

## **What is Sip N' Stroll?**

Sip N' Stroll is an initiative of Downtown Colonial Beach (DCB) — the local affiliate of Main Street America — and the Town of Colonial Beach Department of Economic Development, Grants, and Tourism. In 2021, the Commonwealth of Virginia adopted legislation (HB 2266) authorizing the Virginia ABC to issue Designated Outdoor Refreshment Area (DORA) licenses to qualifying organizations. A DORA license allows customers to sip alcoholic beverages (beer, wine, or cocktails) while strolling through a designated outdoor area within a specified timeframe. Alcoholic beverages must be purchased from ABC-licensed establishments, but customers also may sip and stroll through other participating businesses located within the DORA, such as retail stores, art galleries, and others. Participation is voluntary and can have a positive impact on individual businesses as well as the downtown area as whole.

The Town of Colonial Beach recently applied for and received a DORA license. Downtown Colonial Beach will organize and implement Sip N' Strolls under the Town's DORA license. The DORA license allows us to hold up to 16 DORA events (i.e., Sip N' Strolls) throughout the year (October through September); any of those 16 Sip N' Strolls can occur over a 1- to 3-day period and coincide with other events.

## **How does Sip N' Stroll work?**

During a designated Sip N' Stroll, customers may purchase an alcoholic beverage at any one of the participating ABC-licensed establishments within the DORA and sip that beverage while strolling through the DORA and the participating businesses within it. Businesses such as shops, galleries, professional offices, cultural centers, and other nonreligious, nongovernmental entities can invite customers carrying alcoholic beverages into the businesses to shop, enjoy/buy art, view exhibits, learn about the business, or otherwise conduct business.

However, beverages from one ABC-licensed establishment *may not* be carried into another ABC-licensed establishment. Customers must consume or discard their beverages and properly dispose of their cups before entering another ABC-licensed establishment. All beverages must be served in cups that are marked as official DORA cups and bear the name of the establishment where it was purchased.

## **Why should I participate in Sip N' Stroll?**

Participating establishments in other DORA-licensed communities have reported doubling (or more) their income during DORA events.

The soft openings of Colonial Beach's Dora event, Sip N' Stroll, will occur concurrent with the last two 2nd Friday Art Walks of 2022 on November 11 (Veterans Day) and December 9 from 6 PM until 9 PM.

Downtown Colonial Beach will ask venues that currently provide wine during 2nd Friday Art Walks to support our small businesses by encouraging those attending the Art Walk to purchase alcoholic beverages from our participating ABC-licensed establishments located within the DORA instead. In addition, participating restaurants can expand their regular dinner service by offering to-go beverages for patrons to enjoy during the Art Walk.

We are working on a schedule of Sip N' Strolls for 2023. We are looking to extend Sip N' Strolls to 2 or 3 days and pair them with other events (such as 2nd Friday Art Walk) and activities in Town when feasible.

We will not schedule Sip N' Strolls during fundraisers sponsored by nongovernmental organizations selling alcohol to avoid interfering with their fundraising abilities.

### How do I participate?

Our DORA license requires ABC-licensed establishments participating in Sip N' Strolls to use disposable cups that are imprinted with the Sip N' Stroll logo and the business's name. Downtown Colonial Beach will provide 9-ounce and/or 16-ounce imprinted cups at a cost of \$50 for 500 cups (each size). You may order additional cups as needed; at least 10 days notice is required to reorder. In addition, you must place a trash receptacle outside the entrance to your establishment so customers can dispose of cups from other establishments before entering yours.

### What about marketing?

Sip N' Strolls will be marketed to surrounding areas by FlackShack, the Town's contracted marketing firm. You can increase your establishment's visibility by becoming a Sip N' Stroll sponsor at one of four levels. A Sip N' Stroll sponsorship brochure will be available for all interested establishments. For more information, please contact Eric Nelson at (202) 271-6050 or Susan Mack at (804) 892-2456.

