

Municipality of Lakeshore – Report to Council

Legal and Legislative Services

Legislative Services



To: Mayor & Members of Council

From: Brianna Coughlin, Division Leader – Legislative Services

Date: June 5, 2024

Subject: Request for Designation of Municipally Significant Event – WKND Hospitality (Sunsplash) – July 12-14, 2024

Recommendation

Designate the Sunsplash event, scheduled for July 12–14, 2024, as “municipally significant”, subject to the conditions outlined in the report presented at the June 18, 2024 Council meeting.

Strategic Objectives

This does not relate to a Strategic Objective however it is a core service of the Municipality.

Background

Attached as Appendix A is a copy of the correspondence received from WKND Hospitality relating to the Sunsplash event scheduled for July 12 to 14, 2024. WKND Hospitality is requesting to hold a “beer garden” at various hours throughout the three-day event at Lakeview Park, therefore a Special Occasion Permit (SOP) will be required.

Comments

The Alcohol and Gaming Commission of Ontario (AGCO) administers the SOP program, which includes the sale and service of alcohol on special occasions such as charity fundraisers.

There are three types of special occasions for which a permit may be issued:

1. Private Event: for events where only invited guests will attend. These events cannot be advertised and there can be no intent to gain or profit from the sale of alcohol at the event.

2. Public Events: for events that are open to the public. These events can be advertised and allow for fundraising including profit from the sale of alcohol.
3. Industry Promotional Events: for events held to promote a manufacturer's product through sampling. There can be no intent to gain or profit from the sale of alcohol at the event.

WKND Hospitality has requested to host a public "beer garden" in a 4,000 square foot area of Lakeview Park, located at 120 West River Street. This land is a municipal park owned by the Municipality of Lakeshore. A diagram of the area is attached as Appendix B to this report.

Public Event Special Occasion Permits can only be issued for events by registered charities or non-profits, or for events of "municipal significance". In order to be deemed an event of municipal significance, it requires a designation by the municipality in which the event will take place. SOP applications for a municipally significant Public Event must be accompanied by either a municipal resolution or a letter from a delegated municipal official designating the event as municipally significant.

The Sunsplash event has received approval from the Festival & Events Committee, subject to the confirmation of adequate security staff and paid duty OPP officers for the duration of the event.

The Building Services, By-law and Fire Services Divisions were consulted in relation to the request by the WKND Hospitality and advised that there are no concerns relating to the event, provided that:

- the "beer garden" may only operate on the following dates/times:
 - Thursday, July 12 from 5:00 PM to midnight
 - Friday, July 13 from 4:00 PM to midnight
 - Saturday, July 14 from 2:00 PM to midnight
- the area is restricted to a maximum of 1000 patrons; and
- the event organizers must provide for adequate resources to safely conduct the event, as the Municipality will not provide staff resources to assist.

The event organizers must ensure access is maintained up to the designated area as best they can for emergency services in case a medical or other unforeseen emergency occurs, must help ensure that smoking occurs in accordance with the *Smoke-Free Ontario Act* and that the event complies with the provisions of the Municipality's Noise By-law.

In addition, the event organizers must provide:

- a site plan to denote the location of stages, portables, additional bathroom facilities, tents or fencing, if installed, as well as the designated area being used to serve alcohol (with dimensions);
- a description of materials used to identify the designated area (i.e. snow or chain link fencing); and
- the location, number and size of exits from the designated area.

Financial Impacts

The event organizers have paid the \$52 application fee for consideration of the designation of the event. There is no further financial impact to the Municipality by way of designating an event as “municipally significant”.

Attachments

Appendix A – WKND Hospitality request

Appendix B – diagram of beer garden area

Report Approval Details

Document Title:	Request for Designation of Municipally Significant Event - WKDN Hospitality - July 12-14, 2024.docx
Attachments:	- Appendix A-Sunsplash 2024 - Beer Tent Designated Event.pdf - SunSplash 2024 - Beer Garden - Layout.pdf
Final Approval Date:	Jun 7, 2024

This report and all of its attachments were approved and signed as outlined below:

Prepared by Brianna Coughlin

Approved by the Corporate Leadership Team