



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.1.3
Halifax Regional Council
June 23, 2015

TO: Mayor Savage and Members of Halifax Regional Council
Original signed by 

SUBMITTED BY: _____
Richard Butts, Chief Administrative Officer
Original Signed by _____
Mike Labrecque, Deputy Chief Administrative Officer

DATE: June 5, 2015

SUBJECT: Proposed Amendments to Administrative Order 53

ORIGIN

Moved at Regional Council on May 12, 2015, that Halifax Regional Council:

1. Request a staff report to amend Administrative Order 53, *Municipal Alcohol Policy*, to add DeWolf Park, Bedford for one event only during Bedford Days to Schedule A "HRM Facility Categories where Alcohol is Permitted" and;
2. Consider this motion as providing Notice of Motion of the intent to bring forward a recommendation to amend the Administrative Order to that effect at a future meeting of Regional Council.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, s. **61 (3)**: "The property vested in the Municipality, absolutely or in trust, is under the exclusive management and control of the Council, unless an Act of the Legislative provides otherwise,"

Halifax Regional Municipality Charter, s. **59 (3)**: In addition to matters specified in this Act or another Act of the Legislative, the Council may adopt policies on any matter that the Council considers conducive to the effective management of the Municipality.

Administrative Order 53, *Municipal Alcohol Policy*

RECOMMENDATION

It is recommended that Halifax Regional Council amend Schedule A of Administrative Order 53, the *Municipal Alcohol Policy*, as set out in Attachment 2, to:

- (1) Create a new category titled, "Municipally Owned, Operated and Scheduled Public Spaces Allowed Once Annually For a Designated Event", and
- (2) Add DeWolf Park, Bedford, to this new category for the Bedford Days Beer Fest held as part of the Bedford Days Festival.

BACKGROUND

In March of 2013, Regional Council requested staff develop a process and scope toward the development of a Municipal Alcohol Policy (MAP) for HRM. Regional Council approved Administrative Order 53, *Municipal Alcohol Policy* on October 8, 2013 (Attachment 1).

The current MAP does not identify a category specifically for Parks or for annual events. In Schedule A of the MAP, HRM has defined Facility Categories where alcohol is permitted through special occasion or permanent licenses.

These categories are:

- Municipally owned & operated community & event facilities;
- Municipally owned, operated & scheduled athletic fields, baseball diamonds, and facilities suitable for adult league tournament play;
- Municipally owned, operated and scheduled public spaces; and
- Municipally owned & operated fire halls.

On May 12, 2015, Regional Council passed a motion to add DeWolf Park, Bedford, to Schedule A of Administrative Order 53 "HRM Facility Categories where alcohol is permitted" through special occasions or permanent licenses.

DISCUSSION

History

The Bedford Days Beer Fest was originally organized by the Bedford Volunteer Fire Department as a fundraising event from 1996 -1999 and was located in the Lebrun Recreation Centre Arena. The event was not held in 2000 or 2001, but was reintroduced in 2002 as part of the Bedford Days program and was moved to DeWolf Park.

There have been a number of different organizers of this event over the years. From 2002 to 2006, a Bedford Days Committee member organized the program. In 2007, it was organized by the Bedford Lions and from 2008 to 2011 the Bedford Minor Hockey Association was the organizer. The Bedford Volunteer Fire Department returned as the organizer in 2012 and is the current organizer. The total amount raised each year for the Volunteer Fire Department is approximately \$2,000. In addition to the volunteers who oversee the event, two officers from the Halifax Regional Police are retained onsite and the event has been held without incident for the last 16 years.

Over the past few years the Bedford Days Committee has reviewed alternative indoor locations for the Beer Fest with the Bedford Days Volunteer Fire Department, although the Committee supports the park location. The following facilities have been considered and the restrictions are noted below.

- The Lebrun Recreation Centre Lion's Den can be licenced, however, they are the beneficiary of all proceeds therefore eliminating any financial benefit to the Volunteer Fire Department;
- The Bedford Hammonds Plains Recreation Centre does not permit alcohol in its facility and its location is not convenient to central Bedford; and
- The Basinview Community School has been used as a rain location in recent years however the school venue was not appealing to patrons.

Current Program

The Bedford Days Beer Fest is scheduled to take place on Saturday, June 27, 2015. There are currently 20+ events that are offered to the public during the Bedford Days Festival, and the majority are family activities and experiences held over the 5 day program. However, the Committee strives to provide programs that engage every demographic and support two evening events that specifically cater to a 19+ audience; the Rouge et Blanc Wine Tasting event held in the Basinview Drive Community School and the Bedford Days Beer Fest in DeWolf Park. Attendance numbers are typically between 150 – 175 persons at each event.

Section 7 of AO 53 allows Council, by resolution, to permit the sale or service of alcohol at an HRM owned and operated facility that is not listed in Schedule A and set any conditions Council may wish to impose. As a result, Council could make a resolution allowing the Bedford Days Beer Fest and set any conditions it feels are necessary.

However, rather than requiring Regional Council to have to consider recurring events in municipally owned, operated and scheduled public spaces that are not otherwise listed in Schedule A on an annual basis, a new category has been added which will allow alcohol for designated events once annually. This amendment is outlined in Attachment 2 and has been included in the amended AO in Attachment 3.

With the creation of the new category in Schedule A, Council may receive requests for other annual events to be added to the list. In addition, other groups hosting events at the DeWolf Park may wish to apply for a license to serve alcohol. Any additional requests would need to be considered by Council on an individual basis.

FINANCIAL IMPLICATIONS

No financial implications at this time.

COMMUNITY ENGAGEMENT

The Bedford Days Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

No environmental implications as a result of this report.

ALTERNATIVES

1. Council may chose not to create a new category for Schedule A and instead add DeWolf Park to the existing category "Municipally Owned, Operated and Scheduled Public Spaces" without restricting the number of licenses available.
2. Council may chose not to amend Schedule A, but pass a resolution under Section 7 to permit the sale and service of alcohol and set conditions.

ATTACHMENTS

Attachment 1 -	Showing Proposed Changes to Administrative Order 53
Attachment 2 -	Amending Administrative Order
Attachment 3 -	Incorporating Proposed Changes to Administrative Order 53

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Elizabeth Taylor, Manager Culture & Events, 902.490.4387

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER 53
RESPECTING ALCOHOL IN MUNICIPALLY OWNED AND
OPERATED FACILITIES AND AT MUNICIPAL EVENTS**

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality as follows:

Short Title

1. This Administrative Order may be cited as Administrative Order 53, the *Municipal Alcohol Policy*.

Purpose

2. The Halifax Regional Municipality is committed to providing a safe, secure, and enjoyable environment for patrons, staff, citizens, and visitors by ensuring responsible practices for the use of alcohol in municipally owned and operated facilities and at municipal events. HRM is further committed to the health, well-being and safety of its citizens through the reduction of children and youth's exposure to alcohol promotion and the encouragement of alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines, as are in effect on November 13, 2013.

Interpretation

3. For the purposes of this Administrative Order, "alcohol" has the same meaning as "liquor" in section 2(k) of the *Liquor Control Act*, R.S.N.S. 1989, c. 260.
4. In this Administrative Order,
 - (a) "Adult" means any person 19 years of age and over;
 - (b) "Festival" means a series of public special events that take place over one or more days at the same site and with a unifying theme. A festival may include a component that is a licensed public special event;
 - (c) "HRM owned and operated facility" means any building, park, sports field, recreational facility or event space owned and operated directly by HRM that is available for use by the public;
 - (d) "Licensee" means a person who holds a Special Occasion or Permanent License;
 - (e) "Licensed Public Special Event" means a Public Special Event that has a class 3 or class 4 Special Occasion License issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations;
 - (f) "Licensed Private Special Event" means a Private Special Event that has a class 1 or class 2 Special Occasion License issued under the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations;

- (g) “Permanent License” means any license issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations other than a special occasion license;
- (h) “Public Special Event” means an event that is open to the public to participate;
- (i) “Private Special Event” means an event that is open only to invited guests; and
- (j) “Special Occasion License” means a license to serve alcohol issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations. It may be a class 1,2,3, or 4 license, as defined in the Liquor Licensing Regulations.

Part I – Alcohol licenses permitted in facilities owned by HRM

Application

5. This Part applies to all HRM owned and operated facilities.

Alcohol not permitted

6. Alcohol is not permitted in HRM owned and operated facilities, except as outlined in Schedule A.
7. Where a request is received for the sale or service of alcohol at an HRM owned and operated facility not listed in Schedule A, Council may, by resolution, permit the sale or service of alcohol, subject to this Administrative Order and any other conditions Council may wish to impose.

Part II – Alcohol Advertising

Application

8. This Part applies to:
- (a) all HRM owned and operated facilities;
 - (b) all Metro Transit assets, including buses, ferries, transit shelters, and transit terminals;
 - (c) all bus and park benches owned by HRM; and
 - (d) all billboards owned and managed by HRM, located on HRM property.

Alcohol Advertising

9. In addition to any other criteria that may be required, all alcohol advertisements submitted for a facility subject to this Part, or for placement on Metro Transit assets, bus and park benches owned by HRM, or billboards owned by HRM, must also:
- (a) be in accordance with the *Liquor Control Act* and Regulations; and
 - (b) include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines.

10. The advertisement or promotion of alcohol products or brands is not permitted in facilities subject to this Part, except:
 - (a) within an area for which a special occasion license or permanent license has been issued; or
 - (b) where it is done pursuant to an agreement under Administrative Order 55, the HRM Sponsorship Administrative Order, or Administrative Order 56, Respecting HRM Sale of Naming Rights Policy.
11. The distribution of items promoting alcohol products or brands is not permitted in facilities subject to this Part, except within an area for which a special occasion license or permanent license has been issued.

Part III – Special Events

Application

12. This Part applies to public special events, licensed public special events, and festivals, organized by HRM, whether or not they are held on HRM-owned property.

Alcohol sponsorship and promotion

13. Alcohol is permitted at a licensed public special event organized by HRM, but persons under 19 years of age are not permitted in the licensed area.
14. Alcohol sponsorship of, and the promotion of alcohol at, festivals and public special events is not permitted, except as follows:
 - (a) Alcohol sponsorship of a licensed public special event, including one that is a component of a festival, is permitted in accordance with Administrative Order 55, the HRM Sponsorship Administrative Order, provided that the logo and/or name of the alcohol sponsor is only included on that part of any promotional material that is directly related to the licensed public special event.
 - (b) Alcohol promotion associated with alcohol sponsorship of a licensed public special event, including one that is a component of a festival, is permitted provided:
 - i) It is in accordance with the *Liquor Control Act* and Regulations;
 - ii) It is contained within the area for which the special occasion license has been issued;
 - iii) It does not use any large scale products for advertising purposes that display the name or logo of an alcohol product or brand, including inflatables;
 - iv) It includes messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines; and

- v) It does not promote the over-consumption of alcohol.
- (c) Alcohol sponsorship of a free transit program associated with a festival or public event is permitted.

Part IV – Facility Rentals

Application

15. This Part applies to licensed private special events and licensed public special events at HRM owned and operated facilities.
16. Where individuals or groups rent an HRM owned and operated facility for a licensed private special event or a licensed public special event they are the licensee for the purposes of this Part, and the following shall be included as conditions of the facility rental:
 - (a) The licensee shall obtain a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations.
 - i) The licensee shall provide proof of the Special Occasion Liquor License to HRM at least five (5) days prior to the Event.
 - (b) It is the responsibility of the licensee to comply with the terms and conditions of the license, as well as the *Liquor Control Act* and the Liquor Licensing Regulations under which the license was issued.
 - (c) For licensed private special events, the licensee shall contact HRM Insurance & Risk Management Services, which will determine the appropriate level of insurance coverage required for the private special event. The licensee shall be required to provide proof of Commercial General Liability Insurance evidencing limits as required by HRM Insurance & Risk Management Services, inclusive of Bodily Injury and Property Damage and with liquor liability not excluded. Halifax Regional Municipality shall be named as an “Additional Insured” on the policy. The licensee shall provide a Certificate of Insurance evidencing proof of the above insurance to HRM no later than five (5) days prior to the event.
 - (d) For licensed public special events:
 - i) The Licensee shall provide proof of Commercial General Liability Insurance evidencing limits of not less than Five Million Dollars (\$5,000,000.00), inclusive of Bodily Injury and Property Damage and with liquor liability not excluded. Halifax Regional Municipality shall be named as an “Additional Insured” on the policy. The licensee shall provide a Certificate of Insurance evidencing proof of the above insurance to HRM no later than five (5) days prior to the event.
 - ii) The Licensee shall consult with the Halifax Regional Police to determine the security arrangements required for the event. The final security arrangements shall, at a minimum, comply with the recommendations of the Halifax Regional Police; and

- iii) The licensee is responsible to ensure that entrances and exits to the area of the facility to which the License applies comply with the terms and conditions of the license, as well as the *Liquor Control Act* and the Liquor Licensing Regulations under which the license was issued.
 - (e) As part of the application process with HRM, the licensee shall provide the name of the individual who they have designated as being in charge of their licensed premises for the purposes of their special occasion license, and it is the responsibility of that person to remain at the Facility until all attendees have left the event.
17. Individuals or groups who fail to comply with these conditions may be refused access to the space they have rented, may lose their deposit, and may be prohibited from future rentals, at the discretion of the Chief Administrative Officer or designate.
18. To encourage alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines, HRM recommends, but does not require, the following risk mitigation strategies to licensees as examples of best practice for licensed events:
- (a) No marketing practices that encourage increased consumption;
 - (b) Servers and or/those setting policy for the operation or supervision of bar staff should be certified in Serve Right (responsible beverage server training) or similar program;
 - (c) No announcement of "last call";
 - (d) The licensee make available low-alcohol and no alcohol beverages;
 - (e) No alcohol sales within one hour of the time authorized by their license to stop selling and dispensing liquor;
 - (f) To avoid over serving, no service of more than 2 drinks per person at one time;
 - (g) At an Event where tickets are provided for complimentary alcoholic beverages, no more than two tickets should be redeemed per person at one time. Distribution of these tickets should be restricted to a maximum number to avoid over consumption of alcohol, and should only be distributed to those over 19 years of age; and
 - (h) Promotion of safe transportation options for attendees who consume alcohol, including: designated drivers, public transportation, taxis.

Part V – General

Implementation

19. This Administrative Order shall come into effect on the date that it is passed by Regional Council; however, HRM Business Units shall have until June 30, 2014 to bring operating practices into compliance.

20. Existing contracts for advertising, including sponsorship and/or naming agreements, as well as existing leases of space in HRM owned and operated facilities, are exempt from the application of this Administrative Order and shall be brought into compliance upon expiration of their term, including all renewals previously negotiated by HRM.

Done and passed in Council this 8th day of October, 2013.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on October 8, 2013.

—

Cathy Mellett, Municipal Clerk

Schedule A

HRM Facility Categories where alcohol is permitted

MUNICIPALLY OWNED & OPERATED COMMUNITY & EVENT FACILITIES:

SPECIAL OCCASION OR PERMENANT LICENSES ALLOWED

- ❖ Halifax City Hall – Halifax Hall
- ❖ LeBrun Centre
- ❖ North Preston Community Centre
- ❖ St. Mary's Boat Club
- ❖ Sackville Sports Stadium

MUNICIPALLY OWNED, OPERATED & SCHEDULED ATHLETIC FIELDS, BASEBALL DIAMONDS, AND FACILITIES SUITABLE FOR ADULT LEAGUE TOURNAMENT PLAY

SPECIAL OCCASION LICENSES ALLOWED

- ❖ Any All-Weather Turf Facilities
- ❖ Beazley & Big Beazley
- ❖ Bissett #1, #2, #3
- ❖ Burnside
- ❖ Canada Games
- ❖ Correctional
- ❖ Eastern Passage Common (Dennis Naugle, Bob Hilchie, Tommy Davies)
- ❖ Eisenhower
- ❖ Graves Oakley #1 & #2
- ❖ Halifax Common athletic and sports fields
- ❖ J.A. Walker
- ❖ Mainland Common
- ❖ Maybank #1, #2, #3
- ❖ Merv Sullivan
- ❖ Mic Mac #'s 1 & 2
- ❖ Prince Arthur #1, #2, #3
- ❖ Range Park (Joan and Robert Lenihan Diamonds)
- ❖ Ravenscraig
- ❖ South Common
- ❖ Superstore
- ❖ Tremont
- ❖ Wanderers
- ❖ Westridge

MUNICIPALLY OWNED, OPERATED AND SCHEDULED PUBLIC SPACES

SPECIAL OCCASION LICENSES ALLOWED

- ❖ Granville Mall
- ❖ Molson Events Plaza at the Emera Oval
- ❖ Sackville Landing

MUNICIPALLY OWNED & OPERATED FIRE HALLS

SPECIAL OCCASION and/or LICENSES ALLOWED

- ❖ Bedford
- ❖ Black Point
- ❖ Chezzetcook
- ❖ Cole Harbour/Westphal
- ❖ Eastern Passage
- ❖ Lakeside
- ❖ Meaghers Grant
- ❖ Mushaboom
- ❖ Oyster Pond
- ❖ Prospect Road
- ❖ Sackville
- ❖ Seabright
- ❖ Tangier
- ❖ Waverley
- ❖ Wellington

MUNICIPALLY OWNED, OPERATED AND SCHEDULED PUBLIC SPACES ALLOWED ONCE ANNUALLY FOR A DESIGNATED EVENT

SPECIAL OCCASION LICENSE ALLOWED

- ❖ DeWolf Park – Bedford Days

Attachment 2
(Amending Administrative Order)

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER 53
RESPECTING ALCOHOL IN MUNICIPALLY OWNED AND
OPERATED FACILITIES AND AT MUNICIPAL EVENTS**

BE IT RESOLVED as an Administrative Order of the Council of the Halifax Regional Municipality that Administrative Order 53, the *Municipal Alcohol Policy*, be further amended as follows:

1. Schedule A is amended by adding the following category to the end of the schedule:

**MUNICIPALLY OWNED, OPERATED AND SCHEDULED PUBLIC SPACES ALLOWED
ONCE ANNUALLY FOR A DESIGNATED EVENT**

SPECIAL OCCASION LICENSE ALLOWED

❖ DeWolf Park – Bedford Days

Attachment 3
(Incorporating Proposed Changes)

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER 53
RESPECTING ALCOHOL IN MUNICIPALLY OWNED AND
OPERATED FACILITIES AND AT MUNICIPAL EVENTS**

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality as follows:

Short Title

5. This Administrative Order may be cited as Administrative Order 53, the *Municipal Alcohol Policy*.

Purpose

6. The Halifax Regional Municipality is committed to providing a safe, secure, and enjoyable environment for patrons, staff, citizens, and visitors by ensuring responsible practices for the use of alcohol in municipally owned and operated facilities and at municipal events. HRM is further committed to the health, well-being and safety of its citizens through the reduction of children and youth's exposure to alcohol promotion and the encouragement of alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines, as are in effect on November 13, 2013.

Interpretation

7. For the purposes of this Administrative Order, "alcohol" has the same meaning as "liquor" in section 2(k) of the *Liquor Control Act*, R.S.N.S. 1989, c. 260.
8. In this Administrative Order,
- (k) "Adult" means any person 19 years of age and over;
 - (l) "Festival" means a series of public special events that take place over one or more days at the same site and with a unifying theme. A festival may include a component that is a licensed public special event;
 - (m) "HRM owned and operated facility" means any building, park, sports field, recreational facility or event space owned and operated directly by HRM that is available for use by the public;
 - (n) "Licensee" means a person who holds a Special Occasion or Permanent License;
 - (o) "Licensed Public Special Event" means a Public Special Event that has a class 3 or class 4 Special Occasion License issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations;
 - (p) "Licensed Private Special Event" means a Private Special Event that has a class 1 or class 2 Special Occasion License issued under the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations;

- (q) “Permanent License” means any license issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations other than a special occasion license;
- (r) “Public Special Event” means an event that is open to the public to participate;
- (s) “Private Special Event” means an event that is open only to invited guests; and
- (t) “Special Occasion License” means a license to serve alcohol issued pursuant to the *Liquor Control Act* by the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations. It may be a class 1,2,3, or 4 license, as defined in the Liquor Licensing Regulations.

Part I – Alcohol licenses permitted in facilities owned by HRM

Application

21. This Part applies to all HRM owned and operated facilities.

Alcohol not permitted

22. Alcohol is not permitted in HRM owned and operated facilities, except as outlined in Schedule A.
23. Where a request is received for the sale or service of alcohol at an HRM owned and operated facility not listed in Schedule A, Council may, by resolution, permit the sale or service of alcohol, subject to this Administrative Order and any other conditions Council may wish to impose.

Part II – Alcohol Advertising

Application

24. This Part applies to:

- (a) all HRM owned and operated facilities;
- (b) all Metro Transit assets, including buses, ferries, transit shelters, and transit terminals;
- (c) all bus and park benches owned by HRM; and
- (d) all billboards owned and managed by HRM, located on HRM property.

Alcohol Advertising

25. In addition to any other criteria that may be required, all alcohol advertisements submitted for a facility subject to this Part, or for placement on Metro Transit assets, bus and park benches owned by HRM, or billboards owned by HRM, must also:
- (c) be in accordance with the *Liquor Control Act* and Regulations; and
 - (d) include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines.

26. The advertisement or promotion of alcohol products or brands is not permitted in facilities subject to this Part, except:
- (a) within an area for which a special occasion license or permanent license has been issued; or
 - (b) where it is done pursuant to an agreement under Administrative Order 55, the HRM Sponsorship Administrative Order, or Administrative Order 56, Respecting HRM Sale of Naming Rights Policy.
27. The distribution of items promoting alcohol products or brands is not permitted in facilities subject to this Part, except within an area for which a special occasion license or permanent license has been issued.

Part III – Special Events

Application

28. This Part applies to public special events, licensed public special events, and festivals, organized by HRM, whether or not they are held on HRM-owned property.

Alcohol sponsorship and promotion

29. Alcohol is permitted at a licensed public special event organized by HRM, but persons under 19 years of age are not permitted in the licensed area.
30. Alcohol sponsorship of, and the promotion of alcohol at, festivals and public special events is not permitted, except as follows:
- (d) Alcohol sponsorship of a licensed public special event, including one that is a component of a festival, is permitted in accordance with Administrative Order 55, the HRM Sponsorship Administrative Order, provided that the logo and/or name of the alcohol sponsor is only included on that part of any promotional material that is directly related to the licensed public special event.
 - (e) Alcohol promotion associated with alcohol sponsorship of a licensed public special event, including one that is a component of a festival, is permitted provided:
 - vi) It is in accordance with the *Liquor Control Act* and Regulations;
 - vii) It is contained within the area for which the special occasion license has been issued;
 - viii) It does not use any large scale products for advertising purposes that display the name or logo of an alcohol product or brand, including inflatables;
 - ix) It includes messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines; and

- x) It does not promote the over-consumption of alcohol.
- (f) Alcohol sponsorship of a free transit program associated with a festival or public event is permitted.

Part IV – Facility Rentals

Application

- 31. This Part applies to licensed private special events and licensed public special events at HRM owned and operated facilities.
- 32. Where individuals or groups rent an HRM owned and operated facility for a licensed private special event or a licensed public special event they are the licensee for the purposes of this Part, and the following shall be included as conditions of the facility rental:
 - (f) The licensee shall obtain a special occasion license from the Alcohol & Gaming Division of Service Nova Scotia & Municipal Relations.
 - ii) The licensee shall provide proof of the Special Occasion Liquor License to HRM at least five (5) days prior to the Event.
 - (g) It is the responsibility of the licensee to comply with the terms and conditions of the license, as well as the *Liquor Control Act* and the Liquor Licensing Regulations under which the license was issued.
 - (h) For licensed private special events, the licensee shall contact HRM Insurance & Risk Management Services, which will determine the appropriate level of insurance coverage required for the private special event. The licensee shall be required to provide proof of Commercial General Liability Insurance evidencing limits as required by HRM Insurance & Risk Management Services, inclusive of Bodily Injury and Property Damage and with liquor liability not excluded. Halifax Regional Municipality shall be named as an “Additional Insured” on the policy. The licensee shall provide a Certificate of Insurance evidencing proof of the above insurance to HRM no later than five (5) days prior to the event.
 - (i) For licensed public special events:
 - i) The Licensee shall provide proof of Commercial General Liability Insurance evidencing limits of not less than Five Million Dollars (\$5,000,000.00), inclusive of Bodily Injury and Property Damage and with liquor liability not excluded. Halifax Regional Municipality shall be named as an “Additional Insured” on the policy. The licensee shall provide a Certificate of Insurance evidencing proof of the above insurance to HRM no later than five (5) days prior to the event.
 - ii) The Licensee shall consult with the Halifax Regional Police to determine the security arrangements required for the event. The final security arrangements shall, at a minimum, comply with the recommendations of the Halifax Regional Police; and

- iii) The licensee is responsible to ensure that entrances and exits to the area of the facility to which the License applies comply with the terms and conditions of the license, as well as the *Liquor Control Act* and the Liquor Licensing Regulations under which the license was issued.
 - (j) As part of the application process with HRM, the licensee shall provide the name of the individual who they have designated as being in charge of their licensed premises for the purposes of their special occasion license, and it is the responsibility of that person to remain at the Facility until all attendees have left the event.
33. Individuals or groups who fail to comply with these conditions may be refused access to the space they have rented, may lose their deposit, and may be prohibited from future rentals, at the discretion of the Chief Administrative Officer or designate.
34. To encourage alcohol consumption in accordance with Nova Scotia's Low Risk Drinking Guidelines, HRM recommends, but does not require, the following risk mitigation strategies to licensees as examples of best practice for licensed events:
- (a) No marketing practices that encourage increased consumption;
 - (b) Servers and or/those setting policy for the operation or supervision of bar staff should be certified in Serve Right (responsible beverage server training) or similar program;
 - (c) No announcement of "last call";
 - (d) The licensee make available low-alcohol and no alcohol beverages;
 - (e) No alcohol sales within one hour of the time authorized by their license to stop selling and dispensing liquor;
 - (f) To avoid over serving, no service of more than 2 drinks per person at one time;
 - (g) At an Event where tickets are provided for complimentary alcoholic beverages, no more than two tickets should be redeemed per person at one time. Distribution of these tickets should be restricted to a maximum number to avoid over consumption of alcohol, and should only be distributed to those over 19 years of age; and
 - (h) Promotion of safe transportation options for attendees who consume alcohol, including: designated drivers, public transportation, taxis.

Part V – General

Implementation

35. This Administrative Order shall come into effect on the date that it is passed by Regional Council; however, HRM Business Units shall have until June 30, 2014 to bring operating practices into compliance.

36. Existing contracts for advertising, including sponsorship and/or naming agreements, as well as existing leases of space in HRM owned and operated facilities, are exempt from the application of this Administrative Order and shall be brought into compliance upon expiration of their term, including all renewals previously negotiated by HRM.

Done and passed in Council this 8th day of October, 2013.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on October 8, 2013.

—

Cathy Mellett, Municipal Clerk

Schedule A

HRM Facility Categories where alcohol is permitted

MUNICIPALLY OWNED & OPERATED COMMUNITY & EVENT FACILITIES:

SPECIAL OCCASION OR PERMENANT LICENSES ALLOWED

- ❖ Halifax City Hall – Halifax Hall
- ❖ LeBrun Centre
- ❖ North Preston Community Centre
- ❖ St. Mary's Boat Club
- ❖ Sackville Sports Stadium

MUNICIPALLY OWNED, OPERATED & SCHEDULED ATHLETIC FIELDS, BASEBALL DIAMONDS, AND FACILITIES SUITABLE FOR ADULT LEAGUE TOURNAMENT PLAY

SPECIAL OCCASION LICENSES ALLOWED

- ❖ Any All-Weather Turf Facilities
- ❖ Beazley & Big Beazley
- ❖ Bissett #1, #2, #3
- ❖ Burnside
- ❖ Canada Games
- ❖ Correctional
- ❖ Eastern Passage Common (Dennis Naugle, Bob Hilchie, Tommy Davies)
- ❖ Eisenhower
- ❖ Graves Oakley #1 & #2
- ❖ Halifax Common athletic and sports fields
- ❖ J.A. Walker
- ❖ Mainland Common
- ❖ Maybank #1, #2, #3
- ❖ Merv Sullivan
- ❖ Mic Mac #'s 1 & 2
- ❖ Prince Arthur #1, #2, #3
- ❖ Range Park (Joan and Robert Lenihan Diamonds)
- ❖ Ravenscraig
- ❖ South Common
- ❖ Superstore
- ❖ Tremont
- ❖ Wanderers
- ❖ Westridge

MUNICIPALLY OWNED, OPERATED AND SCHEDULED PUBLIC SPACES

SPECIAL OCCASION LICENSES ALLOWED

- ❖ Granville Mall
- ❖ Molson Events Plaza at the Emera Oval
- ❖ Sackville Landing

MUNICIPALLY OWNED & OPERATED FIRE HALLS

SPECIAL OCCASION and/or LICENSES ALLOWED

- ❖ Bedford
- ❖ Black Point
- ❖ Chezzetcook
- ❖ Cole Harbour/Westphal
- ❖ Eastern Passage
- ❖ Lakeside
- ❖ Meaghers Grant
- ❖ Mushaboom
- ❖ Oyster Pond
- ❖ Prospect Road
- ❖ Sackville
- ❖ Seabright
- ❖ Tangier
- ❖ Waverley
- ❖ Wellington

MUNICIPALLY OWNED, OPERATED AND SCHEDULED PUBLIC SPACES ALLOWED ONCE ANNUALLY FOR A DESIGNATED EVENT

SPECIAL OCCASION LICENSE ALLOWED

- ❖ DeWolf Park – Bedford Days