



Attachment A  
Guidelines for Designating Events of  
Municipal Significance

# **City of New Westminster**

## **Guidelines for Designating Events of Municipal Significance**

### **Purpose of Guidelines:**

Event organizers may wish to request to be deemed an “event of municipal significance” which will allow them to charge a higher price per serving for alcohol sales that are regulated by the Liquor and Cannabis Regulation Branch (LCRB). This is usually sought to either recover more funds to cover the cost of the event itself, or to raise funds for a charitable purpose.

### **Authority to Act:**

Council delegates authority to deem events of municipal significance to the Chief Licensing Officer.

### **Specifications and Limitations:**

1. Organizations who are provided with a designation deeming their event one of municipal significance are still required to:
  - a. Obtain necessary Special Event Permits (SEP) from the LCRB
  - b. Procure the necessary insurance that names the City as additional insured
  - c. Propose their special event to the Special Events Office through a separate approvals process for the event itself
2. Designating an event of municipal significance provides no benefit other than the ability to set a higher price for alcohol sales subject to the Special Event Permit Policy as set out by the LCRB.
3. Designations are good for one year only and should be requested each year.

### **Decision Making Matrix:**

All conditions are required to be true in order to be designated an event of municipal significance:

- Is the event organizer a New Westminster based organization?
- Does the organizer have at least three years of successful delivery of the same event?
- Has the organizer provided a Certificate of Insurance naming the City as additional insured?
- Does the event attract at least 1000 people?
- Is the event open to all members of the public as a free event without a ticket price?
- Is the event a unique, New Westminster-focused event that promotes community belonging and connecting?

### **Process:**

1. An organization must make the request in writing to the City at least 90 days in advance of the event date through the Special Events Office at [specialevents@newwestcity.ca](mailto:specialevents@newwestcity.ca) and provide a rationale for their request.
2. Staff will review the request and use the decision-making matrix to make a decision within 30 days.
3. Event organizers will receive a signed letter that they may then use to apply for their SEP through the LCRB.