



June 2022 Information regarding

Designated Outdoor Refreshment Area (DORA)



Why DORA in Vermilion?

1. Placemaking
2. Economic Development
3. Population retention & attraction
4. Pedestrian friendly environment
5. Compliment & Improve programming
6. Tourism product development
7. Support local businesses

Supporting Facts & Figures

In year 1 of Kent DORA - estimated **75,000 DORA drinks** at about \$5 each have been sold. That's more than \$300,000 worth of additional sales that may not have occurred otherwise.

Top activity of visitors worldwide is shopping, dining, & entertainment in a **pedestrian-friendly setting** - not the primary reason people visit, but once they arrive, it's the #1 activity. This is where **80%** of non-lodging visitor spending takes place.

69

DORA districts
in Ohio & counting

Placemaking

The practice of creating or enhancing a community's assets to improve its overall attractiveness and **livability**.

Placemaking techniques help to transform everyday public spaces into active places that breed engagement and economic development, and are exciting places to **live**, work, play, shop, learn and visit.



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New residents
1st visit new community as tourist

More Information

Main Street Vermilion DORA Committee

- Sarah Ross, Chair
- Larry Drouhard
- Jonathan Hauck
- Amy Hoffman
- Judy Klucas
- Micah Roberts
- Monica Stark
- Joe Jesko, F&B Liaison

Proposal

- Pending approval, Main Street Vermilion will facilitate management of the district with support from City Services
- Requesting annual review of DORA by City Council
- Basic designations:
 - Thursday - Sunday
 - 12pm-10pm
 - 30.7 acres

Answers to FAQs

About Local Control & Public Process

- The decision of whether to create a DORA, including its size, how many should be created, its hours of operation, what cups are used, or any health, safety, and sanitation plans when the DORA is in effect are **all locally controlled decisions**.
- The Legislative Authority of the Municipal Corporation in which a DORA is located is required to review the operation of the DORA every five years as long as the DORA is in operation.

About the Drinks

- No outside alcoholic beverages may be consumed within the DORA; only those purchased at businesses within the DORA boundaries, in a DORA cup, are permitted
- DORA beverages purchased at one bar/restaurant may not be taken into another
- Business owners may choose whether or not to participate
- Violating any other alcohol-related laws (e.g. underage drinking, public intoxication) is prohibited

