



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** October 31, 2018
From: Jane Fernyhough **File:** 11-7000-01/2018-Vol
 Director, Arts, Culture and Heritage Services 01
Re: Special Event Permits Pilot Project – Report Back

Staff Recommendation

1. That the report titled “Special Event Permits Pilot Project – Report Back”, dated October 31, 2018, from the Director, Arts, Culture and Heritage Services be received for information.
2. That Special Event Permits for site-wide liquor licensing at City produced events be endorsed, subject to conditions being met under the City’s Richmond Event Approval Coordination Team (REACT) application.

Jane Fernyhough
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

Att. 1

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Recreation	<input checked="" type="checkbox"/>	
Parks	<input checked="" type="checkbox"/>	
RCMP	<input checked="" type="checkbox"/>	
Risk Management	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin:

At the City Council meeting of July 24, 2017, Council approved the Special Event Permits Pilot Project that endorsed site-wide licensed beverage consumption at City produced festivals. The pilot project allowed staff to work closely with the RCMP and British Columbia Liquor Control and Licensing Branch (LCLB) to obtain a Special Event Permit for select City events. The purpose of this report is to update Council on the outcome of the pilot program and recommend continuing the practice.

Background:

Over the past three years, the LCLB issued a series of policy directives that enabled organizations to hold public events with site-wide liquor accessibility under a “Special Event Permit” (SEP). These changes are partly due to increased public demand for a wider array of event amenities, as well as the need to provide event organizers with additional tools to manage public safety.

Benefits

Benefits of implementing a SEP at suitable City events include:

- *Enhanced event amenities and the deterrence of rapid liquor consumption:* The public is able to enjoy event programming throughout the site, while partaking in a licensed beverage at their leisure. This reduces the practice of increased alcohol consumption over short durations in a segregated beer garden;
- *Enhanced security:* Additional security, which would normally be tethered to a traditional beverage garden, is strategically situated throughout the entire site; and
- *Economic instigator for local goods and services:* The site-wide accessibility of licensed beverages at an event may draw additional visitors and encourage attendees to stay for longer periods, which provide greater exposure for local entertainers, goods and services.

Other Events in the Region:

Since 2014, there has been a noticeable shift from the traditional beer garden to site-wide licensing at festivals. In the Metro Vancouver region alone, site-wide licensing under the SEP process has occurred at the following events: Skookum Festival (Vancouver); Seawheeze Sunset Festival (Vancouver); Rock Ambleside (West Vancouver); Burnaby Blues & Roots Festival (Burnaby); Live Nation: Concerts at Deer Lake Park (Burnaby); European Festival (Burnaby); Enchant Christmas Maze & Market (Vancouver); Steveston Dragon Boat Festival (Richmond); and Vancouver Dragon Boat Festival (Vancouver).

The Pilot Program Results:

The Richmond Harvest Fest in 2017 and the Richmond Maritime Festival in 2018 were the two City produced events in the pilot program. Each event worked closely with the RCMP on the required logistics to mitigate potential risk.

The Richmond Harvest Fest was held on September 30, 2017 at Garden City Lands and attracted over 5,000 people to the event. The festival included interactive agricultural displays and activations, a straw bale slide, wagon rides, culinary stage, live music and local artisans and vendors.

The site-wide licensed area covered the main festival venue with two controlled access points. The festival partnered with Canada Berries Winery, Country Vines Winery, Fuggles & Warlock Craftworks and Britannia Brewing Company who set up tents and provided beverage service. Approximately 470 units of beer and wine were sold during the eight-hour festival. Public feedback on the availability of alcohol was positive. The RCMP reported no public safety incidents related to alcohol consumption at Richmond Harvest Fest.

The second event in the pilot project was the 15th annual Richmond Maritime Festival held on July 28-29 at Britannia Shipyards National Historic Site. This festival celebrates the City's rich maritime heritage and includes ship boarding, live music, roving performances, salmon BBQ and numerous family friendly activations.

The two-day Maritime Festival attracted over 35,000 people and the licensed beverage zone was a large area around the main stage and food trucks. The City partnered with the Richmond Firefighters Association who was responsible for organizing and operating the alcohol sales in exchange for the fundraising opportunity. Approximately 760 units of beer and wine were sold over the two days. The feedback from festival goers was positive and the RCMP reported no public safety incidents related to alcohol consumption.

Although it was not a City produced event, the Steveston Salmon Festival was granted a SEP for their 2018 event. The entire parking lot, south of the community centre, was included in the site-wide licensed area and was the location of their main stage and approximately 12 food trucks. The event partnered with Fuggles & Warlock who managed the alcohol sales. Net revenue went to the event. In total, the event sold approximately 2,460 units of alcohol between 11 a.m. and 7 p.m. The feedback from festival goers was positive and the RCMP reported no public safety incidents related to alcohol consumption.

Future Events:

While the two events in the Special Event Permits Pilot Project and Steveston Salmon Festival received positive community feedback and did not result in any alcohol related incidents, future events would continue to be evaluated and approved on a case by case basis through the City's Richmond Event Approval Coordination Team (REACT) and the existing event permit approval process. See Attachment 1 for Logistics and Public Safety Considerations.

In addition, the event organizer will work closely with the RCMP to ensure any safety requirements, based on the festivals scope and event plan, are upheld (e.g., controlled access, age verification systems, security plan, etc.). Managing risk and ensuring public safety at the festival will continue to be paramount.

Requests by non-City organizations for Special Event Permits for site-wide liquor will continue to be evaluated and approved by the City's REACT event permit approval process.

Financial Impact

There is no financial impact as a result of this report.

Conclusion

Over the years, Richmond has built a strong reputation for successful, world-class community events. Providing licensed beverage service meets public demand for a wider array of event amenities. The regional shift towards site-wide licensing model is supported by the RCMP and LCLB. It is recommended that Council support Special Event Permits for site-wide licencing at City produced festivals in Richmond where appropriate.

A handwritten signature in black ink, appearing to read 'Bryan Tasaka', with a stylized flourish at the end.

Bryan Tasaka
Manager, Major Events and Film
(604-276-4320)

Att. 1 Logistics and Public Safety Considerations

Logistics and Public Safety Considerations

For each City event applying for a Special Event Permit, event organizers will:

1. Submit a Richmond Event Approval Coordination Team (REACT) application to ensure consideration and coordination of City and emergency services, which will be reviewed by and require the approval of:
 - a. members of REACT;
 - b. the City's Risk Management Section; and
 - c. the RCMP, whom take into consideration:
 - the size, duration and time of the event;
 - the type of music and entertainment provided;
 - the type and size of expected crowds;
 - whether the event is professionally managed; and
 - the site location and the controlled area.
2. If approved by REACT and the RCMP, staff will submit a SEP application to the LCLB for approval.

Some of the factors considered by REACT, the RCMP and the LCLB when assessing security and public safety for a SEP event include:

- A fully fenced site with controlled entry and exit points;
- An age verification system, where patrons must produce two pieces of government identification to verify their age and receive a 19+ wristband in order to be served a licensed beverage;
- Security guards in service areas and strategically placed throughout the site to:
 - check identification;
 - ensure anyone consuming alcohol is wearing a 19+ wristband; and
 - monitor the crowd;
- An experienced contractor to manage the SEP process on behalf of the City, which would include acquiring and verifying appropriate insurance coverage, the hiring and training of a bar manager and staff, and obtaining the necessary Serving It Right credentials; and
- Restrictions on the quantity and size of drinks served.