



**SUBJECT:** Municipal Officer Report regarding Policy Amendment Sound of Music

**TO:** Mayor and Members of Council

**FROM:** Recreation, Community and Culture

Report Number: RCC-08-23

Wards Affected: 2

File Numbers: 965-01

Date to Committee: NA

Date to Council: April 18, 2023

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### **Recommendation:**

Waive the Municipal Alcohol Policy, to permit the Sound of Music Festival to serve alcohol starting at 10 am on Sunday, June 18, 2023.

### **PURPOSE:**

The Sound of Music Festival (SOM) is requesting to operate a licensed area in Spencer Smith Park 2 hours earlier than the [Municipal Alcohol Policy](#) allows.

### **Vision to Focus Alignment:**

- Building more citizen engagement, community health and culture

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### **Background and Discussion:**

#### **Strategy/process/risk**

SOM has a revenue generation opportunity through a Caesar cocktail sponsor. As part of the sponsorship proposal, the potential sponsor is looking to hand out samples of their product starting at 10:00 AM. The festival has indicated that there would be no sales of alcohol during this extended time. The festival will only offer Caesar samples and non-alcoholic beverages.

Council approved the Municipal Alcohol Policy in 2021. The goal of the policy is to define the conditions for the service and consumption of alcohol for Special Occasion Permit (S.O.P) Events which occur on City of Burlington property. As Council may recall this policy is more restrictive than provincial legislation set out in the Alcohol and Gaming Commission of Ontario (AGCO), at the request of the Halton Region as the overconsumption of alcohol has been identified as a community concern through the Community Safety and Well-Being Plan. The City's position is not to eliminate the consumption of alcohol on City property but to support responsible alcohol service and consumption in an effort to reduce corporate exposure to risk.

This request is of an urgent nature, allowing SOM the ability to firm up their sponsorship agreement in advance of their June event. Council is aware SOM has indicated that in order to maintain a free event they need additional revenue sources. By securing the proposed Caesar sponsor SOM has indicated that it will make up 10% of their vendor activation goal.

### **Options Considered**

To deny the exemption request and put further financial pressure on the Sound of Music Festival.

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### **Financial Matters:**

No impact on the City.

### **Total Financial Impact**

N/A

### **Source of Funding**

N/A

### **Other Resource Impacts**

The Sound of Music already has the space in Spencer Smith Park reserved and set up as a licensed area through a Special Occasion Permit (S.O.P). There is no anticipated impact to allowing the area to serve earlier on Sunday.

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## **Climate Implications**

The drink samples will be offered in cups. At this time staff are not sure if the cups are compostable or recyclable but will encourage SOM to seek a zero-waste option for the sample cups.

The festival attendance and operations are susceptible to weather conditions.

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## **Engagement Matters:**

Sound of Music has a volunteer Board of Management who has approved this recommendation to request an extension to their Special Occasion Permit to fulfill a proposed sponsorship agreement.

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## **Conclusion:**

Staff are recommending an exemption to the Municipal Alcohol Policy be approved to allow the event organizer to confirm a sponsorship commitment.

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Respectfully submitted,

Sandra Maxwell

Supervisor, Festivals & Events

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## **Report Approval:**

All reports are reviewed and/or approved by Department Director, the Chief Financial Officer and the Executive Director of Legal Services & Corporation Counsel.