



Waynesville Special Event Social District Staff Training & Operations Guide

For ABC-Permitted and Participating Businesses

Contents

<u>Core Rules All Staff Must Know</u>	1
<u>Best Practices for Bartenders & Servers</u>	2
<u>Participating Business Responsibilities</u> (Signage)	3
<u>Marketing & Promotion</u>	4
<u>Law Enforcement & ALE Contacts</u>	4
<u>Quick Tips Printout Sheet</u>	5

Waynesville's new Special Event Social District will activate for the first time during the Visit Haywood Ice Block Party.

Date: Friday, January 30, 2026 | **Time:** 5:00–8:00 PM ONLY

Core Rules All Staff Must Know

1. Where Alcohol Can Be Sold

- All alcoholic beverages must be sold *inside* your licensed premises.
- Alcohol may not be sold or handed off outside unless the area is an approved extension of your ABC license (example: permitted satellite bar or parking lot).

2. Approved Social District Cups (VERY IMPORTANT)

- **Only official Waynesville Social District cups may be used for to-go drinks.**
- Visit Haywood has produced both cold (16oz, plastic) and hot (12oz, paper) Waynesville Social District cups for participants to use.
- Cups for the Ice Block Party will be provided by Visit Haywood.
 - If you need additional cups prior to the event, please contact Hayley@visithaywood.com or call 828-944-0761.
 - If you need additional cups during the event, stop by the Visit Haywood booth near the UCB parking lot.
- Please make note of how many cups you take before the event and how many you serve, if possible. Visit Haywood will reach out after the event to gather input & data on the district's performance.

3. Business Stickers on Cups

- When an ABC business sells a to-go drink, a business-specific sticker must be placed on the cup. It is the business' responsibility to provide the stickers.
- If a cup already has a sticker from another business, the new sticker must fully cover the old sticker. In the instance of a violation, this allows ALE and law enforcement to identify where the drink was purchased.

4. One Drink at a Time: A customer may possess ONLY ONE social district beverage at a time.

5. Closed Containers

- Closed alcohol (six-packs, canned beer, bottles, etc.) may be sold as usual, provided they remain sealed until the purchaser returns to a private residence.
- Closed containers **cannot** be opened or consumed within the social district and must remain closed. Only drinks served in official Waynesville Social District cups may be consumed outside of businesses within the social district.

Best Practices for Bartenders & Servers

Train staff to ask every customer during the hours of the event: “Is that for here or to-go?”

This helps determine whether district rules apply, including whether to serve them in glassware vs a social district cup.

Businesses may want to create a separate “to-go” or “social district” line to streamline service, reduce confusion, and ensure district rules are followed where applicable.

Reuse of Social District Cups

- Customers may keep their cups for future approved social district events.
- Cups must be rinsed out before refilling. If a dirty cup is reused and a drink is served, the business serving the drink is liable.

What to Do When the Special-Event Social District Ends

- **At 8:01 PM:**
 - *Social district drinks may no longer be consumed on the street/outside, even within the social district boundaries.*
 - If staff sees someone drinking from a social district cup after 8:00 PM, politely remind them that the social district has ended.
- It is not illegal for someone to finish a beer or wine *inside* a participating business. It becomes an issue if they exit the business with that drink after 8:00 PM.

Customers Bringing Alcohol into the District

- Customers may *not* bring their own alcohol into the social district.
- If this occurs, business owners and staff are encouraged to notify the Waynesville Police Department via their non-emergency line at (828) 456-5363.

Satellite Bars & Expanded Licensed Areas *(Not Applicable for Jan. 30, 2026)*

- If your ABC license is officially expanded (for example, parking lot or outdoor area), alcohol sales are allowed during the social district event hours, provided the area is considered part of your licensed premises.

Participating Business Responsibilities

Participation is optional. Businesses must be located within the marked district to participate.

Non-ABC Businesses who **are** participating must post required window sign (right) and allow law enforcement officers access to your business during event hours for safety purposes.



Non-ABC businesses who **are not** participating may choose to display the red sign shown to the right:



ABC Businesses, if participating, must select which participation sign they will post. Signage will be provided by Visit Haywood.

Sign options are:

- Drinks Sold & Welcome: You are serving alcoholic beverages in official social district cups *and* you welcome patrons who have drinks from other participating establishments.
- Only Drinks Sold Here Are Welcome: You are serving alcoholic beverages in official social district cups, and only patrons with beverages purchased at your business may enter.



Signage will be provided by Visit Haywood.

Marketing & Promotion

Businesses are encouraged to promote the social district to customers. Please refer to the [marketing toolkit](#) for materials.

Visit Haywood will:

- Share social district posts.
- Invite post collaborators when possible.
- Provide generic social district posts businesses can reshare.

Law Enforcement & ALE Contacts

If you have safety concerns or need to report an issue during the event, contact:

- Waynesville Police Department Non-Emergency Line: (828) 456-5363
- NC Alcohol Law Enforcement Division VIII: (828) 670-5055

SEE NEXT PAGE FOR A QUICK-REFERENCE PRINTOUT MADE FOR STAFF
(CAN BE POSTED BEHIND BAR OR AT SERVICE STATIONS)

SOCIAL DISTRICT QUICK TIPS

Serving time: 5:00 – 8:00 p.m. on 1/30/26 ONLY.

“For here or to-go?” Open-container to-go drinks MUST be served in the official social district cup.

Look for this logo to ensure you’re using the correct cup:



Customers may only have ONE social district drink at a time.

Stop serving social district drinks before 8:00 p.m. NO drinks in social district cups may be carried off premises past event hours.

Report a violation:

WAYNESVILLE PD: (828) 456-5363

NC ALE DIVISION VIII: (828) 670-5055