



# Common Consumption Areas: What are they and how do they work?

# Liquor Common Consumption: Concept

## Basics

- This license can be an amenity for place-making and community building
- Denver is pursuing a pilot program at the request of the community

## Myths Debunked

- Will this look like Bourbon Street? No.
- Will this lead to drinking in the streets at all hours? No.
- Will patrons be allowed to take alcohol anywhere they want? No.
- Will my neighborhood be forced to do this? No.

## Commitment

- EXL has been and remains committed to working together with community members and industry to craft a model that is true to Denver values.

# Where did the concept come from?

In 2011, the Colorado General Assembly passed SB 11-273, which authorized the licensing and regulation of common consumption areas, the certification and regulation of promotional associations, and the creation and regulation of entertainment districts.

# Terminology

## Common Consumption Area (CCA)

- A designated area where patrons over the age of 21 can consume alcohol purchased from other, existing liquor-licensed establishments.
- Each CCA must be licensed.
- Each CCA must be located within an Entertainment District.

## Entertainment District (ED)

- An area of the city that is no larger than 100 acres and contains at least 20,000 sq. ft. of total liquor-licensed premises.
- Entertainment Districts receive no other tax or zoning benefits or designations – they are used only for CCAs.
- Each ED must be approved by City Council.

## Promotional Association (PA)

- A group of at least two liquor-licensed businesses that join together for purposes of applying for a CCA license.
- The PA is the holder of the CCA license and is jointly responsible for what happens within the CCA.
- PAs must be certified by EXL before obtaining a CCA license.

# Summary of State Statute Requirements

## Promotional Association Responsibilities

- Must be certified through the local licensing authority
- Must carry liability insurance for the CCA
- Must file annual reports with the local licensing authority
- Must have a board of directors with a member from each liquor-licensed business within the CCA

## CCA Requirements

- As with other liquor licenses, the CCA must be closed to motor vehicle traffic at all times
- Alcohol beverages that are consumed in the CCA must be served in special cups denoting the location where the alcohol was purchased

## Application Requirements

- Application must include a safety and security plan to address how the area will remain in compliance with state and local laws
- A needs and desires hearing is required for approval

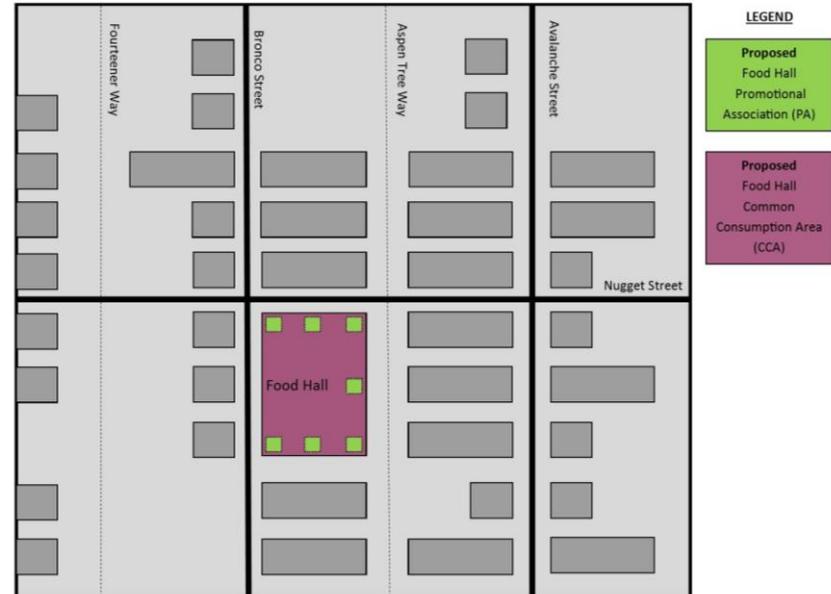
# What does all of this look like?

Take a look through the following fictional diagrams to get an idea of how all of this works.

# We want to have a CCA! What's next?

A group of interested liquor-licensed business owners would form a PA comprised businesses surrounding the area where they would like to have the CCA.

The PA would apply for PA certification and licensure of the CCA.



# The first applicant also proposes the ED boundaries

The first PA/CCA applicant in an area will also have to propose the boundaries for the ED.

Remember, an ED is an invisible layer that allows certified PAs within the ED to apply for a CCA license.

City Council must approve the ED boundaries.



# City Council has established an ED. Now what?

Once City Council has established an ED, other businesses are free to form PAs and apply for CCA licenses within that ED.

CCAs can look very different:

- Some may consist of kiosks or separate rooms in a larger, enclosed space;
- Some may be located in an alleyway shut off to traffic;
- Some may connect to several freestanding businesses



# CCAs vs. Special Events

A CCA license **differs** from a special event license because it allows existing liquor-licensed establishments to sell alcohol that may be consumed outside of that establishment's licensed premises, rather than bringing in temporary liquor licenses.

A CCA license can be **similar** to a special event license if the PA wishes to use the CCA only during specified times.

If a PA wishes to close down to host an event in the CCA, the application would be reviewed by the same agencies that review special events and would have to meet the same requirements for any other special event.



# Where can patrons take beverages in a CCA?

In this special event example, patrons of the restaurants and bars may take their beverage into the CCA and consume there as they travel up and down the street.

Patrons may also take their beverages into the Hat Store, the Dress Shop, and the Bookstore.

Dispensaries that neighbor CCAs cannot allow consumption of alcohol on their premises, and no consumption of marijuana may take place within a CCA.

