



To: Council
From: Loriann Harbers, Director of Corporate Services/Clerk
Date of Meeting: May 10, 2023
Subject: Declare Municipally Significant Event (Humble Beginnings Brewing Co.)

Recommendation:

That Council designates the Humble Beginnings Brewing Co. 5-Year Anniversary Celebration, hosted in Lunenburg, as a municipally significant event for the event held on Saturday, June 3, 2023.

Background:

April 2023 marks 5 years since Humble Beginnings Brewing Co. opened its doors to the public. To mark the event, Humble Beginnings will host a 5-year anniversary event, '*A Humble Celebration*' on Saturday, June 3, 2023 at 15411 North Lunenburg Road West, Lunenburg.

To obtain a Special Occasion Permit (SOP) from the Alcohol and Gaming Commission of Ontario (AGCO), the Humble Beginnings Brewing Co. requires a resolution from the municipality designating it a "municipally significant event". A request for this resolution was received from the Humble Beginnings Brewing Co. on May 3, 2023.

Public Event SOPs are issued for events that are open to the public, such as charity fundraisers, outdoor street festivals, community festivals, etc.

An SOP for a Public Event can be issued:

- To a charitable organization registered under Income Tax Act (Canada);
- To not-for-profit organizations or associations organized to promote charitable, educational, religious or community objects.
- For an event of "provincial, national or international significance", as agreed to by the Registrar of Alcohol and Gaming (the Registrar);
- For an event of "municipal significance" for which a municipal resolution or letter from the municipal clerk or delegated municipal official is required and indicates the event is one of municipal significance.
- For a tailgate event held at outdoor premises that are at ground level, where the event is held in connection with, and in proximity to, a live professional, semi-professional or post-secondary sporting event.

A Public Event permit holder may advertise or promote the event in accordance with the Registrar's Advertising Guidelines (further information is available on the AGCO website).

Options:

1. That Council designates the Humble Beginnings Brewing Co. 5-Year Anniversary event, hosted in Lunenburg, as a municipally significant event for the date of June 3, 2023.
2. Other.

Financial Impact:

There is no direct financial impact to the Township.

Prepared by:

Chris Hemond, Economic Development and Communications Coordinator