SUBJECT: Approval for Alcohol as part of a Special Event (Bavarian Garden) at Bayfront Park (ECS07023) (Ward 2)

RECOMMENDATION:

(a) That the following events be approved to host a Bavarian Garden as part of their program at Bayfront Park:
   (i) Great Lakes Expo, May 25, 26, and 27, 2007; Bayfront Park, to be hosted by The Great Lakes Expo Organizing Committee.
   (ii) Club Afrique, August 18, 2007; Bayfront Park, to be hosted by Club Afrique.

(b) That, if the request to host a Bavarian Garden is approved, the hosting organizations must comply with:
   (i) The Ontario Liquor License Act, R.S.O. 1990, Chapter L.19 and the administration of the Act by the Alcohol and Gaming Commission of Ontario (AGCO).
   (ii) The conditions contained within the City of Hamilton’s Municipal Alcohol Guidelines, Appendix A of the Policy for Special Event Planning.
   (iii) The applicant must provide $5,000,000 comprehensive general liability insurance coverage (which shall include a host liquor liability endorsement), and that the City of Hamilton is named as an additional insured party to this Policy.

Joe-Anne Priel,
General Manager
Community Services Department
EXECUTIVE SUMMARY:

The Great Lakes Expo and Club Afrique have made application through the Special Events Office to have a Bavarian Garden as part of their festival programming at Bayfront Park. The City of Hamilton Policy for Special Event Planning outlines that Council approval must be sought for any new organization requesting the use of alcohol on City Lands, as part of their event program.

Many organizations use the profits from hosting festivals to enhance the quality of festival programming and enhance their annual program initiatives for the Hamilton community.

BACKGROUND:

The Special Events Office facilitates the requests for the use of alcohol under a Special Occasion Permit. A Bavarian Garden (beer garden) is a licensed, fenced-off area within a festival that is used to facilitate the serving of alcohol.

The City of Hamilton has granted approvals for use of alcohol on City lands as part of special event programming. Groups must adhere to the Alcohol and Gaming Commission of Ontario (AGCO) Guidelines respecting Special Occasion Permits, Ontario Liquor License Act R.S.O. 1990, Chapter L.19 and the City of Hamilton's Municipal Alcohol Guidelines. Each group applying for permission to host a Bavarian garden on City property is given a copy of the Municipal Alcohol Guidelines. Together, these guidelines, when implemented, manage the risks associated with having alcohol at an event.

For the purpose of this report, the two organizations seeking approval to host a Bavarian Garden are:

a) The Great Lakes Expo - an environmental, multicultural festival promoting preservation of the Great Lakes while providing local musical entertainment and family-run food kiosks.

b) Club Afrique – organizers of a one-day Afro-Canadian themed music and food festival.

Groups must also supply a certificate of insurance, naming the City of Hamilton as additional insured in the amount of $5,000,000. The process for groups applying is administered through the Special Events Section of the Culture and Recreation Division.
**ANALYSIS/RATIONALE:**

Community organizations have been hosting events with alcohol on City of Hamilton lands, since the early 1990’s. First time approval from City Council is required for new groups, and barring that there are no reported incidences at the event, organizers are granted permission year after year. Event monitoring is carried out by the Special Events Advisory Team, mainly representatives from the Hamilton Police Service and the City of Hamilton Licensing Division. Subsequent approvals are administered through the Special Events Section of the Culture and Recreation Division.

The two applicants use the profits from the Bavarian Garden to enhance the free public programs offered at the events, such as concerts and children’s programming. The Hamilton Police Service is hired and paid for by event organizers at any event on City land where alcohol is being served.

Special events provide an opportunity for citizens and visitors to enjoy many cultural, celebratory and commemorative events. Not-for-profit organizations produce festivals that increase the number of volunteer opportunities available, as well as contributing to citizenship and sustainability of the host organization.

**ALTERNATIVES FOR CONSIDERATION:**

If this request is denied it may have an effect on the group to raise funds for their public programs.

**FINANCIAL/STAFFING/LEGAL IMPLICATIONS:**

Financial  
There are no financial implications.

Staffing  
There are no staffing implications.

Legal  
There are no legal implications.

**POLICIES AFFECTING PROPOSAL:**

Policy for Special Event Planning
RELEVANT CONSULTATION:

Special Events Advisory Team – a staff team from various City departments (Public Works, Community Services, Police, EMS) that reviews applications for events to take place on City property.

CITY STRATEGIC COMMITMENT:

By evaluating the “Triple Bottom Line”, (community, environment, and economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

Community Well-Being is enhanced.  Yes  No

Special Events add to the quality of life in Hamilton for residents and visitors. The majority of events have a large volunteer component providing life-long learning and citizenship opportunities.

Environmental Well-Being is enhanced.  Yes  No

Special events work in cooperation with Waste Management in contributing to the 65% waste diversion target.

Economic Well-Being is enhanced.  Yes  No

Special events provide a catalyst for spending of entertainment dollars in our community, as well as an avenue for increased tourism.

Does the option you are recommending create value across all three bottom lines?  Yes  No

Special Events offer affordable recreation for Hamiltonians and visitors. Events are hosted by the community, for the community with opportunities for volunteerism, economic spin off and sustaining the organization that are hosting special events in the City of Hamilton.

Do the options you are recommending make Hamilton a City of choice for high performance public servants?  Yes  No