

# REPORT

## *Community Services*

**To:** Mayor Johnstone and Members of Council      **Date:** July 8, 2024

**From:** Blair Fryer, Acting Director, Community Services      **File:** 2515340

**Item #:** 2024-414

**Subject:** New West Pride Municipally Significant Event Designation LCRB Resolution

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### **RECOMMENDATION**

THAT Council support the declaration of New West Pride, produced by New West Pride Society to be of municipal significance and forward this resolution to the Liquor and Cannabis Regulation Branch.

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### **PURPOSE**

To recognize the New West Pride, produced by the New West Pride Society, as having municipal significance in relation to LCRB licensing and standard pricing purposes.

### **SUMMARY**

The New West Pride Society recently approached the City for assistance in having their festival, New West Pride, a free, community festival on August 17, 2024, designated as municipally significant. This designation would allow them to sell liquor products at a higher price than the maximum set price by the Liquor and Cannabis Regulation Branch (LCRB), permitting the organization to engage in fundraising activities that go beyond cost recovery, and allow opportunities for collaboration with local beverage sellers to generate additional funds beverages sold. These funds are used by New West Pride to provide spaces for recognizing and celebrating the local 2SLGBTQQIA+ community.

## **DISCUSSION**

New West Pride's mission aligns closely with the City's strategic priority of Community Belonging and Connecting. Supporting the festival, now in its 15<sup>th</sup> year, would affirm a commitment to fostering an inclusive and connected community where diversity is celebrated. The event brings together approximately 40,000 residents and visitors and promotes understanding and acceptance within the community.

Beyond the goal of raising funds and achieving greater fiscal sustainability for the organization, there is a significant queer community presence in New Westminster. Having the event declared municipally significant would positively impact this local community by prioritizing equity and inclusion of 2SLGBTQQIA+ people. It demonstrates the City of New Westminster's support of its queer residents and that there is no room for hate in the community.

### **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 in prescribed serving sizes, mix, glasses, ice, and taxes). The prices do not contemplate costs such as space rental, entertainment, security, or single-use cup charges required by a local government and have not been revised since 2015. The LCRB is reviewing their price structure and sizing as they recognize many manufacturers sell beverages in a 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. The New West Pride Society is a non-profit organization that organizes and promotes community building events, empowers, celebrates, and promotes inclusivity, acceptance, and respect among persons of all sexual orientations and gender identities in New Westminster and surrounding communities.

### **Municipally Significant Event**

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."

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 economic or tourism benefits 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.

Because of the increase in costs to produce events and festivals, many municipalities in the region have found themselves receiving requests for these designations and some

have drafted policies to allow staff to determine if an event qualifies using a decision making matrix. The City of New Westminster does not have pre-determined criteria in which staff could use to evaluate the request. In April 2023, staff came to Council with a similar request from the Senior A Salmonbellies which was approved. In June 2024, staff came to Council with a request from Uptown Live, produced by the Uptown Business Association, which was also approved.

However, in reviewing the LCRB’s criteria (noted below in italics) that they apply in determining provincial, national, or international significance, staff consider the New West Pride Society’s request to be in alignment (i.e. if ‘municipal’ is used in place of ‘provincial, national or international’, the same holds true for the New West Pride Festival).

*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.*

As noted above, in order to be of significance, the event must be connected to a local public event that receives media attention. The New West Pride Society feels that their event, which is reported on through traditional and social media, fit this description.

Staff feel this request is in alignment with the City’s Strategic Priorities of a promoting a “People Centered Economy” and “Community Belonging and Connecting”. The event has a 15 year demonstration of promoting equity and inclusion of 2SLGBTQQIA+ people, attracts spectators from around the region and supports local tourism, and has economic spinoff to the local business community through the inclusion of local businesses and vendors. As a result, staff recommend that Council designates New West Pride as municipally significant. In June 2024, Council also approved the recommendation that a matrix be developed that will allow staff to evaluate future municipally significant event designation requests without having to come to Council each time, and will bring a draft to Council for review in Q3.

**FINANCIAL IMPLICATIONS**

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

**INTERDEPARTMENTAL LIAISON**

Staff from Economic Development and Community Partnerships have collaborated on this report. New Westminster Police Department has also indicated their support for site-wide liquor licensing for this event.

**OPTIONS**

There are two options presented for Council's consideration:

- 1. THAT Council support the declaration of the New West Pride, produced by the New West Pride Society, 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.

**ATTACHMENTS**

Letter from New West Pride Society – Attachment 1

**APPROVALS**

This report was prepared by:  
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This report was reviewed by:  
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