



## City of Woodland Downtown Entertainment Zone Management Plan

Effective Date: December 11, 2025

Point of Contact: City of Woodland Economic Development Office

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## Introduction

The Downtown Woodland Entertainment Zone is a designated area where patrons may purchase and consume alcohol from eligible businesses in common outdoor spaces during City-permitted special events. This Management Plan establishes mandatory operating requirements, policies, and enforcement procedures for the Downtown Woodland Entertainment Zone in accordance with California SB 969 (2024). The Downtown Entertainment Zone’s objective is to:

- Attract more visitors to Downtown Woodland
- Increase revenue for downtown businesses
- Encourage circulation throughout the downtown area
- Enhance downtown’s identity as a lively, community-friendly hub

## Management Plan Quick Reference Table

The Entertainment Zone is **only** activated when and where a Special Event is permitted. Outside of permit hours and location, the zone is not active.

Requirement	Key Points
<b>Zone Location</b>	The maximum boundary includes the area bounded by the South side of Court St., the East Side of Walnut St., the North Side of Lincoln Ave., and the West Side of 6th St.
<b>Permissible Hours</b>	10:00 AM – 11:59 PM, subject to Special Event Permit hours
<b>Age Verification</b>	City-approved wristbands; all patrons consuming alcohol must be 21+
<b>Signage</b>	Clearly mark zone boundaries and business entry points; must be visible at night
<b>Cups</b>	City-approved cups; recyclable, non-glass/metal, 12–16 oz (alcohol), color-coded by beverage type
<b>Insurance</b>	Required for Special Event Permit holders and Participating Businesses
<b>Program Evaluation</b>	Every 2 years by City Manager’s Office

## Woodland Entertainment Zone

### Legal Authority and Ordinance

Entertainment Zones are authorized by California Senate Bill 969 and Woodland's Downtown Entertainment Zone is governed by the Woodland City Code. Specifically, Chapter 12.42 specifies the location, hours, and requirements for the Downtown Entertainment Zone, while Chapter 12.40 outlines the Special Event Permit process.

### *Permissible Area*

The maximum boundary includes all plazas, public streets, sidewalks, and public rights-of-way located on either side of Main Street running east from Walnut Street to 6th Street, and each adjacent cross street from Lincoln Avenue running north to Court Street and all establishments holding permits or licenses from the Department of Alcoholic Beverage Control (ABC) that are adjacent thereto, subject to any additional limitations imposed by the management plan for this Entertainment Zone or the Special Event Permit for the Entertainment Zone Event.

### *Permissible Hours*

Any day of the year between the hours of 10am and 11:59pm, subject to any additional limitations imposed by any of the following:

1. ABC permit or license;
2. The management plan for this Entertainment Zone; or
3. The Special Event Permit for the Entertainment Zone Event.

### *Special Event Permit Requirement*

The Downtown Entertainment Zone may only be activated with an approved Special Event Permit issued by the Community Services Department as detailed in Chapter 12.40 of the Woodland City Code. The operation of the Entertainment Zone shall be subject to any conditions imposed upon the Special Event Permit.

Special Event applicants who wish to activate the Entertainment Zone must submit an Entertainment Zone Activation request form with their Special Event application.

***Participating businesses may only sell drinks in open containers for outdoor consumption within the zone during the hours and locations approved in the Entertainment Zone Event's Special Event Permit.***

## *Insurance*

The holder of the Special Event Permit and the participating businesses shall maintain sufficient insurance as required by the City during the operation of any Entertainment Zone event. Insurance requirements can be found on the [City's Downtown Entertainment Zone Management Plan webpage](#)<sup>1</sup>.

## Entertainment Zone Operating Requirements

### Compliance, Modification, and Evaluation

The operating requirements established in this section are mandatory and binding conditions for the operation of the Downtown Entertainment Zone. Failure to comply with these conditions or the conditions of the associated Special Event Permit or the creation of any significant health or safety concerns resulting from the operation of the Entertainment Zone may result in the modification or suspension of the Entertainment Zone.

The City Manager's Office reserves the right to publish an updated management plan with revised operating requirements at any time. Additionally:

- Any Participating Business holding an ABC license that fails to comply with these operating requirements will be reported to the Woodland Police Department (WPD), which may transmit the information to ABC. Failure to comply may result in excluding the Participating Business from participation in Entertainment Zone activities.
- The City Manager's Office will evaluate the Entertainment Zone's compliance with the conditions of this Management Plan every two years. Participating Businesses must promptly respond to requests for information during this evaluation process. Failure to meet these conditions may lead to modification or suspension of the Entertainment Zone.

### Entertainment Zone Lead and Point of Contact

The Entertainment Zone Lead must serve as the designated Point of Contact for inquiries and concerns regarding the operation of the Entertainment Zone. The designated City of Woodland Entertainment Zone Lead and Point of Contact for the Downtown Zone is:

City of Woodland Economic Development Office  
Address: 300 First Street, Woodland, CA  
Email: [econdev@cityofwoodland.gov](mailto:econdev@cityofwoodland.gov)

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<sup>1</sup> [www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P](http://www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P)

Phone: (530) 661-5920

## Participating Businesses

Only ABC licensed restaurants, bars, breweries, and wineries are eligible to participate in selling open containers for consumption within the Entertainment Zone. Participating businesses must comply with ABC Entertainment Zone Requirements and Guidelines and sign a Memorandum of Understanding (MOU) produced by the City Manager's Office. Once an establishment has completed all participation requirements, they will be listed on the [City's Downtown Entertainment Zone Management Plan webpage](#)<sup>2</sup>.

## Health and Safety Measures

### *Age Verification*

Patrons of all ages may be admitted into the Entertainment Zone in accordance with the associated Special Event Permit. Alcohol-serving businesses may admit patrons under the age of 21 as consistent with their liquor license conditions or other applicable licenses or permits.

All participating businesses must verify the age of customers prior to serving or selling alcohol in the Entertainment Zone. Businesses shall use City-approved wristbands to indicate verified patrons over 21.

During the duration of any Entertainment Zone event, every patron purchasing an alcoholic beverage for consumption in the Entertainment Zone or drinking an alcoholic beverage within the Entertainment Zone must be wearing an approved wristband identifying them as 21 years of age or over. All wristbands must follow City specifications to ensure consistency across the Entertainment Zone and to facilitate enforcement by City personnel. The City reserves the right to require a specific age-verification method for any event, regardless of size, based on safety, enforcement, or operational considerations.

Participating businesses are responsible for estimating attendance and ordering materials in advance. If a business runs out of its approved wristband, they may serve alcohol to patrons who already have a valid, approved wristband for the event. Businesses must stop alcohol service for new patrons without an approved wristband until additional approved wristbands are available.

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<sup>2</sup> [www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P](http://www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P)

Approved wristbands can be found on the [City's Downtown Entertainment Zone Management Plan webpage](#)<sup>3</sup>.

### *Safety & Security*

Every business participating within the Entertainment Zone is responsible for the safety and security of their patrons and the surrounding neighborhood. Businesses are required to prohibit open containers or closed containers of alcoholic beverages acquired outside their premises.

The Special Event organizer shall submit a security plan that will be reviewed and approved by the Special Events Committee as part of the Special Event Application process.

Where Entertainment Zone events follow a recurring format/site plan (i.e., recurring weekday afternoon happy hours), the Entertainment Zone events may operate pursuant to one security plan governing all the events of that format. For any unique or larger-scale event, a unique security plan is required.

During Entertainment Zone events, each business participating within the Entertainment Zone must always have at least one staff member on site who is aware of all relevant conditions and requirements regarding the approved Entertainment Zone Event.

Any time that the Woodland Police Department responds to a call for service at or within an Entertainment Zone Event, any Participating Business connected to that incident or call for service, or the Special Event Permit Holder, must complete an incident report. The Special Event Permit Holder must report the incident to the Entertainment Zone Lead.

### *Signage*

The Special Event Permit holder must post signs at every entry and exit point of the Entertainment Zone Event. This signage must instruct patrons not to carry alcoholic beverages outside the Entertainment Zone (e.g., "No Alcoholic Beverages Beyond This Point").

Participating businesses will be required to display at least two signs indicating the regulations of the Zone at their property entry and exit point(s).

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<sup>3</sup> [www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P](http://www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P)

Signs must be sufficiently visible during Entertainment Zone Event hours. All signage locations on public right-of-way must be approved by the City's Special Event Committee.

Approved signage and verbiage stating the Zone regulations can be found on the [City's Downtown Entertainment Zone Management Plan webpage](#)<sup>4</sup>.

## Cup Requirements

### *Material & Size Specifications*

Participating Business within the Entertainment Zone must serve any alcoholic beverage for consumption in the Entertainment Zone in a pre-approved recyclable cup.

- Cups must be made of **recyclable non-glass, non-metal materials**.
- Standard **size shall be 12–16 oz** for alcoholic beverages; non-alcoholic beverages may use similar or smaller sizes as appropriate.
- **Alcoholic beverages must be served in a cup that is unique to Entertainment Zone Events (identifiable by a sticker or zone branded cups) and different from non-alcoholic beverages**, as specified by the City. This distinction ensures easy identification for enforcement personnel.
- Cups must be **stackable, durable, and suitable for multiple hours of use outdoors**.
- **All beverages must be served in new cups**; patrons may not reuse personal cups or cups from previous drinks. This ensures consistency for age verification, compliance with City requirements, and promotes public health and safety.

The City reserves the right to determine the specific cup color(s), size, or material requirements for any event, based on safety, enforcement, or operational considerations.

Participating businesses are responsible for estimating attendance and ordering materials in advance. If a business runs out of its approved cup supply, alcohol service for outdoor consumption must stop immediately, and participation in the Entertainment Zone will no longer be allowed until additional approved cups are available.

Approved cups can be found on the [City's Downtown Entertainment Zone Management Plan webpage](#)<sup>5</sup>.

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<sup>4</sup> [www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P](http://www.cityofwoodland.gov/1697/Downtown-Entertainment-Zone-Management-P)

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### *Disposal & Waste Diversion*

The Special Event Permit Holder will be responsible for providing sufficient receptacles for patrons to recycle their cups before exiting the Entertainment Zone. A waste diversion plan must be approved by the City's Special Event Committee.

Where Entertainment Zone events follow a recurring format/site plan (i.e., recurring weekday afternoon happy hours), the Entertainment Zone events may operate pursuant to one waste diversion plan governing all events of that format. For any unique or larger scale event, a unique waste diversion plan will be required.