



**City of Kingston
Report to Council
Report Number 19-148**

To: Mayor and Members of Council
From: Peter Huigenbos, Acting Commissioner, Community Services
Resource Staff: Luke Follwell, Director, Recreation & Leisure Services
Date of Meeting: May 21, 2019
Subject: 2019 Special Occasion Permit Requests

Executive Summary:

Each year the Recreation & Leisure Services Department receives requests for events to be declared municipally significant in order to obtain a Special Occasion Permit (SOP) from the Alcohol and Gaming Commission of Ontario (AGCO). A SOP permits the holder thereof to sell or serve liquor at certain private and public events on certain special occasions. In order for a commercial organization to receive a SOP issued by the AGCO for a public event, the public event must fall within the scope of one of several prescribed categories. One such prescribed category is an event designated by a municipal council as an event of municipal significance.

Staff consolidated two requests into this report for consideration. These events are:

- Artfest Kingston Craft Beer & Wine Experience, June 29 – July 1, 2019, City Park
- Ribfest & Craft Beer Festival, September 6 – 8, 2019, Memorial Centre

The current City of Kingston Municipal Alcohol Policy (MAP), approved in 2006, requires that beer and coolers are served in plastic and/or paper cups. Impact Events Group has organized over twenty Ribfest & Craft Beer Festivals and gives participants a pilsner glass for their sampling. The glass is a souvenir and it minimizes the amount of waste produced. The organizers meet all other requirements outlined in the City of Kingston MAP Standards. The Artfest event is not proposing to use glass to serve beer and wine.

Recommendation:

That Council designates “Artfest Kingston Craft Beer & Wine Experience”, a public event being held from June 29 to July 1, 2019, at City Park, as an event of municipal significance, for which the Alcohol and Gaming Commission may issue a permit authorizing the holder thereof to sell or serve liquor on a special occasion; and

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That Council designates “Ribfest & Craft Beer Festival”, a public event being held from September 6 to 8, 2019, at the Memorial Centre, as an event of municipal significance, for which the Alcohol and Gaming Commission may issue a permit authorizing the holder thereof to sell or serve liquor on a special occasion; and

That Council authorize an exemption to the City of Kingston Municipal Alcohol Policy to allow beer and coolers to be served in souvenir glasses at the “Ribfest & Craft Beer Festival”.

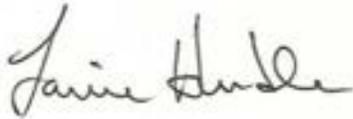
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Authorizing Signatures:



**Peter Huigenbos, Acting Commissioner,
Community Services**



Lanie Hurdle, Acting Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Gary Dyke, Commissioner, Corporate Enterprise Services



Jim Keech, President & CEO, Utilities Kingston

Not required

Desirée Kennedy, Chief Financial Officer & City Treasurer

Not required

Sheila Kidd, Commissioner, Transportation & Public Works

Not required

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Options/Discussion:

The AGCO is responsible for administering the *Liquor Licence Act* (LLA) and specific sections of the *Liquor Control Act* (LCA), which together with the regulations made under them, establish the licensing and regulatory regime for most aspects relating to the sale and service of alcohol in Ontario.

Among its responsibilities in the alcohol sector, the AGCO oversees the administration of the SOP program, which allows for the sale and service of alcohol on special occasions, such as cash bars at weddings or private receptions, as well as larger scale events that are open to the public, such as charity fundraisers.

A SOP is required any time alcohol is offered for sale or served anywhere other than in a licensed establishment (such as a bar or restaurant) or a private place (such as a private office or home).

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

- 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;
- Public Events: For events that are open to the public. Public events can be advertised and allow for fundraising/profit from the sale of alcohol; and
- 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.

Both events noted in this report fall under the Public Events category.

The City's Special Events Policy for City Parks and Facilities includes a framework to classify events and determine suitable locations. Artfest Kingston Craft Beer & Wine Experience will be hosted in City Park which is one of the recommended City-wide parks for hosting large scale events under the policy. The Ribfest & Craft Beer Festival will be hosted at the Kingston Memorial Centre which is one of the City-wide parks recommended for hosting mega events under the policy. Both event applications meet the policy guidelines and are required to obtain a Municipal Significance designation from Council in order for the organizers to obtain their SOP from the AGCO.

Event Overviews**Artfest Kingston**

Artfest Kingston showcases 200 artists and artisan exhibitors and includes live music, poetry, kids programming, a First Nations Art Pavilion and an interactive art mural. Other major features are a Wind and Solar Art Forest, the Artpix Children's LED Gallery Wall, a Drumming Circle and the International Food Area. Artfest Kingston is a family-friendly event and all programming is free to the public. Given its success, organizers would like to continue to make this an annual

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event. Artfest Kingston has been held in City Park for the last six (6) years. Artfest Kingston is marketed as a regional event and it is a major tourism driver with approximately 40% of attendees visiting from out of town with significant numbers coming from Quebec, upstate New York, Durham Region and other parts of Eastern Ontario.

The Craft Beer & Wine Experience was introduced in 2016 and has continued to be well received, showcasing regionally produced craft beers, wines and ciders, with proceeds going directly to support local programming at the event. The intention is to incorporate this feature for a fourth consecutive year with proceeds from this edition going to the Rotary Clubs of Kingston.

The organizers will meet all other requirements outlined in the City of Kingston MAP Standards. Alcoholic beverages will be sold in both sample and regular sizes. Other food, including healthy choices and non-alcoholic drinks will also be offered through nearby Artfest Kingston vendors.

Upon verification of age, those nineteen (19) years and older who wish to participate in the craft beer sampling receive a wristband that is good for the weekend. Due to the nature of the event, anyone under the age of 19 must be accompanied by a parent or guardian.

Artfest Kingston will hire three (3) staff to manage clean up and it is their sole responsibility to remove garbage and patrol the area to ensure that alcohol does not leave the fenced-in area.

Ribfest & Craft Beer Festival

Impact Events Group has eighteen (18) years of experience running over twenty (20) Ribfest & Craft Beer Festivals. They have organized similar festivals in other communities such as Kitchener (celebrating its 16th anniversary this year), Hamilton, Peterborough and Toronto; and six (6) years ago expanded their portfolio to include Kingston. Following the success of previous editions, organizers would like to continue providing this as an annual event.

The Ribfest & Craft Beer Festival combines the best in craft beer and BBQ, allowing people to savour chicken and ribs while enjoying samples of craft beer and listening to live, local entertainment. The festival will include Ontario Craft Breweries and professional ribbers from across North America who will compete for the rights to 'Best Sauce', 'Best Chicken' and 'Best Ribs'. Other food, including healthy choices, will be available. Admission is free, but donations to the Partners in Mission Food Bank will be accepted at the gate. Below are the results of the donations for the previous five years:

- 2018: \$2,933 and two thousand and twenty pounds of food
- 2017: \$3,962.50 and two thousand one hundred and fifty seven pounds of food
- 2016: \$4,057.47 and three thousand one hundred and twenty one pounds of food
- 2015: \$2,368.55 and three thousand and ten pounds of food
- 2014: \$3,603.10 and one thousand eight hundred and thirty five pounds of food
- 2013: \$1,492.99 and one thousand thirty four pounds of food

Upon verification of age, those nineteen (19) years and older who wish to participate in the craft beer sampling will pay \$6 to receive a wristband that is good for the weekend. The beer tokens can be purchase onsite or online through the Token Mobile App. They will receive a four (4)

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ounce souvenir glass to be used for the sampling of ten (10) microbreweries with over fifty (50) different brands of craft beer available. Due to the nature of the event, anyone under the age of nineteen (19) must be accompanied by a parent or guardian.

Impact Events Group hires three staff to manage clean up and their sole responsibility is to provide garbage removal and patrol and monitor for broken glass. Impact Events Group provides onsite security for the duration of the event.

The current City of Kingston MAP, approved in 2006, requires that beer and coolers are served in plastic and/or paper cups. Impact Events Group gives participants a souvenir sampling glass, which also minimizes the amount of waste produced at the event. The organizers meet all other requirements outlined in the City of Kingston MAP Standards.

The Festival attracts Kingston residents and tourists who will taste award winning ribs and chicken as well as sample Ontario craft beers. Other food, including healthy choices and non-alcoholic drinks will also be offered. The admission-free, family friendly event will include a weekend of live, local entertainment and will support the Partners in Mission Food Bank with donations accepted at the gate.

Municipal Alcohol Policy

The City of Kingston's MAP was approved by Council in 2006. The policy provides for responsible management practices at functions or events held at City of Kingston facilities, properties or areas where alcohol is available under the authority of a SOP or a Caterer's Endorsement. The City has developed this policy as a means of enhancing and promoting the social enjoyment and physical safety of everyone who uses these facilities and areas, while at the same time avoiding or minimizing any alcohol-related liability issues. The following provisions will be implemented at the Kingston Ribfest & Craft Beer Festival:

- Persons under the legal drinking age are prohibited from adult events where alcoholic beverages are served unless accompanied and supervised by a parent or guardian;
- All servers have attended Smart Serve®; an AGCO recognized server-training course and their names will be submitted to the City at least ten working days prior to the event; and
- Non-alcoholic drinks will be available at no charge or less than half the price of the lowest-priced alcoholic beverage. Water, soft drinks and lemonade will be available at the Kingston Ribfest & Craft Beer Festival.

The MAP states the need for promoting safe transportation. Impact Events Group has posted the following statement on their website: "There is parking on-site but the best bet is either cab or public transit. This will avoid any chance of drinking and driving". The MAP states that the organizer must provide an insurance certificate that indicates comprehensive general liability coverage in an amount not less than five million dollars (\$5,000,000), which includes a host liquor liability endorsement in an amount acceptable to the City of Kingston. The certificate of insurance must also indicate the specific event, location and date that it is being provided for. The City of Kingston must be named as an additional insured on the policy for that event. Impact Events Group will provide their certificate of insurance for five million dollars (\$5,000,000) at

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least ten (10) working days prior to the scheduled event. Impact Events Group will enter into a facility booking permit similar to other facility or park bookings in City owned facilities. The previous three (3) events have gone well without incident and the popularity seems to be growing.

The MAP states that it is mandatory that beer and coolers are served in plastic and/or paper cups. Impact Events Group has used a glass for the craft beer sampling for fourteen (14) years without incident. The glass is a souvenir and collected annually, encouraging people to revisit the event. The glass also provides a sustainable solution as it saves on a significant amount of garbage. If the glass was not provided, each brewery would need to provide single use plastic sampling cups. Participants use the same glass all weekend so the glass is considered an environmentally conscious alternative.

Special Occasion Permit

In order for an organization to receive a SOP issued by the AGCO, its public event must receive declaration from Council that the event is of municipal significance.

Existing Policy/By-Law:

The City of Kingston Municipal Alcohol Policy
Special Events Policy for City Parks and Facilities

Notice Provisions:

Not applicable

Accessibility Considerations:

Not applicable

Financial Considerations:

Not applicable

Contacts:

Luke Follwell, Director, Recreation & Leisure Services 613-546-4291 extension 1815

Other City of Kingston Staff Consulted:

Andrew Reeson, Associate Legal Counsel, Legal Services Department

Jaclyn Grimmon, Manager, Recreation Programs, Recreation & Leisure Services Department

Nancy Ruel, Supervisor, Special Events & Marketing, Recreation & Leisure Services Department

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Exhibits Attached:

Exhibit A Formal Request from Event Manager – Artfest Kingston

Exhibit B Formal Request from Event Manager – Ribfest & Craft Beer Festival

To Whom It May Concern:

Artfest Kingston would like to request permission from the City of Kingston to operate a craft beer and wine tent at our event in City Park June 29-July 1, 2019. Festival hours are 10am to 6pm daily and the beer tent would operate from 11am each day.

We are partnering with the Rotary Clubs of Kingston who will operate the tent. This has become a significant fundraising initiative for the Rotary clubs of Kingston.

We will surround the beer tent area with modulink fencing and we have security for event. This will be our 4th year offering this feature, and it has been a very popular addition with visitors. They enjoy the selection of local craft beer, wine and ciders.

We are applying for a Special Occasion Permit through the AGCO.

Thank you for you consideration of this request.

Sincerely,

Lory MacDonald
President, Artfest Ontario



c/o Impact Events Group Inc.
81 Lennox Crescent
Kitchener, ON N2N 2P5
Tel: 519.579.3017
Fax: 519.570.2492
E: guy@impacteventsgroup.ca

January 16, 2019

Mr. Luke Follwell
Director, Recreation & Leisure Services
City of Kingston
216 Ontario Street
Kingston, ON
K7L 2Z3

Dear Luke:

This letter is a formal request that the 7th annual ***Kingston Ribfest & Craft Beer Show*** event being held September 6-8, be deemed an event of Municipal Significance. This is required for Impact Events Group Inc. to obtain a Special Occasion Permit for the event.

The weather mostly cooperated in 2018 and the community responded as the event grew by another 10% to 27,305 total attendance! We also raised \$2,933 and 2,020 lbs of food for the Partners in Mission Food Bank bringing our total over the first six years, to \$15,484.61 and 13,177 lbs of food! The community is continuing to respond and the event is fast becoming a major event in Kingston.

Impact Events Group has a long history of creating and producing successful events including the Downtown Kitchener Ribfest & Craft Beer Show which is celebrating its 16th anniversary this year and draws over 37,500 attendees from across Waterloo Region and beyond. Our goal is to do the same in Kingston.

A copy of the Festival's Security & Emergency Response Plan will be forwarded once it's approved by the AGCO.

Best Regards,

Guy Exley
Ribfest Event Manager