



The HRM MAP is intended to be an initial approach to developing an alcohol policy for the Municipality.

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Introduction

The draft policy has been developed based on:

- 1. Jurisdictional Review**
- 2. Internal environmental scan**
- 3. Stakeholder consultations**

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Best Practice

Municipal Alcohol Policies:

- 1. Better manage and reduce the number of alcohol related issues at municipally owned facilities and special events**
- 2. Reduce disorder and vandalism, reducing policing and community costs**
- 3. Limit the exposure of alcohol products to children and youth.**

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Municipal Role

The Municipal role in developing alcohol policy is three pronged:

- 1. Advocacy: change legislation/policy under the purview of other levels of government**
- 2. Municipal Regulations: exert indirect control over the sale of liquor**
- 3. Policy: increase the safety and enjoyment of people using city owned and operated facilities or participate in city events**

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What HRM's Proposed MAP Addresses

Designation of Facilities:

- Articulates where liquor licenses are permitted or not
- Allows Regional Council to enable licenses under special circumstances

Advertising:

- Requires any alcohol advertising include messages aligned with NS Low Risk Drinking Guidelines
- Requires alcohol promotion be in licensed areas only

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What HRM's Proposed MAP Addresses

Special Events

- Alcohol only permitted at HRM events targeted to those 19 years and over
- Promotion of alcohol can only appear in direct connection with the licensed public event; be contained in licensed area; and not promote overconsumption
- Allows for sponsorship of free transit
- Must include messages aligned with NS Low Risk Drinking Guidelines
- Licensed events will require Commercial General Liability Insurance with limits of not less than \$5m, and name HRM as additional insured
- *Licensed Public Special Events:* The Licensee shall consult with the Halifax Regional Police to determine the security arrangements required

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What the Proposed MAP does not Address

- Amendments to HRM's Community Plans and land use by-laws which determine appropriate location for licensed establishments
- Sponsorship and advertising conditions for external event organizers using HRM property
- Facilities operated by third parties or volunteer groups
- Bar hours, days of sale and density of licensed establishments
- Responsible Beverage Training for bar staff

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Summary of Changes

- **Articulates where licenses are permitted or not**
- **Restricts Advertising**
- **Restricts Sponsorship**
- **Requires all advertising, sponsorship & promotion must align with NS low risk drinking guidelines**

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Conclusion

The MAP is staff's recommendation for a balanced approach to an initial Municipal Alcohol Policy.

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