



Designation of Municipally Significant Events Policy

Policy Number:	CL-POL-001-2025
Applies to:	Public event organizers wishing to designate their event as a “Municipally Significant Event” under the AGCO
Approval Date:	Click or tap to enter a date.
Revision Date(s):	Initial Policy
Approval Authority:	Council, approved by Council Resolution No.

1. Policy Statement

This policy is intended to clarify and streamline the process for organizers of public events who wish to have the Town of Collingwood designate their event as a “Municipally Significant Event” for the purpose of acquiring a Special Occasion Permit under the *Liquor License and Control Act*, 2019, S.O. 2019, c. 15, Sched. 22, as amended, for the sale and service of alcohol at their public event.

2. Scope

This policy applies to event organizers seeking designation of a public event as a Municipally Significant Event for the purpose of applying to the AGCO to acquire a Special Occasion Permit under the *Liquor License and Control Act*, 2019, S.O. 2019, c. 15, Sched. 22, as amended.

This policy also applies to PRC and Legislative Services staff who are responsible for administering the policy.

3. Definitions

For the purposes of this policy:

- **AGCO** means the Alcohol and Gaming Commission of Ontario.
- **Applicant** means the party applying to the Town for a Municipally Significant Event designation of an event to be held within the Town of Collingwood at which alcohol will be sold and served. Unless otherwise directed, the Applicant must be the same party who applies for a Special Occasion Permit through the AGCO.
- **Business Day** means any day of the week, other than any Saturday, Sunday, a statutory holiday, or any other holiday or observance on which the Town’s Municipal Offices at 97 Hurontario Street are closed.
- **Delegated Authority** means the Director of PRC, Clerk or their written designate that have been delegated authority by Council to approve or deny requests for designation as a Municipally Significant Event in accordance with this policy.

- **Director of PRC** means the Director of Parks, Recreation and Culture for the Town of Collingwood and shall be the primary delegated authority for the purpose of administering this Policy.
- **Council** means the Council of The Corporation of the Town of Collingwood.
- **Municipally Significant Event** shall mean an approved one-time, annual or infrequently occurring event that is open to the general public (not limited to invitation only), has a predetermined opening and closing date and time, and which:
 - a) has local, regional, national or international historical or cultural significance; or
 - b) builds awareness of diverse cultures; or
 - c) benefits the community at large; or
 - d) aligns and advances the Town of Collingwood Community Based Strategic Plan or other identified Town of Collingwood objectives.
- **Special Occasion Permits (SOP)** are permits issued by the AGCO for the sale and/or service of beverage alcohol at special occasions or event. An SOP is required anytime alcohol is offered for sale or served anywhere other than in a licensed establishment, via the use of a caterer that has been endorsed by the applicable agencies, or in a private residence.
- **Town** means the Corporation of the Town of Collingwood.

4. Policy:

- 4.1. The Delegated Authority shall circulate all applications for designation as a Municipally Significant Event to the following interested parties for comment:
 - a) Building Services
 - b) Collingwood Fire Department
 - c) Municipal Law Enforcement Services
 - d) Insurance/Risk Management
 - e) Parks, Recreation and Culture: Special Events
 - f) Planning Services
 - g) Ontario Provincial Police
 - h) Simcoe County District Health Unit
- 4.2. The interested parties noted in 3.1, above, shall be given 5 business days to provide any concerns regarding the application for designation as a Municipally Significant Event, after which the Delegated Authority will proceed to evaluate the request for designation as a Municipally Significant Event based upon any concerns received within the given time frame and criteria provided in 4.3.
- 4.3. Public events must meet the following criteria, to be considered by the Town for designation as a Municipally Significant Event:

- a) fall within the definition of municipally significant event, as defined in this policy;
 - b) serve the public interest by upholding the by-laws and policies of the Corporation of the Town of Collingwood, and any other applicable legislation; and
 - c) will host no less than 100 members of the general public.
- 4.4. Applicants must submit their request for designation as a municipally significant event on the prescribed application a minimum of 15 business days before requiring a response from the Delegated Authority, or their written designate, and pay the prescribed fee outlined in the Fees and Service Charges By-law.
- 4.5. Applicants must obtain a minimum of five million dollars (\$5,000,000) liability insurance, naming the Town as an additional insured, at least 10 business days prior to the event. The permit holder shall be required to indemnify and save the Town harmless from all claims arising from the permit or event. Each event would be considered on its own merit, noting that the actual insurance limits required may be increased at the discretion of the Town.
- 4.6. Incomplete applications shall be returned to the organizer for completion. Once completed and returned to the Delegated Authority, the 15 business day review period shall re-commence upon receipt of the fully completed application.
- 4.7. The decision of the Delegated Authority, to designate or not, a public event as a municipally significant event shall be final.
- 4.8. The Delegated Authority shall notify Council of all approvals of Municipally Significant Events.

5. References and Related Documents

Alcohol and Gaming Commission of Ontario:
<https://www.agco.ca/en/alcohol/special-occasion-permits>

Municipal Alcohol Policy

6. Consequences of Non-Compliance

Refusal of designation

7. Review Cycle

This Policy is to be reviewed at minimum every five years by the delegated authority, and recommend revisions by Council if deemed appropriate.