



Advanced Liquor Licensing at Festivals and Events



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Special Occasion Permits

Required: wherever liquor is served other than at a licensed establishment, for an occasional or annual event



Categories of Licence

- “ Private Events: no sale of liquor, no advertising, no charge for liquor directly or indirectly (eg wedding reception)
- “ Public Events: sale of liquor directly or indirectly, advertising permitted (charity, non-profit or events of international, national, provincial or municipal significance)
- “ Industry Promotional Events: no sale of liquor, advertising permitted, can be public or by invitation

Timelines and Applicants

“ Private SOPs: Application to be made at least 10 days before to an LCBO SOP service store

LCBO

“ Public SOPs: Application to be made at least 30 days before to an LCBO SOP service store

“ Industry Promotional SOPs: Application to be made at least 30 days before to an LCBO SOP service store by either the holder of a Manufacturer's Licence from the Alcohol and Gaming Commission of Ontario (AGCO) or a Manufacturer's Representative Licence from AGCO or event organizer on their behalves

“ Events with >5000 attendees: 30 days becomes 60 days



AGCO | Alcohol and Gaming Commission of Ontario

Municipal Documents

- “ Notification to police, fire, building department & health officials . same timeline as SOP application
- “ Detailed Fire and Event Plan:
 - “ Event purpose & Schedule
 - “ Personnel onsite
 - “ Supervisor and responsibilities
 - “ Site Plan and Staging Requirements
 - “ Volunteer Management
 - “ Ingress and Egress
 - “ Emergency Plan: extinguishers, EMS & first aid
- “ Municipal Significance+letter from municipal clerk



Purchase and Sale of Liquor under SOPs



- “ All classes of SOPs other than Industry Promotional SOPs must purchase liquor from the LCBO and retain the receipts for possible inspection by an AGCO Inspector during the event. Additional levies may be charged at the time of purchase.
- “ Manufacturers and Manufacturers' Representatives holding an Industry Promotional SOP may use their own promotional stock. Otherwise, any industry promotional event offered at a licensed establishment without an Industry Promotional SOP must purchase liquor from the licensed establishment at menu rates
- “ HST is applicable on liquor sales under SOPs

Delivery and Service of Liquor under SOPs

- “ All servers, whether employed by a licensed establishments contracted to deliver liquor to the attendees, or whether employed by the event organizer, should be Smart-Serve qualified . if not as a condition of licence then as a matter of risk management
- “ It is inadvisable to have event volunteers serve liquor
 - “ They are generally inexperienced
 - “ They are usually not Smart-Serve qualified
 - “ Insurance may not cover their errors or omissions
- “ The two big server routines:
 - “ Carding: if appears under 25, one government-issue photo ID, one other form of personal ID
 - “ Not apparently intoxicated
- “ The optional server routine (Industry Promotional SOPs): wristbands



Licensing Overlays

Advanced Techniques and Deployment

Jazz On The Mountain At Blue

- “ Licensed establishment: The Blue Mountain Inn
- “ 2 Industry Promotional SOPs: wine & spirits



Advantages and Proper Execution

- “ Wide-Zone, not limited to beer/wine garden
- “ Fencing & Security
- “ Wristbands to qualify participants in promotional tasting and to limit consumption
- “ SOP is a %no sale+. all sales are through the licensed establishments & licence
- “ Agreement between SOP holder and licensee re public safety



Bruce Grey Simcoe

ALWAYS IN SEASON

Arnold B. Schwisberg, B.A., LL.B.