



The Corporation of the Town of Tecumseh

Policy Manual

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Approval: [Click or tap here to enter text.](#)

Subject: **Municipal Alcohol Risk Management Policy - DRAFT**

1.0 Introduction

- 1.1 The Corporation of the Town of Tecumseh (Town) shall promote the safe and responsible management of alcohol at events held in municipal facilities or on municipal property.
- 1.2 The Town owns and manages properties and facilities where residents and event organizers may wish to sell or provide alcohol at festivals, or special and cultural events. The Town wishes to support these activities that provide recreational opportunities for residents and visitors that celebrate local produce, wineries, distilleries, breweries, restaurants and businesses.
- 1.3 The primary objective of the Municipal Alcohol Risk Management Policy (MARMP) is to provide parameters and guidelines to community organizations, event organizers, staff, businesses, service clubs and citizens to ensure the safest environment possible for consumption of alcohol and to limit the risk associated with the consumption of alcoholic beverages by

consistently managing the service of alcohol in facilities and on land owned by the Town.

2.0 Purpose

- 2.1 This MARMP will outline to event organizers and permit holders the various stipulations and controls on events involving alcohol including the Special Occasion Permit (SOP) process and liquor licensed events under a Caterer's Endorsement.
- 2.2 The MARMP will provide appropriate oversight and understanding of the approval process, applicant responsibilities and conditions of use and administration responsibilities for the distribution and consumption of alcoholic beverages as part of a permitted community festival and event. The MARMP will identify the roles and responsibilities of the Town and event organizers/permit holders.
- 2.3 The objectives of the policy include:
 - To provide procedures and education to individuals or groups wishing to hold licensed activities ensuring that all Liquor Licence Act of Ontario legislation that pertains to Special Occasion Permits (SOP) or liquor licensing is properly understood and strictly complied with.
 - To ensure appropriate supervision and operation of SOP's and licensed events in order to protect the event organizers, the participating public, volunteers, the Town of Tecumseh and its staff from liability by providing education in prevention and intervention techniques and through effective procedures.
 - To encourage and reinforce responsible drinking practices for consumers through the development of operational procedures, controls, and education, and to honour the decision of abstainers not to drink alcohol and encourage their participation by providing alternative, non-alcoholic drinks.

3.0 Definitions

- 3.1 **Bartender** – a person who mixes and serves alcoholic and non-alcoholic beverages at a serving station / bar.
- 3.2 **Catering Endorsement** – permits the sale and serve of alcohol at an event that is held in an unlicensed area and is sponsored by someone other than the licence holder.

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- 3.3 **Designated Property** – municipal properties where events that include the sale and/or consumption of alcohol under a SOP may be approved. The serving of alcohol at a Designated Property is restricted to identified and permitted areas in accordance with the Facility Use Agreement. Alcohol may not be consumed or sold at any other non-permitted location within the Designated Property. Other municipal Parks, Facilities, or Streets not listed may be eligible upon the approval of the Director of Parks & Recreation Services or designate.
- 3.4 **Door Supervisor** – a person who works on the event premises and is responsible for monitoring patrons entering and exiting the area by verifying age of majority through verification of identification and checking for signs of intoxication.
- 3.5 **Event Organizer / Permit Holder** – the person or persons who have taken on the responsibility of holding an event; the person or persons who are legally responsible for the operation of the event and their affiliated sponsoring group, if applicable.
- 3.6 **Event Staff** – someone who is working / volunteering at a scheduled event including but not limited to bartenders, servers, door monitors, and ticket sellers.
- 3.7 **Facility Use Agreement** – the agreement that identifies the use of municipal property that includes dates, times, terms and conditions, and associated fees.
- 3.8 **Floor Supervisor** – a person that monitors event patrons for intoxication in and out of the area where alcohol is permitted; responds to problems and complaints; removes intoxicated persons from the event; and suggests safe transportation alternatives to patrons.
- 3.9 **Licensed Security** – trained and certified security personnel in accordance with the Private Security and Investigative Services Act, 2005
- 3.10 **Restricted Areas** – area within Designated Properties that alcohol is not permitted.
- 3.11 **Event Category** – type of event that describes the purpose of the gathering.
- 3.12 **Municipal Property** – all property, including lands and buildings, owned, controlled or managed by the Town within the municipal service area.
- 3.13 **Smart Serve Ontario** – a responsible alcohol beverage sales and services training program approved by the Alcohol and Gaming Commission of Ontario.
- 3.14 **Special Event Resource Team (SERT)** – includes representatives from various departments and agencies: Parks & Recreation Services Department,

Public Works & Environmental Services Department, Planning & Building Services Department, Fire & Rescue Services, Ontario Provincial Police, Windsor-Essex County Health Unit and Alcohol and Gaming Commission of Ontario (AGCO).

- 3.15 **Special Occasion Permit** – allows for the sale and service of alcohol on special occasions, such as cash bars at weddings or private receptions, as well as larger scale events that are open to the public, such as charity fundraisers, in accordance with Ontario’s Liquor Licence Act and are issued by the Alcohol and Gaming Commission of Ontario.
- 3.16 **Town** – means the Corporation of the Town of Tecumseh
- 3.17 **Ticket Sales Staff** – a person that sells tickets at the licensed event that are redeemed for an alcoholic beverage.

4.0 Roles and Responsibilities

4.1 Town Administration

4.1.1 The Director of Parks & Recreation Services (PRS) or designate is responsible for ensuring that the event organizer and/or permit holder is provided with information outlining the conditions of the MARMP and to ensure compliance with the MARMP, Liquor License Act of Ontario and its regulations at their event.

4.1.2 The Director PRS or designate shall have the authority to attend and observe any organized event where alcohol is being served and will have the authority to demand correction of policy infractions or to shut down an event on behalf of the municipality.

4.1.3 The Director PRS or designate reserves the right to approve or deny requests for alcohol at events on Municipal property.

4.1.4 The Director PRS or designate shall have the authority to make exceptions to the policy as long as requirements identified within the MARMP are adhered to by the event organizer and that a SOP or Catering Endorsement is successfully applied for by the event organizer / permit holder and approval issued by the AGCO.

4.1.5 The Director PRS or designate is responsible for determining if a SERT meeting is required to review a new and/or returning event that includes alcohol and should a SERT meeting be required, the Director PRS or designate is responsible to schedule and chair such meeting. The Director PRS or designate shall have the authority to request that the event organizer

attend a SERT meeting to review/discuss the event details including set-up requirements and Safety Plan as it relates to the sale or consumption of alcohol at the event. The Director PRS or designate and/or SERT will determine, at their discretion, if additional requirements related to the event Safety Plan require enhanced measures in order for the event to be approved.

4.2 Event Organizer / Permit Holder

4.2.1 Event organizer / permit holder is responsible for the conduct and management of the event, including, but not limited to:

- a) The event organizers are legally responsible for ensuring compliance with the MARMP, Liquor License Act of Ontario, and AGCO, federal, provincial and municipal regulations, by-laws, policies and guidelines.
- b) Organizers must convey to the Director PRS their understanding of the MARMP and obligations and intention to comply with the requirements by signing the Facility Use Agreement and or event application. Failure to do so will result in the application being denied, even if a SOP has been obtained from the AGCO.
- c) Providing sufficient level of Smart Serve Ontario trained personnel to staff the event. The minimum number of trained event staff is indicated in [Appendix A](#).
- d) Obtaining and posting the SOP in plain sight on the premises to which the permit applies.
- e) Ensuring that no person consumes alcohol in unauthorized locations.
- f) Ensuring the safety and sobriety of people attending the event including those persons asked to leave the event.
- g) Ensuring signage is at the event as outlined in Section 10.0 [Advertising and Signage](#). The event organizer is responsible for all production and costs associated with the printing of all required signage.

4.2.2 The event organizer / permit holder must provide a copy of the SOP to the Director PRS or designate at least 14 days prior to the start of the event.

4.2.3 The event organizer / permit holder must provide a certificate of insurance in accordance with Section 7.0 of the MARMP to the Director PRS or designate at least 14 days prior to the start of the event.

4.2.4 The event organizer / permit holder must demonstrate, to the satisfaction of the Director PRS or designate or SERT, that there are sufficient controls in place to prevent intoxication including but not limited to:

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- a) Before the event begins, the permit holder must ensure the physical setting is safe for drinkers and non-drinkers.
 - b) For outdoor events, fencing is required for the outdoor designated area. It shall be a single row of 2 meters (6 feet) high fencing and must be securely erected. The cost and set up of fencing is the responsibility of the event organizer.
 - c) Permit holder must attend the duration of the event and be responsible for making decisions about the operation of the event based on the MARMP and Liquor License Act of Ontario.
 - d) All liquor, wine and beer is required to be purchased under the SOP or Catering Endorsement. The event organizer and/or permit holder must provide the Town with a copy of the alcohol purchase receipt and demonstrate the purchase of the required minimum percentage of low-alcohol beverages.
 - e) Permit holder shall endeavor to provide alcoholic beer or coolers of the standard 5.0% or less instead of beers or wine coolers with greater alcoholic content.
 - f) Event staff must have Smart Serve Ontario training as prescribed by the AGCO that includes education on impairment related to recreational cannabis use.
 - g) Event staff must be aware of the potential harms of co-using alcohol and cannabis (edible, vape, beverages, and smoke).
 - h) Permit holder and event staff are prohibited from consuming alcohol or other impairing drugs (cannabis) prior to, and while the event is in progress.
 - i) Two Smart Serve Ontario trained persons meeting the age of majority requirements must monitor entrance and exits at all times. These persons shall further observe for individuals that may be attempting to enter or leave the premises with alcohol and/or that appear to be impaired.
 - j) The permit holder and/or security event staff must intervene if patrons begin to engage in risky or inappropriate activities that could harm themselves or others.
 - k) Anyone who appears to be under the age of 25 will be required to show a government-issued document with a photograph as identification before being allowed to enter the event/facility or designated area

where alcohol is available. Event organizers are to refer to Ontario's Liquor Licence Act (LLA) for a list of acceptable government issued-photo identification prescribed for proof of age purposes.

- l) Tickets must be sold in a separate location from where the alcohol is being served. Ticket sales must end 30 minutes prior to the SOP ending.
- m) Unused tickets are to be redeemed for cash on demand at any time during the event, up until 30 minutes after the SOP ends.
- n) The permit holder will ensure no marketing practices which encourage increased consumption (i.e. oversized drinks, double shots, drinking contests, volume discounts) be permitted.
- o) There must be no "last call". When entertainment or DJs arrive, they must be informed that there is to be no "last call". The time for cessation of the sale of alcohol must be posted as per [Appendix D](#).
- p) The bar will be closed by 1:00 a.m. Facilities must be vacated by 1:45 a.m. There will be no re-entry at the end of the designated alcohol serving time.
- q) Beverages are to be sold and served in cans to decrease waste, reduce clean up time and eliminate the risk of broken glass and possible injury.
- r) SOP holder must provide non-alcoholic drinks (i.e. pop and water) and these are to be served in different / distinguishable cups.
- s) A range of menu selections should be made available that includes light meals to reduce the risk of intoxication and associated harms (i.e. pizza, sandwich).
- t) Alcohol cannot be left available for self-serve. Exception is made when wine is served during a meal.
- u) Portable toilets and washing facilities must be provided within licensed area.

4.2.5 Event organizers / permit holders shall be required to hire paid duty police officers and / or licensed security personnel to ensure the safety and security of their patrons as identified by the AGCO and / or the MARMP.

- The Town reserves the right to require the presence of police officers or security personnel, paid for by the event organizer. Specific numbers will be determined by the OPP or the Director PRS or

designate. The minimum number of personnel is indicated in [Appendix A](#).

- Detailed security and site plan are to be provided to the Director PRS or designate a minimum 14 days prior to the event.

4.2.6 Event organizers / permit holders have a duty to report to the Director PRS or designate any issues that arise and provide details of any incident that:

- a) The event organizer / permit holder is aware of or has been made aware of with respect to any Liquor License Act of Ontario or MARMP violation.
- b) An AGCO inspector under the Liquor License Act of Ontario has reported any incident or violation.
- c) Involves bodily injury or property damage.
- d) Reports shall be made no later than two days after the event, but shall be made immediately when repairs or other action is required to make the municipal property secure or safe for use.

5.0 Designated Property List

5.1 The Town has developed a “Designated Property” list, identifying Town facilities or land where festivals and events serving alcohol under a SOP or Catering Endorsement that meet the conditions set out by the MARMP and the Town may be granted approval:

- Tecumseh Recreation Complex and Arena
- St. Clair Beach Community Centre
- Tecumseh Golden Age Club
- Lakewood Park
- Lacasse Park
- McAuliffe Park

5.1.1 Municipal Streets and Parking lots: Alcohol consumption in Municipal Parking lots is generally prohibited. Certain festivals and events within these spaces will be eligible to apply for a SOP or Catering

Endorsement through the AGCO upon the approval of the Director PRS or designate.

5.1.2 The sale or consumption of alcohol at any festival, event or function on municipal property is prohibited in public spaces unless approval is granted by the Director of PRS or designate. Approval by the Town is required in advance of the issuance of a SOP.

5.2 The following are deemed Restricted Areas, identifying areas on Designated Property where alcohol is not permitted:

- Dressing rooms
- Washrooms
- Ice surface
- Sports fields
- Baseball diamonds

6.0 Event Categories

6.1 The MARMP identifies the following types of event categories as it relates to alcohol events:

6.1.1 **Private Event:** Closed to the general public for admittance and is invitation only and where only family, friends and people known to the hosts are invited to attend. Examples include: showers, weddings, receptions, anniversaries.

6.1.2 **Public Event:** Open to the general public, either by invite or by controlled ticket sales to the event; held for events of significance and/or to raise funds for charitable purposes and objects that benefit the public at large. Public event permits can be issued to registered charities, non-profit organizations whose objective is to promote charitable, educational, religious or community objects, or for events of municipal, provincial, national or international significance. Examples include: festivals, tournaments, shows, celebrations.

6.1.3 **Tailgate Event:** Held in connection with, and in proximity to, a sporting event, and where attendees 19 years of age or older may bring their own liquor for consumption at the tailgate event, within the permitted area of a Designated Property. To be eligible for a Tailgate Event Permit, the event must be:

- a) an outdoor event held in connection with, and in proximity to, one of the following sporting events: Professional, Semi-Professional, or Post-Secondary;
- b) Professional – major league teams such as the Canadian Football League, National Hockey League, etc.
- c) Semi-Professional – minor league teams such as members of Ontario Hockey League, AAA Baseball, United Soccer League Championship;
- d) Post-Secondary – extramural, varsity or intercollegiate sports teams that are members of Canadian Interuniversity Sports, College Athletic Association;
- e) held at an outdoor space, at ground level (i.e. parking lot);
- f) be within proximity to where the live sporting event is taking place to which the tailgate event is connected.

6.1.4 **Municipally Significant Event:** include one or more of the following criteria:

- Large capacity event presenting a cultural or athletic event of significant size and scope
- Benefits greater community, entire community, local economy
- Serves the public good in a broad sense
- Has Tourism impact
- Expected to bring people to the area, both local and from away
- Expected to create employment (temporary or full-time)

6.2 In an effort reduce risk and liability, the following events will not be approved under the MARMP:

- **Bachelorx Party** – A social gathering / celebration for a soon-to-be married individual / couple; is sometime used as a fundraiser for the couple, and typically includes a night of drinking, gaming and entertainment; sometimes referred to as “Bachelor”, “Bachelorette”, “Stag”, “Stag and Doe”, “Jack and Jill”
- **Demonstration** – An action by a mass group or collection of groups of people in favour of a political or other cause or people partaking in a protest against a cause of concern.

- **Youth Event** - The majority of attendees are less than 19 years of age; for example, a Youth Hockey Tournament

7.0 Insurance

7.1 Insurance is mandatory for events that include the sale or provision of alcohol.

7.1.1 Minimum coverage of \$5,000,000 indicating the Town as an additional insured is required.

7.1.2 The policy shall show the date(s) of the event including the set up and take down if different from the event date, name of the event and location and shall be provided to the Town a minimum 14 days prior to the event. Failure to provide proof of insurance will void the rental agreement with the Town.

8.0 Security Deposit

8.1 A security deposit of \$500 or 50% of the cost of the facility rental, whichever is less, made payable to the Town of Tecumseh, will be required for all events that include the sale and/or serving of alcohol. If there are any violations of the MARMP during the event or damage to the municipal property as a result of the event, the security deposit will be forfeited. If no violations or damage are reported, the security deposit will be returned.

9.0 Safety Plan

9.1 All events that include the sale and/or serving of alcohol must develop and submit to the Director PRS or designate a Safety Plan at least four (4) weeks prior to the event. The Safety Plan shall provide information for the event as it relates to: Event Contacts, Hours of Operation, Food and Alternative Beverage Servicing, Age Restrictions, Transportation, and Safety and Security.

9.2 The Town may require that the event organizer attend a SERT meeting to review/discuss the event Safety Plan. The SERT will determine, at their discretion, requirements relating to safety for the event.

9.3 Upon review of the Safety Plan, the Town reserves the right to reject and/or request changes to the plan that it deems necessary for the overall safety of the event and protection of the municipality's interests.

9.4 Event organizers must assume responsibility for promoting safe transportation options for all drinking participants and must create and post specific

transportation options available at the bar and entrance/exit areas. Safe transportation can include:

- Designated driver provided by the Event Organizer's sponsoring group
- A taxi paid either by the Event Organizer's sponsoring group or the participant
- Promotion of Tecumseh Transit or alternative forms or transportation
- Arranging for overnight parking

9.4.1 Event organizers must be prepared to call the police Reduce Impaired Driving Everywhere (RIDE) program if an intoxicated participant insists on driving.

10.0 Advertising and Signage

- 10.1 All advertising must comply with the AGCO advertising policies and guidelines. Signage must comply with the regulations set forth by the AGCO and Liquor License Act of Ontario.
- 10.2 Signs must be prominently posted at the event with Event Organizer contact information where the public can forward any concerns. The signs shall include information as reflected in [Appendix B](#).
- 10.3 A sign shall be prominently posted at the bar and at the ticket counter that references the Liquor Licence Act as reflected in [Appendix C](#).
- 10.4 A sign shall be prominently posted at the bar and the ticket counter outlining ticket sales as reflected in [Appendix D](#).
- 10.5 The Event Organizer shall provide a list of all event staff with their proof of certification on a sign posted in a conspicuous place with the group's AGCO Special Occasion Permit.

11.0 Enforcement

- 11.1 A violation of this Policy occurs when alcohol is sold or consumed in a municipal facility without authorization by the Town or the AGCO SOP holder fails to comply with any of the provisions of the Liquor Licence Act of Ontario, its regulations, municipal By-laws or this Policy.

11.1.1 Any person may notify Event Organizers, Town staff or security personnel of suspected violations.

11.1.2 Event staff, Town staff or security personnel should inform the offending individual(s) that they are in violation of municipal by-law/policy and/or provincial law and insist that the behaviour stop. As required, police will be called for assistance with enforcement.

11.1.3 A police officer may inform offending individual(s) of the violation(s). The police officer may ask the individual(s) to stop the behavior or to leave the facility. Charges or tickets may be laid against the offending individual(s) at the officer's discretion.

11.1.4 Event Organizers/rental customers found in contravention of this policy are subject to removal from municipal properties at the Town's discretion.

11.1.5 Where a rental customer of municipal property and/or Event Organizer has violated the MARMP, the individual or group will be sent a registered letter advising them of the violation, and indicating that no further violations will be tolerated.

11.1.6 Should a rental customer of municipal property and/or Event Organizer violate the MARMP within 1 year of receiving notice of a violation, they may be suspended from renting Town facilities for a period of 1 year. When an individual or group is suspended, a registered letter will be sent to the suspended party and Town Council advising of the suspension.

11.1.7 An individual or group may appear as a delegation to Council to appeal their suspension or to have their privileges reinstated.

12.0 Policy Monitoring and Revisions

12.1 This Policy shall be monitored by the Parks & Recreation Services Department.

12.2 This Policy will be reviewed as required based on revisions to the Liquor Licence Act.

12.3 Any suggested changes to the policy may be forwarded to the Director PRS for consideration.

12.4 Any revisions must be approved by Town Council.

Appendix A – Required Number of Trained Event Staff

Event Staff All event staff must be the age of majority	Responsibilities	Private Event Minimum Staff	Public Event Minimum Staff
Bartenders	<ul style="list-style-type: none"> • Accept tickets for the purchase of drinks • Refuse service when a patron appears to be at or near intoxication • Encourage non-alcohol alternatives 	1 for every 150 attendees up to 600	1 for every 150 attendees up to 600 600+ as determined by SERT
Door Supervisors	<ul style="list-style-type: none"> • Deny entry to intoxicated troublesome or underage patrons and verify identification • Monitor patrons for intoxication when leaving the event and recommend safe transportation options 	1 for each entrance for events up to 300 attendees 2 for each entrance for events 301-600	1 for each entrance for events up to 300 attendees 2 for each entrance for events 301-600 600+ as determined by SERT
Floor Supervisors	<ul style="list-style-type: none"> • Monitor patrons for intoxication in and out of area where alcohol is permitted • Respond to problems and complaints • Remove intoxicated persons • Suggest safe transportation alternatives 	1 for every 100 attendees	1 for every 100 attendees 600+ as determined by Safety Plan / SERT
Ticket Sales Staff	<ul style="list-style-type: none"> • Sell alcohol tickets (up to 5 per person) • Monitor and refuse sale to patrons at or near intoxication • Refund tickets on request 	1 for every 200 attendees	1 for every 200 attendees 600+ as determined by SERT

Appendix B – Contact Information Sign

Event Sponsor's Name	Event Sponsor's Contact Information
Venue's Name	Phone Number of Venue Address of Venue
Tecumseh OPP	519-735-2424 963 Lesperance Road, Tecumseh, ON N8N 1W9
Tecumseh Fire & Rescue Services	519-979-4041 985 Lesperance Road, Tecumseh, ON N8N 1W9
Alcohol and Gaming Commission of Ontario (AGCO)	1-800-522-2876
Emergency	911
Transit or Taxi Contact Information	Contact information for transit service

Appendix C – Liquor Licence Act Sign

“It is against the *Liquor Licence Act of Ontario* for licensed establishments to serve customers to intoxication. For this reason, servers in our facilities are required to obey the law and not serve anyone to intoxication. We are also pleased to offer non-alcoholic beverages”.

Appendix D – Ticket Sale Sign

Only two (2) tickets per person used at a time and maximum of five (5) may be purchased at one time.

The bar will be closed at **(time to be entered)**. Unused tickets will be refunded.

Sandy's Law:

Warning - Drinking alcohol during pregnancy can cause birth defects and brain damage to your baby.