

DOWNTOWN ENTERPRISE
Entertainment District
GUIDELINES & INFORMATION



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The Downtown Enterprise Entertainment District (DEED) allows guests age 21 and older to carry alcoholic beverages in an approved container within the boundaries of the district during designated days and times.

RULES AND REGULATIONS



- Drinks may be consumed at the establishment and all allowed public places, within the district. (see attached map)
- Some merchants that do not sell alcohol may allow you to enter their establishments with an alcoholic beverage. These businesses will have signage to designate their participation.
- Due to ABC regulations, you CANNOT take an alcoholic beverage from one establishment to another that sells alcohol.
- All beverages must be purchased within the boundaries.
- You CANNOT bring an alcoholic beverage into the DEED from an outside source.
- You CANNOT leave the district boundaries with an alcoholic beverage.



HOURS OF OPERATION

The DEED shall only be operative and in effect during the hours of 11:00 am to midnight on Fridays and Saturdays, and 5:00 pm to 11:00 pm on other days of the week. The Council reserves the right to extend or reduce the hours when the DEED shall be operative. At any time, the Chief of Police, shall have the authority to temporarily close the DEED or portions of the district.

FREQUENTLY ASKED QUESTIONS



What types of alcoholic beverage can I have in my cup?

Any alcoholic beverage purchased from licensed businesses located within the DEED.

Can I bring my own alcohol into the DEED?

NO! Only drinks purchased from participating businesses within the DEED are allowed. No outside bottles, cans or drinks, containing alcohol, are permitted.

Can I walk anywhere within the DEED with an alcoholic beverage purchased from a participating business?

YES! Patrons can enjoy their beverage in all public gathering places, such as sidewalks and public right-of-way areas, within the boundaries of the DEED. See map for details.

Can I reuse my cup?

NO! Cups are only permitted for a single use.

What are the consequences of violating the rules and regulations of this ordinance?

Any violation of this ordinance by any licensee or individual shall be a misdemeanor punishable by a fine of not less than \$100.00 nor more than \$1,000.00 per violation. Additional penalties may be imposed by State & Federal Agencies.

The City Ordinance defining the Downtown Enterprise Entertainment District is Ordinance 07-06-21-C. For more information or additional questions, please contact the Enterprise Police Department at (334) 348-2628 or Alabama Alcoholic Beverage Control Board at 334-222-3200.