

City of Dahlonega Mini-Retreat Alcohol Ordinance Review

August 30, 2024

Agenda



HISTORY OF OUR
ORDINANCE



GEORGIA'S 3-TIER
LICENSING SYSTEM



HOW STATE LAW
IMPACTS LOCAL
ESTABLISHMENTS



DISCUSS PACKAGE STORE
INVENTORY/LICENSING



MANUFACTURING IN
THE DOWNTOWN
AREA



ENTERTAINMENT
DISTRICT

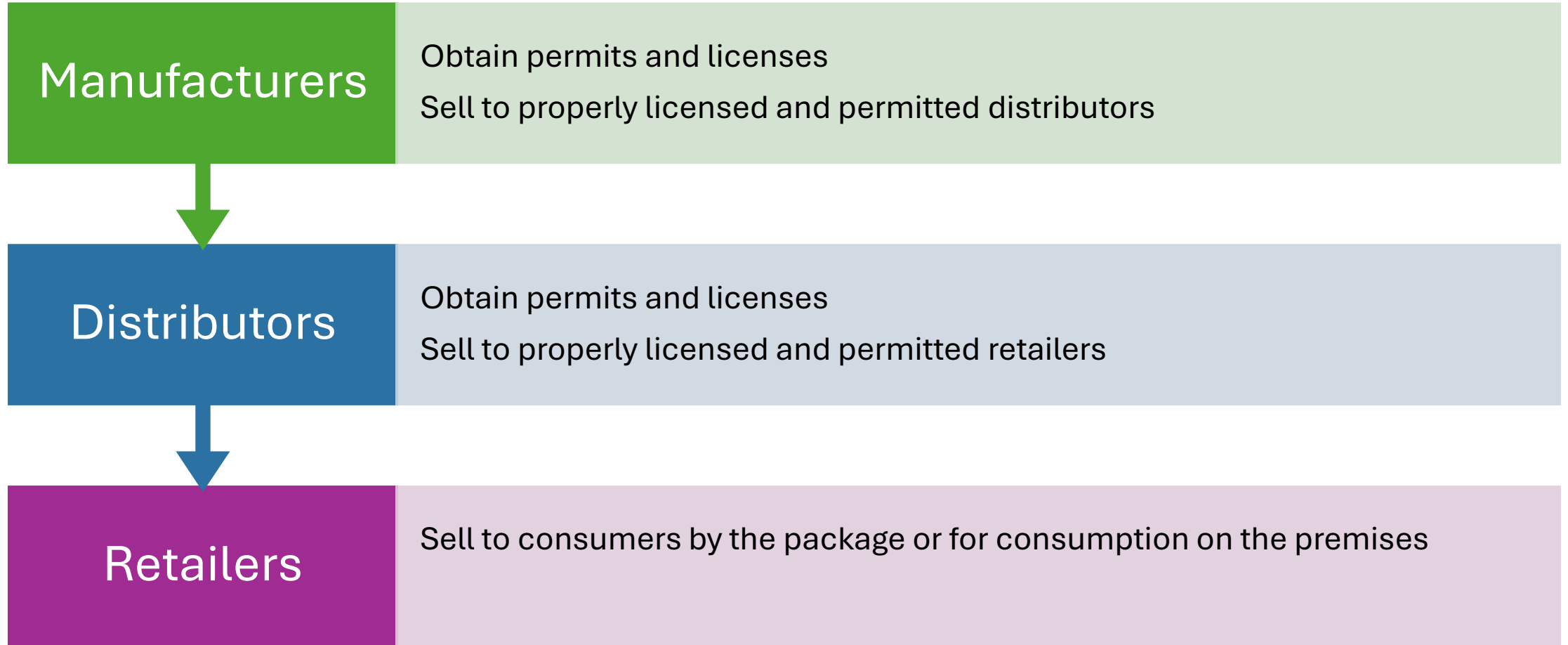
History

- 1982 – Malt Beer & Ancillary Wine Ordinance – subsequently amended
- 1993 – Farm Winery Wine Tasting
- 2000 – Distilled Spirits
- 2004 – Outdoor dining
- 2005 – Alcohol revisions
- 2007 – Alcohol Tax
- 2016 – Alcohol revisions, Growlers, amended 2017, revised 2018
- 2019 – Amend hours for Sunday Sales
- 2020 – Farm Winery tasting rooms for B-2 HBD CBD
- 2021 – Regulations for tasting events for Class B or C/allow opening of original retail packaging for tasting events/offer alcoholic beverage for less than \$1 during tasting events; ancillary wine tasting permits reserved section; home delivery of alcohol by packaged good retailers;
- 2022 – Distilled Package stores in B-1, B-2

Existing Ordinance

- Ordinances have basis in state law
- Ordinances updated when prompted by changes in state law or by voter approval of referendums
- Flexibility within existing ordinance with use of special event permits and catering licenses
 - Sip and shop
 - GA law on allowing drinks with no expectation of purchase
- Retail package beer & wine; retail liquor, beer, & wine by the drink; wine tasting permits; wholesale beer & wine; licensed caterer; brewer, manufacturer of malt beverages or wine; retail distilled spirits package

Georgia's 3-Tier System



Georgia Licensing

GA DOR Alcohol & Tobacco Division

In-State Alcohol Licenses


- Retailers (hotel in-room, consumption on premises, dealer/package)
- Special event (profit/non-profit, use, wine auction)
- Brewpub
- Manufacturers/broker (broker, brewery, distillery, farm winery, importer, winery, wine special order shipping, non-beverage manufacturer/importer, non-profit museum distillery)
- Wholesalers/distributors

Out-of-State License

- Manufacturers/broker (broker, brewery, distillery, winery, farm winery, wine special order shipping)

Centralized Alcohol Licensing Portal

Streamlined process for state and local governing authorities to simultaneously process retail alcohol applications.



Can be used to process initial and renewal applications for:

Retail

Consumption
on premise

Special event
licenses



What does ATD recognize from local governments?

- Only the licenses established by ordinance
 - No provisional
 - No exceptions
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2023 Chamber hosted meetings

- Several of the issues reported were state law issues the local body could not address
 - A few items could occur via special events permits or the use of catering
 - Requests for dining or entertainment district
 - Survey conducted by the Chamber showed support by those surveyed
 - Did not survey residential areas
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Public Health and Alcohol

- Changes in state law or regulations
 - Outside the control of local governments
 - Additional regulations
 - Additional inspections
 - May require businesses to comply with things not in city code/regulations
 - Recent changes impacted wine-tasting rooms



Package Store

- Ordinance allowed for two
 - Original survey recommended no more than two stores in current boundary
 - Inventory set at \$750,000
 - No trigger in ordinance for 2nd license
 - Limited interest
 - Before 2nd license is issued, inventory amount should be reviewed
 - Should it be amended – reduced/increased
 - As the ordinance has an inventory requirement (significant investment), the governing body has a duty and responsibility to ensure the first store is viable.

Manufacturing in the Downtown Area

Currently manufacturing is not allowed in the historic business district

- Often associated with making a product with the use of tools/specialized equipment
- Not enumerated in code to protect historic buildings
- Odor concerns

Allowed in CBD

Some communities have gone to craft manufacturing ordinance models to allow certain trades into their downtown areas

- Furniture crafts

Entertainment District

Boundaries

- State Park

Enforcement

Funding

- Tax district
- Increased liability insurance

Staffing

Liability

- Currently, each licensed establishment assumes risk/exposure
- In a district, all risk/exposure falls to governing body & taxpayers

“Dahlonge”

- Discussion of our brand

Data from and Reaction to Festivals

- Expanded footprint of festivals
 - Reported issues – property, vehicle accidents, public intoxication
 - Most feedback positive from festival attendees
 - Received some letters and emails from citizens who do not want to see continued expansion and from some who want to see more – about 50/50

Data from and Reaction to First Friday Event

- Alcohol in Hancock Park (DDA event)
 - No reported issues– city provided security for event
 - 73 to 45 against
 - A few person attendees admitted openly to already bringing alcohol to the park in coolers
 - Includes social media posts about the subject
 - Many want to see it opened to all local restaurants to be able to sell alcohol in the park for these events
 - Catering license



Next Steps

