



Staff Report

Community Services

Report To: Committee of The Whole
Meeting Date: June 10, 2019
Report Number: CSPW.19.052
Subject: Request for Municipally Significant Event Designation
Prepared by: Ryan Gibbons, Acting Director of Community Services

A. Recommendations

THAT Council receive Staff Report CSPW.19.052, entitled "Request for Municipally Significant Event Designation";

AND THAT Council designate the "Thornbury Beer Fest" a municipally significant event.

B. Overview

This report outlines a request to Council to designate an event as Municipally Significant.

C. Background

In order to host a licensed event that is open to the public, the Alcohol and Gaming Commission of Ontario (AGCO) requires that the event be designated "of significance and/or to raise funds for charitable purposes and objects that benefit the public-at-large". As such, Special Occasion Permits for public events are only issued to:

- Registered charities
- Non-profit organizations whose object is to promote charitable, educational, religious or community objects
- Events of municipal, provincial, national or international significance
- Tailgate event held at outdoor premises that are at ground level, where the event is held in connection with, and in proximity to, a live professional, semi-professional or post-secondary sporting event

In 2015, Council set a criterion for the designation of municipally significant events (Attachment 1). This criterion requires that, in order to be designated as a municipally significant event, the event must be:

1. Expected to bring people to the area; and
2. Expected to create a minimum of 10 temporary or fulltime employment opportunities; and
3. Expected to promote the area regionally, provincially, nationally or internationally.

D. Analysis

Community Services staff received a request from Thornbury Village Cider and Brew House to host a licensed public event in the Thornbury Cidery parking lot. The AGCO will not issue the Special Occasion Permit for the event because it does not meet the permit requirements.

The event organizers have requested that Council designate the event as municipally significant in order to meet the AGCO requirements and obtain the required Special Occasion Permit (Attachment 2).

Event organizers have stipulated that they will meet the Town's municipally significant designation criteria as described in Attachment 3.

Staff recommend that this event be designated by Council as a Municipally Significant Event.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability
Objective #1 Retain Existing Business
Objective #2 Attract New Business
Objective #3 Promote a Diversified Economy
Objective #4 Support Value-Added Agriculture and Culinary Tourism
Objective #5 Improved Visibility and Local Identity

Goal #2: Engage Our Communities & Partners
Objective #1 Improve External Communication with our Constituents
Objective #3 Strengthen Partnerships

F. Environmental Impacts

Minimal

G. Financial Impact

None

H. In consultation with

Morley Moore, AGCO

Samuel Alugo, Thornbury Village Cider and Brew House

I. Public Engagement

The topic of this Staff Report has not been subject to a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. Comments regarding this report should be submitted to Ryan Gibbons, directorcs@thebluemountains.ca.

J. Attached

1. Staff Report CSPW.15.38 – Criteria for Designation of a Municipally Significant Event
2. Request for Municipal Resolution
3. Correspondence Identifying How Criteria Will Be Met

Respectfully submitted,

Ryan Gibbons
Acting Director of Community Services

For more information, please contact:
Ryan Gibbons
directorcs@thebluemountains.ca
519-599-3131 extension 281

This document can be made available in other accessible formats as soon as practicable and upon request

STAFF REPORT: Community Services Department



REPORT TO: Committee of the Whole
MEETING DATE: May 20, 2015
REPORT NO.: CSPW.15.38
SUBJECT: Criteria for Designation of a Municipally Significant Event
PREPARED BY: Shawn Everitt
Director of Community Services

A. Recommendations

THAT Council receive Report CSPW.15.38 entitled “Criteria for Designation of a Municipally Significant Event”;

AND THAT Council adopt the revised criteria for designating an event as municipally significant as follows:

1. Expected to bring people to the area; and,
2. Expected to create a minimum of 10 temporary or fulltime employment opportunities; and,
3. Expected to promote the area regionally, provincially, nationally or internationally

B. Background

Currently, for an event to be designated as “municipally significant”, it must meet at least one of a list of three criteria. The existing criteria for designating an event as municipally significant require that the event is;

1. Expected to bring people to the area
2. Expected to create employment (temporary or fulltime)
3. Expected to promote the area provincially, nationally or internationally

Permitting that the event in question meets at least one of the above noted criteria, it can receive designation as a municipally significant event.

Staff is recommending the following amendments be made to the existing criteria that, to be designated municipally significant, an event must achieve all of the following;

1. Expected to bring people to the area
2. Expected to create a minimum of 10 temporary or fulltime employment opportunities
3. Expected to promote the area regionally, provincially, nationally or internationally

Generally, requests for a municipally significant event designation are made in order to obtain eligibility for a Public Event Special Occasion Permit from the Alcohol and

Gaming Commission of Ontario (AGCO) that would allow for the sale of alcohol at an event and allow the organizer to;

- Profit from the sale of alcohol
- Advertise the event publically

The AGCO requires that a Public Event Special Occasion Permit can be issued;

- To a registered charity under the Income Tax Act of Canada
- To a non-profit organization or association organized to promote charitable, educational, religious or community objects
- For an event of provincial, national or international significance
- For an event designated by a municipal Council as an event of municipal significance

Organizers who cannot meet the above eligibility criteria for a Public Event Special Occasion Permit would rely on an application for a Private Event. A Private Event is held for invited guests only; the public cannot be admitted and there can be no intention of profiting from the sale of alcohol at the event. Private Events also cannot be publically advertised. Information about Private Events may be shared with invited guests and members only.

Staff is recommending that weddings, wedding receptions, stag and does, anniversaries, birthday parties, baptisms and other events that are typically not eligible for consideration of being designated as municipally significant events be eligible for Private Events.

This recommended criteria provides clarity when evaluating requests for such designation.

C. The Blue Mountains' Strategic Plan

Providing a strong, well managed municipal government

D. Environmental Impact

None

E. Budget Impact

None

F. In Consultation With

Town Clerk
Senior Management Team

G. Attachments

Respectfully submitted,

Shawn Everitt
Director of Community Services

For more information, please contact
Shawn Everitt
severitt@thebluemountains.ca
519-599-3131 ext. 281



The Town Clerk,

Town of Blue Mountains

April 9th, 2019

Request for Municipal Resolution on Thornbury Beer Fest

It's with great pleasure we write to inform you of our planned Thornbury Beerfest with details below; The beer fest is planned to take place at the Thornbury Village Cider & Brew House.

We will require a 'municipal resolution' designating this event as being 'municipally significant' as part of requirements for an application to the AGCO for a public special occasions permit; appreciate your support.

Details about the event -

- Date: July 14th 2019
- Event scope - We will have drinks, music & a food truck.
- Our Space - this will take 10 to 12 tents including ours; we will leave the handicap access free by law
- Security - 2 shifts of 2 guys each.
- Tokens - we will have generic unbranded tokens

Other requirements

- Mobile bathroom - we will get some mobile bathrooms for the day
- Garbage cans - This would also be made available
- Fencing - We will have fencing around the event area
- Parking: Cars will be parked at our ramp space (can take c15)
- Music - We will have 2 acts who will perform one after the other
- Ice - we will bring in ice before commencement and keep in the fridge pending commencement of event
- Posters & Handbills to be printed and shared/displayed at the Thornbury Village Cider & Brew house; social media amplification to be deployed too
- Insurance & Smart Serve - We will ensure every brewery/cidery has insurance and smart-serve certified personnel

Beer Fest Model

- Invite breweries & cideries from the Saints & Sinners Trail
- Vendors to bring their own tent, 5oz cups etc while we provide Ice & Table
- Free registration for vendors
- Free entry for participants
- Participants to buy tokens to be redeemed for drinks
- We will have music from beginning to end (11am - 6pm)
- Tokens to be sold at \$1 each (give 15cents to charity org, 20cents to us; give 65cents to vendors)

Charity Organization

We plan to partner with 'The Beaver Valley Outreach' Please

let me know if you require more details

Regards,



Samuel Alugo

From: Samuel Alugo [REDACTED]
Sent: Wednesday, May 29, 2019 9:03 AM
To: Ryan R. Gibbons [REDACTED]
Subject: RE: Town of The Blue Mountains - Municipally Significant Event Criteria

Hi Ryan,

Thanks for sending this. With respect to the criteria for designating an event as municipally significant, please see below

1. Expected to bring people to the area **The event is expected to bring up to a thousand people to the area.**
2. Expected to create a minimum of 10 temporary or fulltime employment opportunities **we will create temporary employment thus**
 - a. **Temporary employment of 4 security personnel**
 - b. **Temporary employment for minimum 10 servers**
 - c. **Temporary employment of 1 person to manage token sales**
 - d. **Temporary employment of 2 music acts**
 - e. **We will also be renting fences, mobile bathrooms etc**
3. Expected to promote the area regionally, provincially, nationally or internationally, **CARRIED**
We will be promoting the event locally, on social media and our website. This gives it not just

regional and provincial promotion but the internet being global means anyone nationally & internationally can see it.

Do I need to send in a letter or will this email suffice?

Look forward to hearing from you.

Regards,
Sam

[REDACTED]

