

Renee Van Sickle

Community Development Manager

City of Winder, Georgia

# Writing for Success: Ordinances That Support Tourism & Events

# Ordinances Drafted

Entertainment District  
(open container)

Street closure / street  
café

Alcohol deliveries

Exemption of Council  
approval for private  
event permits  
downtown and fee  
waivers



# How It Started

City Administrator tasked staff with drafting an Entertainment District ordinance

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# Why Now?

- Downtown momentum building
- Business interest in expanded activity
- Tourism goals
- Competitive pressure from neighboring cities

What We  
Had

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Staff

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Supportive Mayor and  
City Council

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Downtown Businesses  
Ready to Activate

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Supportive Downtown  
Development Authority

What We Didn't Have

**Budget!!**

# It Was More Than Just an Ordinance



Ordinance



Signage



Website / Webpage



Social Media & Public Education



Business Education



Branding Materials

# Internal Coordination

Public Works

Police Chief

Special Events Director

Communications Director

# Council Process

Discussion only

Public hearings

Vote

Public input via social media

# After Ordinance Approval



Signage installation



Branding & webpage  
development



Business information  
packets



Public works coordination

# Outcome

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Entertainment  
District launched

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Ongoing branding

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Business onboarding  
continues

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Results take time



# OPEN CONTAINERS

City of Winder Entertainment District approved containers are PERMITTED to be carried within this business.



ENTERTAINMENT  
DISTRICT   

# NO OPEN CONTAINERS

City of Winder Entertainment District approved containers ARE NOT permitted to be carried within this business.



ENTERTAINMENT  
DISTRICT   



# ENTERTAINMENT DISTRICT



**NOTICE:** All patrons leaving this establishment with an alcoholic beverage in an open container do hereby assume full responsibility to consume such alcoholic beverage only if it has been served in an Approved Container not to exceed 16 ounces in size and obtained from an establishment licensed to sell alcoholic beverages within the Entertainment District. Any individual who leaves the Entertainment District with an alcoholic beverage in an open container is in violation of the Code of Ordinances, City of Winder, Georgia and may be subject to a citation, arrest, and/or fine.

# Start With the End in Mind



What problem are we solving?



What activities are we enabling?

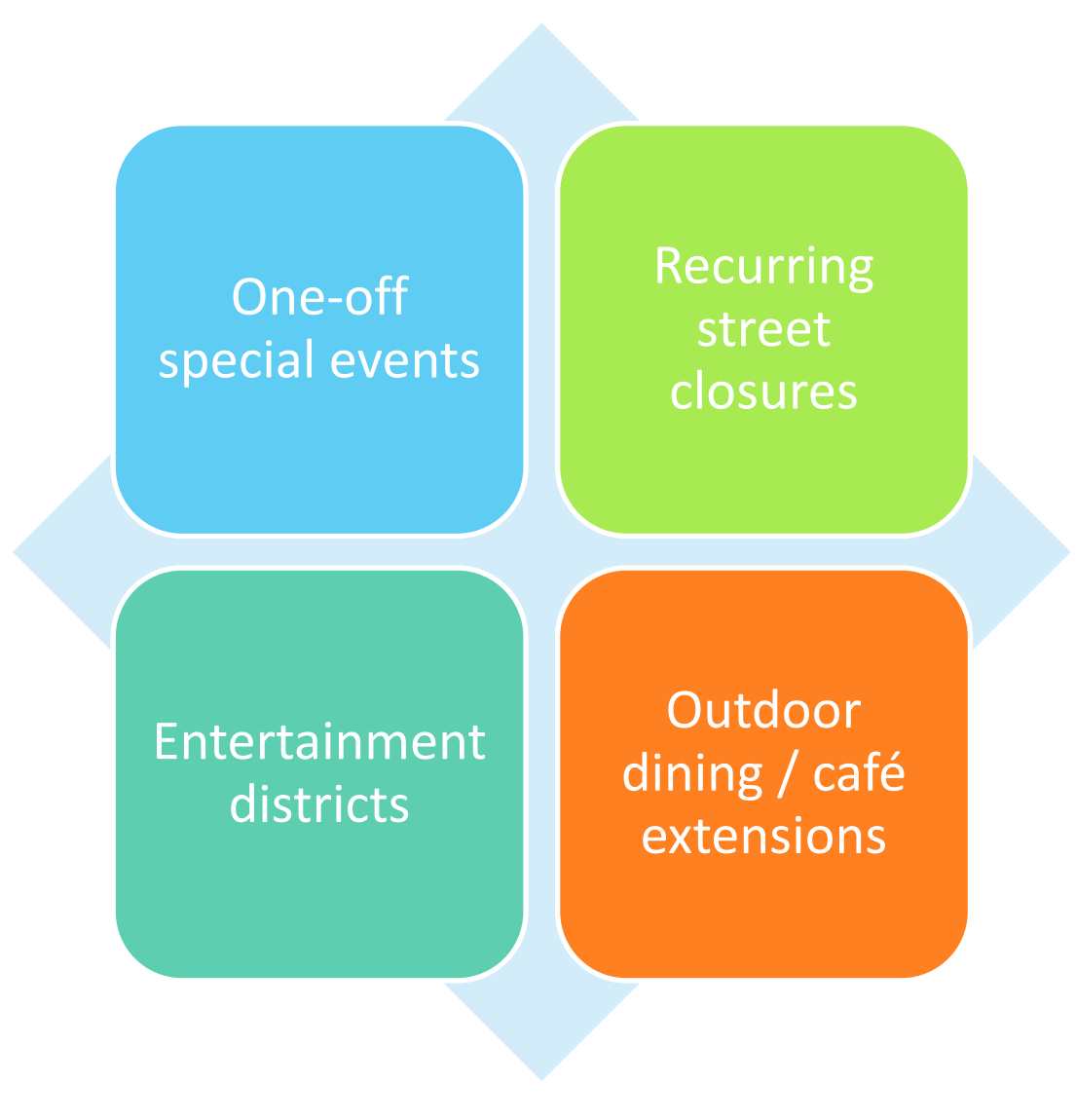


What risks must remain controlled?



What should not be allowed?

# Defining the Use Case



Ordinance  
Architecture:  
Core  
Components

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Definitions

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Geographic boundaries

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Time, place, manner controls

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Enforcement & suspension  
authority

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Liability & insurance provisions

# Definitions Matter

Reduce	Reduce enforcement discretion
Improve	Improve legal defensibility
Ensure	Ensure consistency
Prevent	Prevent unintended uses

# Boundaries & Maps



# Time, Place & Manner Controls



Operating days and  
hours



Furniture placement  
and storage



Sound & signage  
limits



Insurance/liability  
requirements

# Designing for Enforcement

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Objective standards officers can see and measure

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Visual identifiers (cups, decals, signage)

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Clear violations and remedies

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Immediate suspension authority

# Suspension & Emergency Authority

Emergency  
access

Utility work or  
construction

City-  
sponsored  
events

Health &  
safety  
concerns

# Liability, Insurance & Risk Allocation



Insurance thresholds



Additional insured language



Business vs. City  
responsibility



Clear Assumption-of-risk  
provisions

# Internal Stakeholders



# External Stakeholders

Downtown  
businesses

DDA / Main  
Street

Chamber of  
Commerce

Property  
owners

Event  
organizers

Residents

# Webpage & Public Education



Dedicated event or district  
webpage



Plain-language explanations



Maps & FAQs, and visuals



One source of truth for the  
public



# Physical Rollout Materials

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Bollards & barriers

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Boundary signage

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Street decals and boundary markers

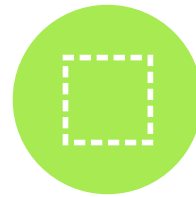
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Branded cups or identifiers

# Business Onboarding



Pre-launch meetings



Operating guides



Required signage distribution



Compliance checklists

# From Adoption to Operation



Adoption




Staff training



Public communication



Soft launch vs.  
enforcement



# Lessons Learned

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Clear rules  
outperform  
exceptions

Predictability  
builds trust

Visibility  
improves  
compliance

Codification  
reduces  
politics

## Key Takeaways



Ordinances can enable tourism safety



Stakeholder input is not optional



Design enforcement upfront



Implementation matters as much as drafting

# Common Mistakes City/County's Make

Temporary resolutions instead of codification

One-size-fits-all permits

Vague definitions

No emergency suspension authority

Excluding key departments

No public-facing explanation

No rollout plan

No measurement plan

# Final Thought

Good Ordinances Don't Just Regulate Events  
They Make Them Possible

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# Enforceable or Not?



**District privileges  
are limited to 11:00  
AM–11:00 PM.**

Enforceable or Not?

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The district boundary  
includes properties generally  
located in downtown.

Enforceable or Not?

Alcohol must be served  
in a 16-ounce plastic  
district cup bearing the  
official district logo

Enforceable or Not?

# APPROVE OR SEND BACK FOR REVISIONS

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District includes “properties generally located downtown”

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District operates during “reasonable evening hours”

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Businesses may serve beverages in “approved containers”

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Suspension requires full Council vote

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Participating businesses must “maintain appropriate insurance”

# Q&A

[Renee.vansickle@cityofwinder.com](mailto:Renee.vansickle@cityofwinder.com)

470-561-3477

Questions & Discussion

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