

## **1. GENERAL POLICIES**

- 1.1 The applicant for a Public Resale Commercial Special Event Licence may be:
  - a) a corporation; or
  - b) an individual.
- 1.2 The applicant must be approved by the AGLC.
- 1.3 The licensee is responsible for ensuring compliance with all legislation, policies and requirements governing the sale and consumption of liquor.
- 1.4 A Public Resale - Commercial Special Event licensee must comply with the General Special Event Licence Policies and Guidelines.

## **2. MAJOR ENTERTAINMENT VENUE**

### **POLICIES**

- 2.1 The event must be held in a major entertainment venue in conjunction with a unique or special event for the community approved by the AGLC such as a sporting event, performing arts event or musical festival.
- 2.2 A commercial special event licence will not be issued to an individual, group or corporation unless:
  - a) the AGLC has approved the major entertainment venue for the event (see Section 2.5) ;
  - b) the licensee conducts the event; and
  - c) the duration of the event does not normally exceed four (4) days.
- 2.3 New applicants will be required to consent to a criminal background check. If the applicant fails this background check, the AGLC may refuse to issue a licence.
- 2.4 The applicant is required to obtain the approval of the following authorities prior to the event being licensed:
  - a) the local police agency;
  - b) the local fire department;
  - c) the local health authority; and/or
  - d) the local municipality.
- 2.5 The major entertainment venue must be a building or site which has been constructed primarily for the purpose of holding a special or unique function in the community, unless otherwise approved by the AGLC. The venue must have a stage (where applicable), a seating area and washroom facilities. The licensee must provide seating in the licensed area(s).
- 2.6 Acceptable locations for a Public Resale Commercial Special Event Licence are:
  - a) a permanent structure;

- b) a semi-permanent structure (e.g., tent);
  - c) an area surrounded by a fence of a minimum height of 1.2 metres [approximately four (4) feet];
  - d) bleachers or concourse area;
  - e) other venues approved by the AGLC.
- 2.7 Retail prices for liquor sold at a commercial special event are subject to the following minimum prices:
- a) Spirits and liqueurs: \$2.75 / 28.5 ml (1 oz) or less;
  - b) Wine: \$0.35 / 28.5 ml (1 oz);
  - c) Draught beer: \$0.16 / 28.5 ml (1 oz); and
  - d) Bottled/Canned Beer, Cider or Coolers: \$2.75 /341 ml bottle or 355 ml can
- 2.8 Free liquor specials, multiple drink specials or all inclusive drink pricing are prohibited.
- 2.9 All individuals involved in the sale or service of liquor must successfully complete ProServe training.
- 2.10 Food service at a commercial special event must be available during all hours of liquor service. Minimum food service must include a variety of hot and cold food selections (e.g. hamburgers, hot dogs, chicken fingers, sandwiches, etc.).
- 2.11 The licensee must provide a minimum of one (1) adult supervisor for every 50 patrons in attendance. In addition, there must be at least one (1) adult supervisor at each entrance and exit.

### **3. FOOD FAIR**

#### **POLICIES**

- 3.1 A Public Resale Special Event Licence – Food Fair may be issued for a food fair sponsored and managed by an applicant approved by the AGLC.
- 3.2 A special event licence issued in conjunction with a food fair may authorize a liquor supplier or liquor agency that is not the special event licensee to sell liquor for consumption at the event.
- 3.3 A liquor exhibitor/agency may purchase, possess, display and sell samples of liquor. All liquor purchases must be placed with and coordinated through the licensee. Liquor stores may not represent a liquor exhibitor at these events.
- 3.4 Products from all segments of the liquor industry may be offered for sale as follows:
- a) exhibitors may sell sample servings as follows:
    - i) beer - 112 ml (4 oz.);
    - ii) coolers/cider - 112 ml (4 oz.);
    - iii) wine - 56 ml (2 oz.);
    - iv) spirits - 14 ml (1/2 oz.); and
    - v) liqueurs - 14 ml (1/2 oz.).
  - b) samples may not be provided free of charge.

- 3.5 The licensee may collect an admission fee from the public and sell tickets to the public redeemable for food and liquor. The price of the tickets is set by the licensee. Other arrangements may be considered.
- 3.6 Site arrangements (including storage, floor plan, ticket sellers and security) made by the licensee must be approved by the AGLC.
- 3.7 The licensee is responsible for all liquor products on the licensed premises and must coordinate product orders on behalf of exhibitors from either:
  - a) AGLC approved retail outlets; or
  - b) a retail liquor store authorized by the AGLC to operate on the licensed premises.

#### **4. THEATRE**

##### **POLICIES**

- 4.1 A Public Resale Special Event Licence may be issued for a live theatrical production, a film festival or similar event as approved by the AGLC.
- 4.2 In the case of a live theatrical production, liquor may be consumed in the lobby area, seating area or green room (room for performers when not required to be on stage).
- 4.3 In the case of a film festival, liquor may be consumed in the lobby area and the green room. Liquor may also be consumed in the seating area, if minors are prohibited.
- 4.4 In the case of a dinner theatre, liquor may be consumed within the main theatre seating area.
- 4.5 The theatrical production may be advertised to the public provided the service of liquor is not the primary emphasis of advertising.

#### **5. PUBLIC AUCTION**

##### **POLICIES**

- 5.1 A Public Resale Special Event licence may be issued for a public auction of liquor products (i.e. collection and/or estate) sponsored and managed by an applicant licensed in Alberta as an auction sales business under the Public Auctions Regulation.
- 5.2 When applying for an SEL licence, the auction sales business must provide the following with its application:
  - a) a copy of the valid auction licence;
  - b) the name, address and contact information of the owner/seller of the liquor products;
  - c) a list of all liquor products proposed for sale at the auction;
  - d) a signed declaration from the auction sales business and the seller/owner of the liquor products stating the following:

“We confirm that the liquor products proposed for sale have been legally acquired.”;

- e) a signed declaration from the auction sales business stating the following:
    - “We remain solely responsible for the quality of the product; and we will indemnify and hold harmless the AGLC and its employees from and against any and all losses, damages, claims, demands, liabilities, costs and harm whatsoever arising out of any defects or other faults whatsoever with any of the products being auctioned.”;
  - f) proposed site arrangements (including storage and security) of the auction; and
  - g) the proposed date of the auction.
- 5.3 The auction may not take place in a Class A, B, C, D or E licensed premises.
- 5.4 The licensee must maintain a record of the name, address and contact information of each buyer of all liquor products for a minimum of one year and the record must be made available to the AGLC upon request.
- 5.5 The licensee cannot be the owner/seller of the liquor products.

## **6. GUIDELINES**

- 6.1 Applications for a Public Resale Commercial Special Event Licence should be submitted to the AGLC a minimum of six weeks prior to the start of the event.
- 6.2 Licence hours may be split, with each time period followed by a maximum one (1) hour period to consume served drinks (e.g., liquor served from 2 p.m. to 5 p.m. with consumption allowed until 6 p.m.; then liquor served again from 9 p.m. to 2 a.m. with consumption allowed until 3 a.m.).