



# DOWNTOWN KALAMAZOO

## CCRA UPDATE:

- The Kalamazoo Downtown Partnership will no longer provide logo'd cups for the CCRA after May 2022.
- **Your business is now responsible for purchasing clear single-use containers and accompanying stickers to continue participation in the social district.**
- **Future participation in the CCRA will require each business to stock their own single use cups and use the provided 2" x 3" sticker template to acquire necessary branding for continued use in Downtown Kalamazoo.**
- The current social district cups provided by the Partnership are still valid, so you are free to use any 16oz, 10oz, and hot cups you already have, but KDP will not be making any future orders of cups.

## RECOMMENDED CUP AND STICKER DISTRIBUTORS:

- *BBC Distributing* for cup needs
  - o Contact: Pete Engle has been supplying the Partnership with their cup needs and will be up to speed on the needs for CCRA. [pete@bbcdistributing.com](mailto:pete@bbcdistributing.com)
  - o [\(616\) 698-8828](tel:6166988828)
  - o <http://bbcdistributing.com/>
- *Allegra Marketing* for sticker needs
  - o [\(269\) 216-4337](tel:2692164337)
  - o <http://www.allegramarketingprint.com/locations/portage-mi>
  - o Attached is an estimate from March on the attached sticker. This estimate was only valid for 24 hours, prices are subject to change based on material availability and pricing at time of order.
- We have also been told *Webstaurant Store* is a good place to look for stickers.
  - o <https://www.webstaurantstore.com/search/stickers.html>

## BE ADVISED:

- Please be advised to [re-read the MLCC legislation requirements](#)
- Social District Permittees must comply with [local commons area rules and regulations](#).
- Containers must not exceed 16oz.
- Containers must don both municipal social district branding and permittee branding
  - o \*The provided sticker template meets these requirements