



# CITY OF MANITOWOC

WISCONSIN, USA

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**Date:** May 1, 2025  
**To:** Finance Committee  
**From:** Adam Tegen, Community Development  
**Re:** Designated Outdoor Refreshment Area (DORA)

Over the past year, Community Development and Tourism have been approached by individuals expressing an interest in seeing the City consider the creation of a Designated Outdoor Refreshment Area (DORA) within the downtown area. Many of you may have seen or experience this type of district in your travels. Some of the closer communities that have established them in one form or another include Neenah, Oshkosh, Sheboygan, and Ludington. The basic concept is to allow licensed establishments to serve alcoholic beverages in an approved container that allows the patron to leave with an open container. The patron is then allowed to walk around the designated area of the DORA with the beverage. However, a patron cannot enter another licensed establishment with that beverage. In a way, it is similar to an extension of premises that allows patrons to enjoy a drink outside the typical footprint of the establishment. A popular version of that concept would be PetSkull extending their premises to include the area of the weekly food truck rally that occurs over the summer months.

After reviewing other community ordinances and talking with the various City departments we are proposing a DORA that would be in place during our typical tourist season. Staff met with PetSkull, Pizza Garden, Digger Dave's, Chewey's, and Fat Seagull to gauge their interest and address any questions or concerns. All of them expressed their support and a high level of interest in participating. If approved, Tourism will be taking the lead on the promotion of the district and with the education of the participating establishments. Interested establishments will need to register with the City Clerk and they will receive information on the program and as well as information to be posted. The City will also need to place signage in key locations around the district and position trash receptacles in strategic locations.

The recommended ordinance and map are attached for your review. Staff is looking for approval of the ordinance as submitted and permission to start working with local establishments on education and registration.

As always, if you have any questions on the provided information, feel free to contact me at [ategen@manitowoc.org](mailto:ategen@manitowoc.org) or 920-686-6931. \