with signs the designated commons area.
- A governing body of a local governmental unit shall not designate a Social District that would close a road unless the governing body receives prior approval from the road authority with jurisdiction over the road.
- The governing body shall maintain the commons area in a manner that protects the health and safety of the community.

- The governing body may revoke the designation if it determines that the commons area threatens the health, safety, or welfare of the public or has become a public nuisance. Before revoking the designation, the governing body must hold at least 1 public hearing on the proposed revocation. The governing body shall give notice as required under the open meetings act of the time and place of the public hearing before the public hearing.
- The governing body shall file the designation or revocation of the Social District with the MLCC.

Before applying to the MLCC for a Social District Permit, a qualified licensee must first obtain approval from the governing body of the local governmental unit. A fillable resolution for this approval is part of the Social District Permit Application (LCC-208).



Filing the Designation of a Social District with the MLCC

A local governmental unit must file the following items with the MLCC when designating a Social District:

- ☐ A copy of the resolution passed by the governing body designating the Social District and commons area.
- ☐ A copy of the management and maintenance plans, including the hours of operation, established by the local governmental unit for the Social District and commons area.
- ☐ A diagram or map that clearly shows the boundaries of the Social District and commons area. Please indicate the name, address, and location of the qualified licensees that are contiguous to the commons area on the diagram or map.

Submit the items above to:

By Mail: Michigan Liquor Control Commission - P.O. Box 30005 - Lansing, MI 48933

By Fax: (517) 763-0059

By Email: mlccrecords@michigan.gov

Additional sections of the Liquor Control Code for a local governmental unit to consider when establishing a Social District or commons area within a Social District:

MCL 436.1915 - Possessing or consuming alcoholic liquor on public highway or in park, place of amusement, or publicly owned area; authority of local governmental unit or state department or agency to prohibit possession or consumption of alcoholic liquor; definitions.

(1) Alcoholic liquor shall not be consumed on the public highways.

(2) Except as provided in subsections (3) and (4), 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.

(3) The governing body of a local governmental unit may prohibit by ordinance, order, or resolution the possession or consumption of alcoholic liquor in any public park, public place of amusement, or publicly owned area that is owned or administered, or both, by that local governmental unit. When land is leased from a department or agency of this state, an ordinance, order, or resolution adopted pursuant to this subsection shall be subject to the approval of the department or agency.

(4) A department or agency of this state that administers public lands may prohibit by rule, order, or resolution the possession or consumption of alcoholic liquor on the public land under its jurisdiction.

(5) As used in this section:

(a) "Local governmental unit" means a county, city, township, village, or charter authority.

(b) "Publicly owned area" means an area under the jurisdiction of a local governmental unit.

MCL 436.1913(1), (2), & (5) - Prohibited conduct; unlicensed premises or place; unlawful consumption of alcoholic liquor; exceptions; construction of section; "consideration" defined.

(1) A person shall not do either of the following:

(a) Maintain, operate, or lease, or otherwise furnish to any person, any premises or place that is not licensed under this act within which the other person may engage in the drinking of alcoholic liquor for consideration.

(b) Obtain by way of lease or rental agreement, and furnish or provide to any other person, any premises or place that is not licensed under this act within which any other person may engage in the drinking of alcoholic liquor for consideration.

(2) A person shall not consume alcoholic liquor in a commercial establishment selling food if the commercial establishment is not licensed under this act. A person owning, operating, or leasing a commercial establishment selling food which is not licensed under this act shall not allow the consumption of alcoholic liquor on its premises.

(5) As used in this section, "consideration" includes any fee, cover charge, ticket purchase, the storage of alcoholic liquor, the sale of food, ice, mixers, or other liquids used with alcoholic liquor drinks, or the purchasing of any service or item, or combination of service and item; or includes the furnishing of glassware or other containers for use in the consumption of alcoholic liquor in conjunction with the sale of food.



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Social District Permit Information



Local Governmental Approval Required Before You Apply

The city, township, or village where your business is located must have first designated a Social District before you may apply. Your licensed business must be contiguous to the commons area inside the Social District to qualify. Check with your local governmental unit to see if you qualify.

Your licensed business must also be approved individually by the city, township, or village before you apply for a Social District Permit. A local governmental unit approval form is attached to this application.

The governing body of a local governmental unit may designate a Social District within its jurisdiction that contains a commons area in which the patrons of qualified licensees may consume alcoholic liquor (beer, wine, mixed spirit drink, spirits, or mixed drinks/cocktails) in the commons area.

At least two (2) qualified licensees must have their licensed premises contiguous to a commons area for the area to qualify to be part of a social district.

The local governmental unit must define and clearly mark the commons area with signs. The local governmental unit must establish a management plan, including the hours of operation, for the commons area. These plans must be submitted to the Commission.

A qualified licensee may apply to the Commission for a Social District Permit using the attached application. The licensee must first obtain approval from the governing body of the local governmental unit before applying for the permit.

A licensee that has been issued a Social District Permit may sell alcoholic liquor for on-premises consumption on its licensed premises only, but then customers may remove the alcoholic liquor from the premises to be consumed in the commons area. A licensee must not sell alcoholic liquor in the commons area.

The commons area is not considered part of any licensee's licensed premises. Nevertheless, a licensee that has been issued a Social District Permit must make every effort to ensure that it does not sell alcoholic liquor to a minor or intoxicated person.

Any alcoholic liquor sold to customers for consumption in the commons area by a licensee with a Social District Permit must comply with all of the following:

- The serving container must prominently display the licensee's trade name or logo or some other mark that is unique to the licensee that sold the alcohol.
- The serving container must prominently display a logo or some other mark that is unique to the commons area.
- The serving container is not made of glass.
- The serving container does not have a liquid capacity over 16 ounces.

A customer that purchases alcoholic liquor to be consumed in a commons area must not transport that alcoholic liquor onto the licensed premises of another licensee contiguous to the commons area from which the customer did not purchase the alcoholic liquor, unless the other licensee is a B-Hotel licensee and also holds a Social District Permit. A licensee, other than a B-Hotel licensee with a Social District Permit, shall not allow alcoholic liquor to be brought onto its licensed premises that was purchased from another licensee with a Social District Permit.

A customer that purchases alcoholic liquor to be consumed in a commons area must not transport that alcoholic liquor outside of the commons area.

Qualified licensees for Social District Permits are:

- A retailer licensee that is licensed to sell alcoholic liquor for consumption on the premises, such as a Class C, Tavern, A-Hotel, B-Hotel, Club, G-1, or G-2. A Special License issued to a nonprofit organization is not a qualified licensee.
- A manufacturer with an On-Premises Tasting Room Permit.
- A manufacturer with an Off-Premises Tasting Room License or a Joint Off-Premises Tasting Room License. For Joint Off-Premises Tasting Room Licenses, all licensees that have licenses at that same location must be approved for and issued a Social District Permit.



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Toll-Free: 866-813-0011 - www.michigan.gov/lcc

Business ID: _____
Request ID: _____
(For MLCC Use Only)

Social District Permit Application

Part 1 - Licensee Information

Individuals, please state your legal name. Corporations or Limited Liability Companies, please state your name as it appears on your Articles of Incorporation / Organization.

Licensee name:		
Address:		
City:	State:	Zip Code:
Contact Name:	Phone:	Email:

Part 2 - Required Documents & Fees

<input type="checkbox"/> Local Governmental Unit Approval <i>Approval from the local governmental unit (city council, township board, village council) is required to be submitted with this application (See page 2 for approval form)</i>	
<input type="checkbox"/> \$70.00 Inspection Fee (MLCC Fee Code 4036)	TOTAL DUE: <div style="border: 1px solid black; width: 80px; height: 20px; margin: 5px auto;"></div> <small>Make checks payable to State of Michigan</small>
<input type="checkbox"/> \$250.00 Social District Permit Fee (MLCC Fee Code 4081)	

Leave Blank - MLCC Use Only

Part 3 - Signature of Licensee

Under administrative rule R 436.1003, the licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law enforcements officials who have jurisdiction over the licensee. Approval of this application by the Michigan Liquor Control Commission does not waive any of these requirements. The licensee must obtain all other required state and local licenses, permits, and approvals for this business before using this permit for the sale of alcoholic liquor on the licensed premises.

I certify that the information contained in this form is true and accurate to the best of my knowledge and belief. I agree to comply with all requirements of the Michigan Liquor Control Code and Administrative Rules. I also understand that providing **false** or **fraudulent** information is a violation of the Liquor Control Code pursuant to MCL 436.2003.

The person signing this form has demonstrated that they have authorization to do so and have attached appropriate documentation as proof.

Print Name of Licensee & Title

Signature of Licensee

Date

Please return this completed form and fees to:
Michigan Liquor Control Commission
Mailing address: P.O. Box 30005, Lansing, MI 48909
Overnight deliveries: 2407 N. Grand River Avenue, Lansing, MI 48906
Fax with Credit Card Authorization to: 517-284-8557



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
Toll Free: 866-813-0011 • www.michigan.gov/lcc

Business ID: _____
Request ID: _____
(For MLCC use only)

Local Governmental Unit Approval For Social District Permit

Instructions for Governing Body of Local Governmental Unit:

A qualified licensee that wishes to apply for a Social District Permit must first obtain approval from the governing body of the local governmental unit where the licensee is located and for which the local governmental unit has designated a social district with a commons area that is clearly marked and shared by and contiguous to the licensed premises of at least two (2) qualified licensees, pursuant to MCL 436.1551. Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a _____ meeting of the _____ council/board
(regular or special) (name of city, township, or village)

called to order by _____ on _____ at _____
(date) (time)

the following resolution was offered:

Moved by _____ and supported by _____

that the application from _____
(name of licensee - if a corporation or limited liability company, please state the company name)

for a **Social District Permit** is _____ by this body for consideration for approval by the
(recommended/not recommended)
Michigan Liquor Control Commission.

If not recommended, state the reason: _____

Vote

Yeas: _____

Nays: _____

Absent: _____

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the _____
council/board at a _____ meeting held on _____
(regular or special) (date) (name of city, township, or village)

I further certify that the licensed premises of the aforementioned licensee are contiguous to the commons area designated by the council/board as part of a social district pursuant to MCL 436.1551.

Print Name of Clerk

Signature of Clerk

Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.