

REPORT

Office of the Chief Administrative Officer

To: Mayor Patrick Johnstone and Members
of Council **Date:** April 24, 2023

From: Lisa Spitale
Chief Administrative Officer **Item #:** 2023-261

Subject: **Salmonbellies Municipally Significant LCRB Resolution**

RECOMMENDATION

THAT Council support the declaration of the New Westminster Salmonbellies Senior A Lacrosse Club games to be of municipal significance and forward this resolution to the Liquor and Cannabis Regulation Branch.

PURPOSE

To recognize the New Westminster Salmonbellies Senior A Lacrosse Club and their games as having municipal significance in relation to LCRB licensing and standard pricing purposes.

SUMMARY

The New Westminster Salmonbellies Senior A Lacrosse Club recently approached the City for assistance in having their games designated as municipally significant in order to facilitate the inclusion of local liquor products in product offerings at games. This designation would allow the club to sell liquor products that are packaged in a can larger than the Liquor and Cannabis Regulation Branch (LCRB) standard size, at a cost above the price maximum set by LCRB.

DISCUSSION

The New Westminster Salmonbellies Senior A Lacrosse Club is working to partner with a New Westminster brewery to bring their local product to games. The lacrosse games have been licensed to sell liquor under Special Event Permits issued by the Provincial

Liquor and Cannabis Regulation Branch (LCRB). Currently, the team uses non-local products for their liquor sales.

Maximum Price List

The LCRB sets maximum prices that can be charged for liquor sold under a Special Event Permit. The cost-recovery price list is designed to ensure the prices charged for liquor cover only the “operating costs” of serving and selling the liquor (e.g. cost of liquor, mix, glasses, ice, and taxes). The prices do not include costs such as space rental, entertainment, security, or single-use cup charges required by a local government.

The local brewery that the Salmonbellies are looking to work with packages their beer in a 473ml can, which is larger than the standard 355 ml can that LCRB uses as a basis for their maximum price structure. The Salmonbellies have indicated to staff that the team would therefore lose money by using the local brewery. The LCRB is currently reviewing their price structure and sizing as they recognize many craft breweries use the larger 473ml can, however they are not able to provide staff with a date of when the review will be complete.

The maximum prices set by LCRB may only be exceeded if the purpose of the event is to raise funds for charity (does not apply for the Salmonbellies) or if the event has been designated of municipal, provincial, national, or international significance.

Municipally Significant Event

In order to be of significance, the event must be connected to a local public event that receives significant media attention. The Salmonbellies feel that their games, which are reported upon via the New Westminster Record newspaper, on the team’s social media channels and the Western Lacrosse Association (WLA) webcasts, fit this description.

According to LCRB policy, municipally significant events are of unique importance to a specific municipality. For example, a municipally significant event may have historical value to the particular region or provide benefit to the community-at-large. While support and approval from the municipality is required, the applicant must also continue to apply for a Special Event Permit through the LCRB.

Each municipality may set its own criteria in determining whether an event is of municipal significance. An event of municipal significance requires a municipal resolution or a letter from a delegated municipal official designating the event as “municipally significant.” The applicant must also keep proof of the designation as a municipally significant event at the event site for inspection by LCRB.

The City of New Westminster does not have pre-determined criteria in which staff could use to evaluate the request. However, in reviewing the LCRB’s criteria (noted below in italics) that they apply in determining provincial, national, or international significance, staff consider the Salmonbellie’s request to be in alignment (i.e. if ‘municipal’ is used in

place of 'provincial, national or international', the same holds true for Salmonbellies' events).

The LCRB will review exemption requests for provincially, nationally and internationally significant events. Qualified events must meet the following criteria:

- *The event features participants and/or performers that are primarily of provincial, national or international origin;*
- *The event attracts spectators from around the province, Canada, or the world; and*
- *The event receives province-wide, nation-wide or world-wide media coverage.*

Given the long-standing role the Salmonbellies have in the community, along with the intent of the event organizer to support a local business which is in alignment with City's desire to promote local, staff recommend that Council designate the Senior A games as municipally significant.

Staff are not aware of other local events of a similar scale, significance or long-standing role in the community. Large-scale special events held in the Downtown or Uptown are organized by non-profit entities and therefore not subject to the same pricing structure as the Salmonbellies.

INTER-DEPARTMENTAL LIAISON

Staff from Parks and Recreation and Economic Development have collaborated on this report. New Westminster Police Department has also reviewed the report.

FINANCIAL IMPLICATIONS

There are no financial implications to the City of New Westminster.

OPTIONS

There are two options presented for Council's consideration:

1. That Council support the declaration of the New Westminster Salmonbellies Senior A Lacrosse Club game events to be of municipal significance and forward this resolution to the Liquor and Cannabis Regulation Branch.
2. That Council provide staff with other direction.

Staff recommends option 1.

APPROVALS

This report was prepared by:
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This report was reviewed by:
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This report was approved by:
Lisa Spitale, Chief Administrative Officer