



REPORT

Arena and Parks Department

TO: Parks Facilities and Tourism Committee
FROM: Hunter Gardner, Arena and Recreation Manager
DATE: October 7, 2024
REPORT: RC-13/24 **FILE NO.**

SUBJECT: Alcohol Sales at Uxbridge Pioneers Hockey Games

BACKGROUND:

During a delegation to Council on September 23rd, Uxbridge Pioneers Hockey Club representatives Borden Bessette and Gordon Law requested permission for the sale and consumption of alcohol at their scheduled events on Pad 1 at the Uxbridge Arena. Council referred the matter to staff for a report.

DISCUSSION:

The Uxbridge Pioneers, a newly formed team in the Ontario Super Hockey League (OSHL), have secured ice time at the Uxbridge Arena for 12 regular-season home games in the 2024-2025 season, scheduled for Saturday evenings with an 8:30 PM puck drop. As part of their events, the Pioneers wish to offer alcohol sales to spectators of legal drinking age.

According to the Township's Municipal Alcohol Policy (MAP), the following requirements would apply for alcohol sales at Pioneers games at the Uxbridge Arena:

- All Pioneers games must be designated as Municipally Significant Events by Council.

- Alcohol sales and consumption are restricted to the Community Centre. The permit holder is responsible for ensuring that alcohol is controlled and consumed only in this area.
- Security guards must be arranged by the permit holder, at their own expense, to be present at all entryways (including to the Community Centre, Pad 1 lobby, and Pad 1 grandstands) to control access and ensure responsible alcohol consumption.
- The permit holder must provide a sufficient number of smart serve-trained event staff, including 2 bartenders, 3 floor supervisors, 3 door supervisors, and 2 drink ticket sellers.
- A maximum of four (4) drink tickets per person may be sold during the event.
- The permit holder is responsible for obtaining the appropriate permits and licensing from the AGCO.
- The permit holder is responsible for providing proof of liability insurance, with the Township of Uxbridge named as additional insured.
- The permit holder and/or designate shall agree to attend the entire event and be responsible for making decisions about the operation of the event, in conjunction with the MAP and LLA (Liquor License Act).

Based on best practices observed in other municipalities that allow alcohol sales at sporting events, staff recommend that sales cease before the third period of the hockey game. Therefore, alcohol should only be sold during the first and second periods.

Another important consideration is the current Community Centre event schedule. Between now and December 31, 2024, there are pre-scheduled events in the Community Centre that conflict with four of the Pioneers' eight home games, preventing alcohol sales for 50% of the games. Staff suggest that the Pioneers begin alcohol sales in January 2025, when the Community Centre will be available for *all* games. This delay will not only provide consistency and control for spectators and event organizers, but it will also allow the Pioneers to assess attendance, enhance promotions, and plan accordingly.

Staff have conducted numerous site visits with Pioneers representatives and are working collaboratively with the organizers to ensure a smooth rental process, while adhering to all protocols. The sale of alcohol carries significant responsibility, and it is a priority for Staff, under the Municipal Alcohol Policy, to demonstrate a commitment to effective management practices and to minimize alcohol-related issues at events where alcohol is permitted.

ALIGNMENT TO STRATEGIC PRIORITIES:

Good Governance

5. Committed to ethical, responsible and sustainable practice.

5.2 Integrate accessibility, sustainability, safety and inclusivity into decision making and project implementation at all levels.

RECOMMENDATION

THAT Report RC-13/24 of Hunter Gardner, Arena and Recreation Manager, regarding Alcohol Sales at Uxbridge Pioneers Hockey Games be received for information;

AND THAT Parks Facilities and Tourism Committee designate Uxbridge Pioneers Hockey Games as Municipally Significant Events;

AND THAT Parks Facilities and Tourism Committee require the Uxbridge Pioneers (“permit holder”) to adhere to all requirements for selling alcohol at their events, as per the Municipal Alcohol Policy;

AND THAT Parks Facilities and Tourism Committee require alcohol sales to cease before the third period of the hockey game;

AND THAT Parks Facilities and Tourism Committee allow for the sale of alcohol to begin in January 2025.

Respectfully Submitted by:

Hunter Gardner
Arena and Recreation Manager