



Report
Staff Report
The Corporation of the City of Brampton
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2025/04/09

Date: 2025-03-26

Subject: **Request for Municipal Significance Designation for Liquor Sales Special Occasion Permit – Northern Heat Rib Series Ward 4**

Contact: Laurie Robinson, Supervisor, Vital Statistics and Licensing, City Clerk's Office

Report number: Legislative Services-2025-285

RECOMMENDATIONS:

1. That the report from Laurie Robinson, Supervisor, Vital Statistics and Licensing, City Clerk's Office to the City Council Meeting of April 9, 2025, re: **Request for Municipal Significance Designation for Liquor Sales Special Occasion Permit – Northern Heat Rib Series Ward 4**, be received;
2. That Northern Heat Series, scheduled June 27, 28 and 29, 2025, to be held at 7899 McLaughlin Road, be designated as a municipally significant event; and
3. That a copy of this Resolution be provided to the applicant for inclusion with their application to the Alcohol and Gaming Commission of Ontario.

OVERVIEW:

- **An applicant cannot obtain a Special Occasion Permit for public liquor sales events where the applicant is not a charity or non-profit organization, unless the event is designated to be of municipal significance by City Council.**
- **This report is to present the applicants' request for Council to designate the Northern Heat Rib Series, scheduled for June 27-29, 2025, at 7899 McLaughlin Road, as municipally significant.**
- **Maximum revenues generated from this application are estimated to be \$100.00 and will be deposited into the City Clerk Division's Operating Cost Centre.**

BACKGROUND:

Criteria for Obtaining a Special Occasion Permit – Public Event

An applicant cannot obtain a Special Occasion permit (SOP) from the Alcohol and Gaming Commission of Ontario (AGCO) for public liquor sales events where the applicant is not a charity or non-profit organization, unless the event is designated to be of provincial or material significance by the AGCO or of municipal significance by City Council. Council established this process in 2012 to deal with requests for a designation of municipal significance. This report implements the Council approved process.

CURRENT SITUATION:

Applicant Status:

This event/applicant, Northern Heat Rib Series, does not meet the SOP criteria established by the AGCO as they are not a charity or non-profit organization. The applicant requires a resolution of Council designating the event to be municipally significant to accompany their application to the AGCO for a Special Occasion Permit.

Event Details

Event: Northern Heat Rib Series 2025
 Address: 7899 McLaughlin Road, Brampton (Sheridan College-Davis Campus)
 Date(s): Friday, June 27, 2025 (4:00 pm – 11:00 pm); Saturday, June 28, 2025 (12:00 pm – 11:00 pm); Sunday, June 29, 2025 (12:00 pm – 7:00 pm)
 Contact: Linda Kowal, Northern Heat Series
 Expected Attendance: 3,000 - 5,000 daily

CORPORATE IMPLICATIONS:

Financial Implications:

Maximum revenues generated from this application are estimated to be \$100.00 and will be deposited into the City Clerk Division's Operating Cost Centre. Other Council approved fees (building permits or fire inspections) may be applicable and payable to the respective division.

STRATEGIC FOCUS AREA:

This report aligns with the strategic focus of Government & Leadership and Culture and Diversity by enabling and supporting community events in the City.

CONCLUSION:

It is recommended that this event be designated municipally significant pursuant to AGCO regulations to allow the applicant to apply for a Special Occasion Permit for a Public Event.

Authored by:

Reviewed by:

Laurie Robinson
Supervisor, Vital Statistics and
Licensing
City Clerk's Office

Genevieve Scharback
City Clerk
City Clerk's Office

Approved by:

Approved by:

Laura Johnston
Commissioner
Legislative Services

Marlon Kallideen
Chief Administrative Officer

Attachments:

- Attachment 1 – Request for Municipal Significance Brampton Ribfest 2025
- Attachment 2 – 7899 McLaughlin Road Site Plan