



**Subject: Amendments to Municipal Alcohol Management Policy**

**To: Council**

**From: Legislative Services Department**

Report Number: 2026-50

Meeting Date: April 14, 2026

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**Recommendation:**

That Legislative Services Department Report 2026-50 be received; and

That the amendments to By-Law 6579/34/18, attached as Appendix A of Legislative Services Department Report 2026-50, be brought forward for Council's approval; and

That Council delegate the authority to designate an event as a cultural or community event to the City Clerk for the purpose of prescribing it as a special event occasion where an application has been made, pursuant to the *Liquor Licence and Control Act, 2019*.

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**Purpose:**

The purpose of this report is to provide information regarding the amendments to Ontario Regulation 747/21 under the *Liquor Licence and Control Act, 2019* pertaining to the Special Occasion Permit Program, and to seek Council's approval of the amendments to the Municipal Alcohol Management Policy, attached as Appendix B.

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**Background:**

Special Occasion Permits (SOPs) are governed by Regulation 747/21 under the *Liquor Licence and Control Act, 2019* and are issued for temporary special events where liquor is sold or served anywhere other than a licensed establishment or private property.

On January 13, 2026, the Assistant Deputy Attorney General sent a memorandum to the Heads of Council of Ontario municipalities regarding updates to "Tailgate Event" Permits under the *Liquor Licence and Control Act, 2019*, attached as Appendix C. The updates will permit that organizations and individuals will be able to apply to the Alcohol

and Gambling Commission of Ontario (AGCO) for Public Special Occasion Permits to host “bring-your-own events” as of April 30, 2026.

Applicants for a bring-your-own (BYO) event permit must obtain a letter or resolution from the municipality in which the event will take place designating the event as a “cultural or community event” before submitting their application to the AGCO. If a municipality does not designate an event as a cultural or community event, the AGCO cannot issue a BYO event permit. The AGCO has indicated that this designation of an event as “community” or “cultural” is at the municipality’s discretion.

The BYO permit is for outdoor public events and can be either “Sale” or “No-Sale” depending on whether alcohol will be sold and served or solely served at the event. Attendees aged 19 or older are allowed to bring and consume their own alcohol at all bring-your-own events. As with all public SOPs, permit holders cannot restrict attendees. This means that any member of the public can show up to a BYO SOP, and the permit holder assumes responsibility for them. Applicants are subject to terms and conditions set out by the Municipal Alcohol Management Policy and the associated AGCO terms and conditions for all SOPs.

The AGCO has indicated that this initiative is intended to benefit businesses, organizations, and local tourism by making public events more accessible and encouraging greater community participation.

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## **Discussion:**

Staff are recommending Council approve the amendments to the Municipal Alcohol Policy as outlined in Appendix A including the additions of a definition of “cultural or community event” and Section 3.4 to align the Municipal Alcohol Policy with current AGCO standards and/or regulations.

Further, staff are recommending to delegate responsibility for permit review to the City Clerk to improve efficiency of the permit process, which would not require applications to be considered by City Council.

The adoption of the proposed definition would allow the City Clerk, in their capacity as a delegate of Council, to designate events as “cultural or community events” for the purpose of a bring-your-own Special Occasion Permit application. Receiving a “cultural or community event designation” would enable eligible BYO SOP applicants to host regulated events that create opportunities for community engagement and participation.

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## **Internal Consultations:**

The proposed definition of “cultural or community event” and amendments to the Municipal Alcohol Policy, outlined in Appendix A, were developed by the Legislative Services Department in consultation with the City Solicitor and members of the

Recreation and Tourism Department and the Events Team.

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### **Financial Implications:**

There are no financial implications.

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### **Strategic Plan Alignment:**

The initiative contained within this report supports the following pillar of the strategic plan:

- Welcoming, Livable, Healthy Community.
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### **Conclusion:**

Staff recommend that Council adopt the amendments to By-law 6579/34/18 to adopt a definition of “cultural or community event”, align the Municipal Alcohol Policy with AGCO guidelines, and delegate the authority to designate an event as a cultural or community event to the City Clerk. These proposed amendments would permit applicants to hold special events that promote community participation and local tourism.

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### **Appendices:**

- a. By-law to Amend Municipal Alcohol Management Policy
- b. Municipal Alcohol Management Policy
- c. Memorandum to Heads of Council

Respectfully submitted,

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**Report Approval:**

All reports reviewed and approved by the Department Director and also the City Treasurer when relevant. Final review and approval by the Chief Administrative Officer.