

# Alcohol Service at Festivals and Large Public Events

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**AGCO Webinar Information Session**

**June 24, 2015**

## Today's Agenda

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**1 The Permitting Process – A Primer**

**2 Purchasing Alcohol**

**3 At the Event**

**4 Responsible Server Training**

**5 Question and Answer Session**

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## Today's Presenters

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**Rebecca Castillo, Manager, Liquor Eligibility,  
AGCO**

**Staff Sgt. Edward Chong, Investigation and  
Enforcement Bureau, AGCO**

**Leslie Smith, Executive Director, Smart Serve  
Ontario**

**Harry Gousopoulos, Senior Manager, Corporate  
Initiatives (Webinar Moderator)**

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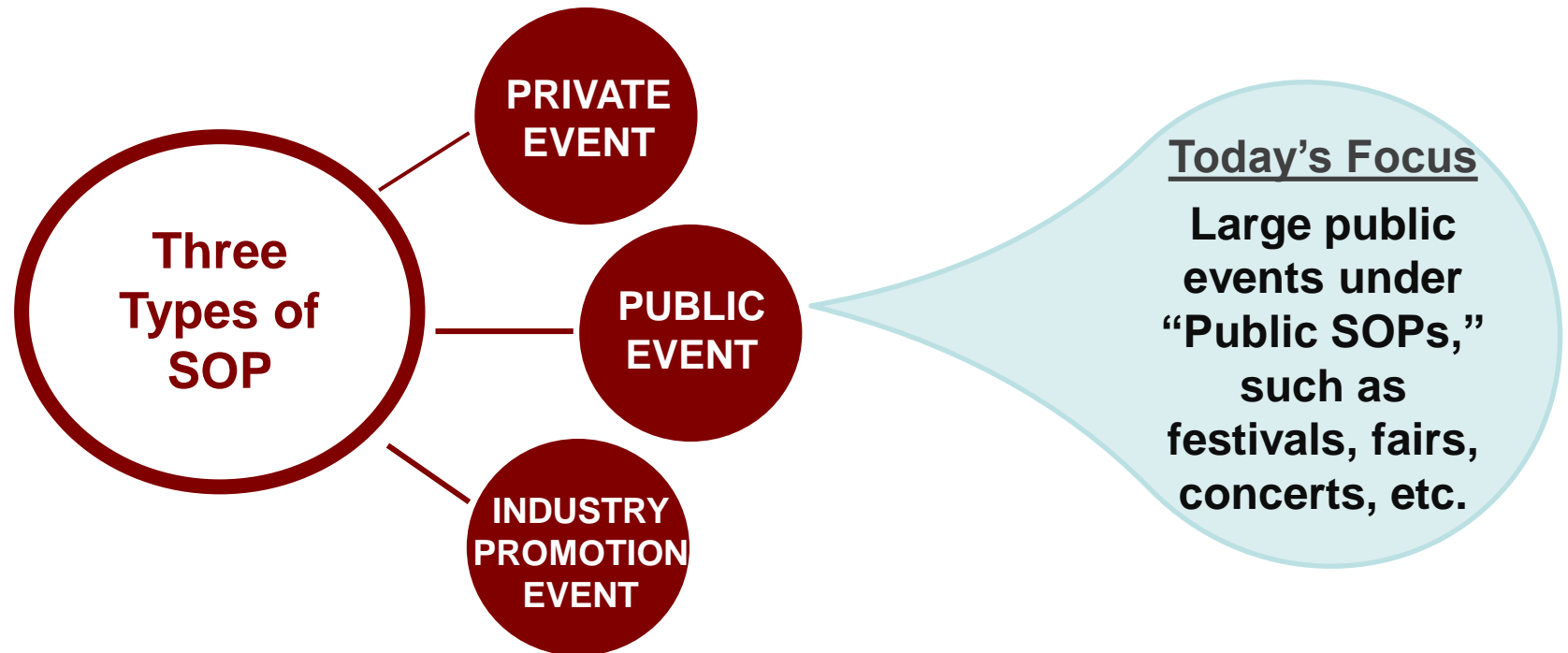
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## The Permitting Process – A Primer

*A Special Occasion Permit is required any time alcohol is offered for sale, served or consumed other than in a licensed establishment or a private place.*



# The Permitting Process – A Primer

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# The Permitting Process – A Primer

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**Events That  
Need a  
“Public  
Event” SOP**

You must apply for a “Public Event” Special Occasion Permit if:

- your event is open to the public;
- you wish to sell or serve alcohol; and
- your event is not otherwise licensed to sell or serve alcohol.

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## The Permitting Process – A Primer



Events That  
Need a  
“Public  
Event” SOP

“Public Event” Special Occasion Permits can be issued:

- ✓ to charities registered under the *Income Tax Act* (Canada);
- ✓ to a non-profit organization or association organized to promote charitable, educational, religious or community objectives; or
- ✓ for an event of municipal, provincial, national or international significance.

***Municipal Significance*** = the municipality in which the event is taking place must designate the event as “municipally significant.”

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# The Permitting Process – A Primer

## Completing Your Application

You can obtain a Special Occasion Permit application form and guide by visiting either:



The AGCO website:  
[www.agco.on.ca](http://www.agco.on.ca)

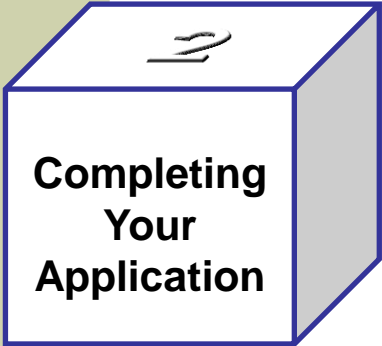
OR



Any LCBO store



# The Permitting Process – A Primer



## Completing Your Application

### *Key Information Required With Your Application*

- ✓ Type of “public event”
- ✓ Responsible person(s)
- ✓ Hours of sale
- ✓ Estimated attendance
- ✓ Sketch – permit area and location of tiered seating
- ✓ Involvement of liquor licenced establishments (i.e. outdoor public events)
- ✓ Local authorities’ notification letters (certain event types only)
- ✓ Storage of alcohol (series of events)

***Additional information may be requested, such as:***

- ✓ ***By-laws/Constitution (for non-profit entities)***
- ✓ ***Security Plan***

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## The Permitting Process – A Primer

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You can submit your Special Occasion Permit application at:

hellolcbo.com' in green." data-bbox="275 370 864 665"/>

**WE'RE HERE TO HELP**

**hello  
LCBO**

**Any LCBO SOP service  
store: find store  
locations and hours at  
[hellolcbo.com](http://hellolcbo.com)**

Your application must be submitted to the store at least 30 days prior to the event.

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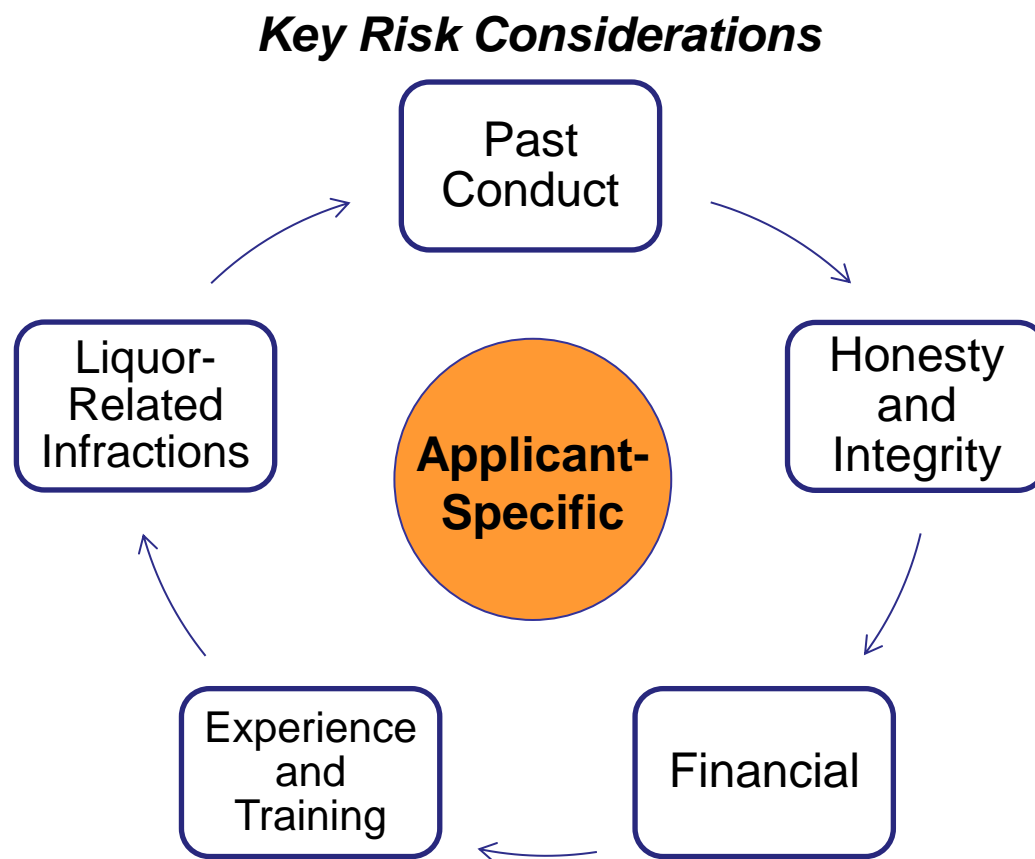
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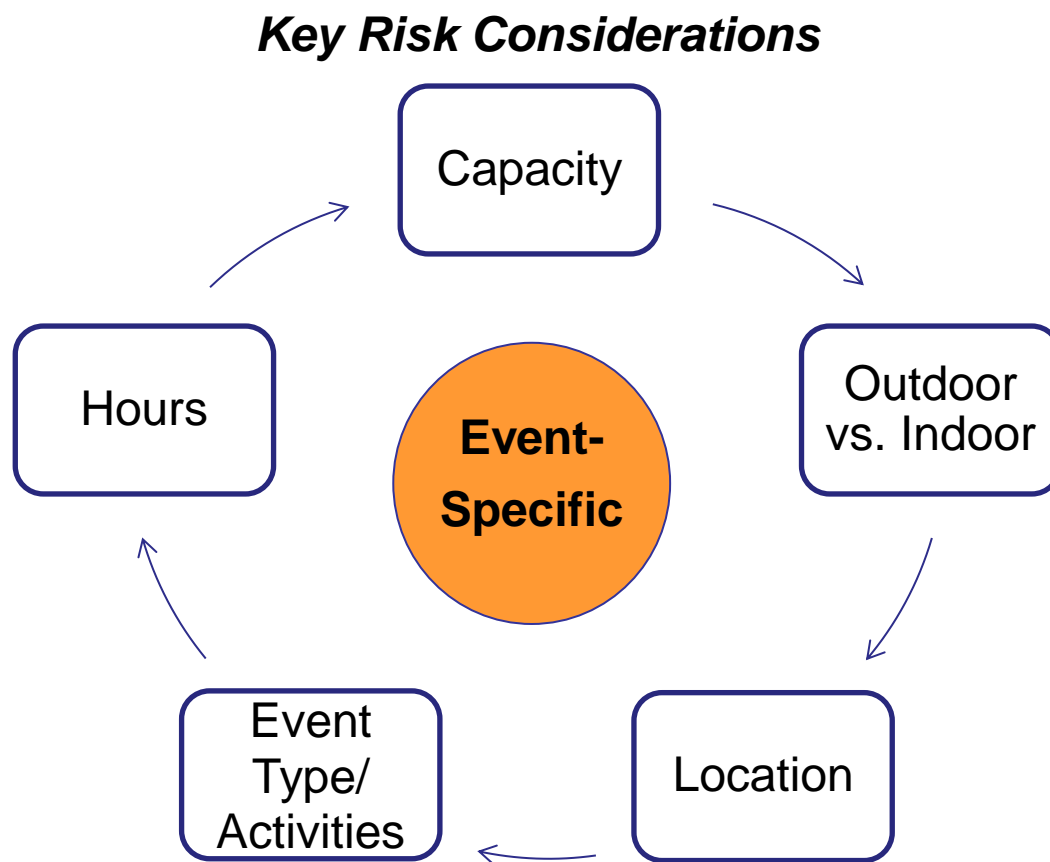
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# The Permitting Process – A Primer



# The Permitting Process – A Primer



## The Permitting Process – A Primer



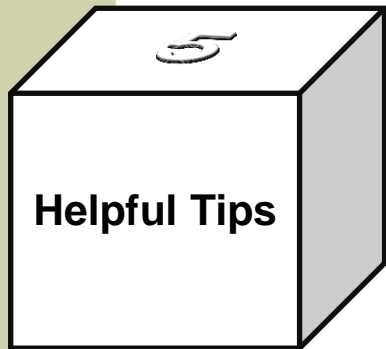
### The Application Review Process

On the basis of the AGCO's risk-based application review process and consideration of any identified risk factors, the AGCO may:

- issue the permit without conditions;
- issue the permit with conditions; or
- refuse to issue the permit.

***The AGCO may attach conditions to a permit to mitigate specific risks, such as restricting hours of alcohol service, limiting access to the event by minors, or increased security requirements.***

## The Permitting Process – A Primer



**1** Ensure your application is accurate and complete to avoid delays and confusion.

**2** You only need to submit local authorities' notification letters with your application for certain event types.

**3** A “Public Event” permit holder may advertise or promote the availability of alcohol, but advertising must follow the AGCO Advertising Guidelines.

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## The Permitting Process – A Primer

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### Helpful Tips

**4** Alcohol may be sold at a profit at a “Public Event,” including for the purpose of fundraising

**5** If your event expects attendance of over 5,000 people per day, you must provide local notifications 60 days before the event takes place.

## Purchasing Alcohol For Your Event

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The law requires you to purchase all alcohol for your event from an authorized government retail store:



**LCBO**



**LCBO Agency Store**



**The Beer Store**



**Manufacturer Retail  
Stores**

Receipts for all alcohol purchased under your permit must be available at your event for inspection upon request.

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## Frequently Asked Questions

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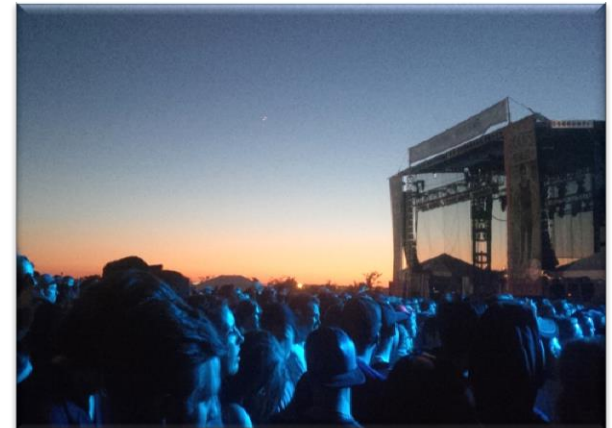
-  Is my event able to accept donations of alcohol from an alcohol manufacturer?
-  Am I permitted to offer alcohol as a prize at an auction or raffle as part of my event?
-  What does the AGCO deem to be a municipally significant event?

## At the Event

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### *The Permit Holder's Responsibility*

- The permit holder is responsible to ensure that alcohol is sold and served responsibly and according to the law.
- The permit holder or responsible person(s) listed on the permit must be in attendance at the event.



## At the Event

*The AGCO is here to help you prepare for and execute a safe and successful event. It is highly recommended that the permit holder works closely with local AGCO officials and other event partners as part of the event planning process.*



- Permit holder
- Local AGCO
- Local police service
- Fire service
- Emergency medical services
- Public health
- Municipality (incl. by-law enforcement)
- Landlord or entity in control of event site

## At the Event

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### **The benefits of pre-event planning and coordination between event partners include:**

- ✓ Identifying and mobilizing potential support requirements.
- ✓ Understanding key event timelines and activities.
- ✓ Ensuring more coordinated service delivery on event day.
- ✓ Sharing intelligence on anticipated event challenges/pressures.

## At the Event

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### KNOW THE LAW

#### Minors

- No sale or service of alcohol to anyone who appears under 19 without first requesting ID.
- Minimum age for servers of alcohol is 18.

#### Intoxication

- No service to anyone who is intoxicated or showing signs of intoxication.
- No immoderate consumption.

## At the Event

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### KNOW THE LAW

#### Illegal Alcohol

- All alcohol at the event must have been purchased “on permit.”
- Receipts must be available for inspection.

#### Permit Area

- Must be clearly defined and separated by a minimum 36” (0.9m) partition from areas where the permit does not apply.

## At the Event

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### ADOPT BEST PRACTICES

#### Alcohol Management Plan

- Prepare a plan for your event that provides guidance to you and your staff and to mitigate potential risk areas.
- Include “safe transportation” options.

#### Alcohol Service

- Establish limits on how much can be purchased at one time.
- Availability of alternatives to alcohol.

## At the Event

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### ADOPT BEST PRACTICES

#### Checking ID

- Ensure high-quality lighting in areas where ID will be checked.
- Ask for ID at the door and prior to service.

#### Event Security

- Take a risk-based approach to security – the higher the risk to public safety, the more security measures should be in place.
- Use professional and reputable security.



## Responsible Server Training

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**Permit holders can learn to lower their liability risks by taking the Smart Serve® program and hiring servers who have taken the course and received their certification.**

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Ontario

## Responsible Server Training

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- In most municipalities Smart Serve is required for all staff serving alcohol at the event
- Check your local municipal by-laws (i.e. municipal alcohol policy) if event is on municipal property.

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# Responsible Server Training

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## ***Who Should Take the Smart Serve® Course?***

- Servers
- Bartenders
- Ticket Sellers
- Security
- Floor Supervisors/Monitors
- Permit Holder

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## Responsible Server Training

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**Smart Serve ® training includes educational content in the following core areas:**

- ✓ Checking and recognizing fake ID
- ✓ Recognizing signs of intoxication and factors affecting Blood Alcohol Content
- ✓ When and how to deny entry to intoxicated guests
- ✓ Understanding the effects of alcohol and when/how to cut someone off.
- ✓ Preventing liquor law violations.

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## Responsible Server Training

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### ***The Benefit of Smart Serve® Training For Your Event Staff:***

Well-trained staff with the right knowledge, the right strategy and the right attitude can help to maintain order and head off potential problems at your event.

**For more information, visit [www.smartserve.ca](http://www.smartserve.ca) or call 1-877-620-6082.**

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## Question and Answer Session

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## Assistance and Additional Information

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**[Webinars@agco.ca](mailto:Webinars@agco.ca)**

**1-800-522-2876**

**[Special Occasion Permits Tip Sheet](#)**

**[AGCO Advertising Guidelines](#)**

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