DOWNTOWN MARIETTA, OHIO
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 them within 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 beer or intoxicating liquor from the holder of a permit with a DORA designation is permitted to have that beverage in an open container at any outdoor location within the DORA.

36 OTHER COMMUNITIES IN OHIO WITH DORA
Akron, Bellefontaine, Bowling Green (in process), Canton, Chillicothe, Columbiana, Defiance, Delaware, Fairborn, Grove City, Hamilton, Hilliard, Kent, Lancaster, Lebanon, Liberty Center, Lorain, Loveland, Louisville (in process), Lyndhurst, Marysville, Mason, Middletown, Milford (Belmont Cty.), Milford (Clermont Cty.), Napoleon, New Richmond, Oxford, Port Clinton, Powell, Shaker Heights, Springfield, Sylvania, Tiffin, Toledo (1 & 2), and Worthington.

HOW IT WORKS
- **DORA BOUNDARIES** C4 District - Commercial, Downtown, Main Street District
- **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.
- **DORA DRINKS** can be purchased only at permitted bars/restaurants and may not be taken into other bars/restaurants. No outside drinks are permitted 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.
- **DORA WINDOW DECALS** will be made available to all establishments within the DORA indicating whether DORA beverages are available for purchase and whether DORA beverages are permitted within the establishment.

MANAGING THE DORA
- **CLEAN • TIDY** A Sanitation Plan will be prepared, inclusive of count of garbage cans downtown and a schedule of garbage removal. In other DORA communities, no/limited issues have been reported about trash & disposal.
- **RESTRICTED ACCESS** Only official DORA cups are permitted for DORA drinks. No cans, no glass bottles, and no outside drinks are permitted within the DORA. DORA drinks from one establishment are not permitted inside another DORA establishment.
- **GETTING CUPS** Official DORA cups will be made available for purchase 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.
**WHY A DORA IN MARIETTA**

- **INCREASES VISITORS TO BARS + RESTAURANTS** Bars + restaurants will be able to turn over more guests by allowing for 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 downtown and continue their stay in Marietta.
- **ALLOWS FOR SOCIAL DISTANCING** With limitations on capacity in downtown bars + restaurants, creating a DORA would generate revenue for these establishments without having to seat diners.
- **LENGTHENS TIME VISITORS SPEND DOWNTOWN** Similar to the recently-legislated ability to offer drinks to-go, a DORA would enhance the atmosphere downtown by allowing drinks to-go to be enjoyed within the C4 District, thus enabling visitors to stay longer and spend more money. It’s no secret that customer retention is key to increasing revenue.
- **CREATES AN ENHANCED, UNIQUE EXPERIENCE** Compared to other cities in Ohio, activating a DORA in Marietta would set our town apart by enhancing visitor experience, by serving as a selling point for increased tourism, and by providing a tool for economic development when leveraged to encourage additional small businesses to open downtown. Additionally, downtown events would be enhanced by allowing participants to support local bars + restaurants without the commitment of a sit-down meal.
- **INCREASES RETAIL SALES** Creating more opportunities for foot traffic downtown is key to supporting downtown retailers. During First Friday events, for example, many visitors spend the first 1-2 hours inside bars + restaurants having a drink and enjoying a bite. Activating a DORA would create more opportunities for visitors to support downtown bars + restaurants AND retailers anytime they visit downtown Marietta, regardless of how much time they have.

**WHAT’S THE BUDGET FOR DORA?**

Collateral materials will need to be purchased to ensure a well-branded, consistent presence of DORA downtown. Materials like cups, posters, street signage, window decals, and rack cards will be created and distributed. Profits from DORA will support the continued revitalization of downtown Marietta through a 10% administrative fee to Marietta Main Street with the remaining 90% being allocated to local match for Enrich Marietta priorities and projects.

**MOVING FORWARD WITH DORA**

The current process for moving forward with a DORA is relatively simple. With support from Marietta Main Street, the Mayor of Marietta 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 application submission, a public notice of application should be issued once a week for two consecutive weeks to local media. 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, Marietta can move forward with an active DORA utilizing the management plans created, ensuring all safety and sanitation protocols are followed.

**QUESTIONS?**

CRISTIE THOMAS, EXEC. DIR. OF MAIN STREET
INFO@MARIETTAMAINSTREET.ORG