



Dress code posting requirement ordinance

Council Members Chavez, Payne, Wonsley, and Warren

What this ordinance does

- Requires an establishment that has a dress code and sells liquor to post their dress code in a conspicuous place at or near the entrance to the premises so that it may be easily viewed by the public during hours of operation.



Photo credit: Meet Minneapolis



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Why is this ordinance necessary?

- To prevent “velvet rope discrimination,” which is “the use of legally protected categories by public accommodations in their determinations of who is granted entry and in their provision of service.”*
 - In other words, this is when an establishment claims to have a reason, such as a dress code, as a proxy for race, gender identity, etc., to explain why a person may not be allowed to enter.

* Shaun Ossei-Owusu, *Velvet Rope Discrimination*, 107 Va. L. Rev. 683 (2021).

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Photo credit: Meet Minneapolis

- Velvet rope discrimination results in dangerous stereotypes about racial minorities, women, and the 2SLGBTQIA+ community and limits their equal enjoyment of certain establishments.
 - Entry into certain establishments is often granted or denied based on stereotypes that are offensive and would likely be legally impermissible if said out loud.
 - Dress code requirements for businesses that do not focus on health and safety needs tend to be arbitrary in both language and enforcement.

More about the ordinance

- Does not apply to establishments that do not have dress codes.
- Does not require “No shirt, no shoes, no service” signs.
 - That health and safety policy is governed by state statute and is unaffected by this ordinance.
- Modeled on a similar ordinance that was passed in Houston, TX in 2025.
- The City’s civil rights ordinances will continue to safeguard protected classes against discrimination.
- *Dress code* is defined as “a set standard of rules specifying the required manner of dress with which an attendee must comply for entry.”



Photo credit: Meet Minneapolis



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