

**Subject:** JP Niagara Experience 2023 Date Night Event –  
Designation of Municipal Significance

**Recommendation:**

**BE IT RESOLVED THAT Council receive Report #2023-0080 – JP Niagara Experience 2023 Date Night Event – Designation of Municipal Significance, for information.**

**AND THAT Council designate the JP Niagara Experience 2023 Date Night Event, to be held from 7:00 pm to 10:00 pm on May 11, 2023, and May 18, 2023, at 1934 Centre Street, as a Municipally Significant Event.**

**Background:**

On November 7, 2022, Council approved, in principle, the issuance of a Special Event Permit to J.P Niagara Tulip Experience to host a seasonal tulip pick event at 1934 Centre Street from April 26, 2023, to May 20, 2023. Subsequently, the Special Event Permit was issued by the Clerk on November 18, 2022.

In collaboration with Rockway Vineyard, the applicant is requesting to expand the original event to include a “date night” from 7:00 pm to 10:00pm on Thursday, May 11, 2023, and Thursday, May 18, 2023. The date night events would allow a maximum of 60 couples per night to purchase a picnic basket inclusive of one bottle of wine, one box of charcuterie, one bunch of tulips and plasticware. The event is proposed to take place at the tulip farm, 1934 Centre Street, by reservation only.

The Alcohol and Gaming Commission of Ontario (“AGCO”) is responsible for administering the *Liquor Licence and Control Act, 2019* and is the licensing and regulatory regime for the sale, service, and delivery of liquor in Ontario. The AGCO administers the Special Occasion Permit (“SOP”) program which provides individuals the ability to sell liquor outside of a liquor licensed establishment. There are varying types of SOPs, each with their own application requirements. To obtain a Public Event SOP, the AGCO requires a municipal resolution declaring the event as municipally significant.

This is a standard request for all Public Event SOP applications and is required for the facilitation of the J.P Niagara Tulip Experience date night event.

### **Analysis:**

A Public Event SOP from the AGCO is required for events that are open to public. This type of SOP allows for advertisement and profit from the sale of alcohol. Furthermore, a resolution from the host municipality declaring the event as municipally significant is required to make application.

As part of the SOP process, the applicant is required to notify agencies such as the Niagara Regional Police Service and Niagara Region Public Health. As such, only internal Town departments were consulted prior to writing this report. Internal departments offered no objection to this designation. It is recognized the AGCO will review the final application and impose conditions to ensure the event operates safely and in compliance with regulations regarding the sale and consumption of alcohol. Additionally, events designated as municipally significant must comply with all other applicable legislation, including Town by-laws.

While the Town may designate an event as municipality significant, the Registrar for the AGCO ultimately has the final decision of whether to issue the SOP. In other words, even with this designation, the Registrar may deny the SOP request.

Please note, this the first request of this nature that Council has received from an independent third party. Commonly, requests for the designation of municipally significant events are brought forward by the Recreation, Culture and Wellness department for events such as Summerfest and the Thursday Night Experience. It is anticipated that requests of this nature will increase with the demand of outdoor seasonal events.

### **Financial Considerations:**

This matter has no financial implications.

### **Alternatives Reviewed:**

Council can deny the request to designate the event as municipally significant. As a result, the applicant would not be permitted to apply for a Public Event SOP through the AGCO.

### **Strategic Plan Relationship: Strong Organization**

Seasonal events offer residents recreational activities as well as the opportunity to support local businesses in a safe environment.

**Consultation:**

Fire and By-law  
Planning and Building  
Recreation, Culture and Wellness

**Other Pertinent Reports/Attachments:**

Date Night Event Request Letter  
Site Plan (Note: Picnic area is to be licensed for the date night event)  
Notification letter to: Fire Services, Niagara Regional Public Health, Niagara  
Regional Police

**Prepared and Recommended by:**

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