Municipal Alcohol Policy Planning Guide

Introduction

As a Permit Holder renting a facility in the Town of Ajax, you hold a critical responsibility when serving alcohol at your event. Under the Liquor Licence Act of Ontario (LLA), you are legally accountable for the actions of your guests and Event Workers.

This guide provides essential information to assist you in planning a safe and successful event on Town property. Adhering to these guidelines helps to ensure safety, promote responsible alcohol consumption, and reduce your liability exposure.



Approved Indoor Venues for Events with Alcohol:

Ajax Community Centre - H.M.S. Ajax Community Hall, Commodores Room
Audley Recreation Centre - Community Hall, Community Room
McLean Community Centre - Community Hall
Quaker Meeting House
St. Francis Centre

A summary of the key responsibilities as Permit Holder are:

- Understand and comply with the Municipal Alcohol Policy (MAP), LLA, and regulations set by the Alcohol and Gaming Commission of Ontario (AGCO).
- Abide by Town by-laws and the Indoor Facility Rental Terms & Conditions, including insurance and payment terms.
- Apply for an Special Occasion Permit (SOP) from the AGCO to serve or sell alcohol.
- Recruit Event Workers with current and valid Smart Serve® Certification ID and ensure they understand their roles and responsibilities.
- Provide the Town with a copy of the SOP and scans of current Smart Serve® Certification ID for all event workers at least 45 days prior to the event date.
- Supervise event and ensure that all alcohol is served responsibly and legally, with an emphasis on preventing intoxication and ensuring guest safety.
- Be at least 19 years of age and ensure all event workers are at least nineteen and ensure you or your event workers do not consume alcohol.
- Be present for the whole duration of the event and be the main point of contact for municipal staff, ensuring compliance with all event conditions.

The safety and legality of your event is your responsibility. Non-compliance can result in legal action and the inability to secure future rental permits with the Town.

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Applying for a Special Occasion Permit (SOP)

For any event where alcohol will be served or sold on Town of Ajax property, obtaining the applicable SOP from the Alcohol and Gaming Commission of Ontario (AGCO) is mandatory.

It is required that the Permit Holder consults Town Staff before applying for an SOP to ensure all documents and conditions are fulfilled, to receive Facility Manager approval, if applicable, and to ensure the SOP is created accurately.

Private Events are defined as privately held events restricted to invited guests only, without public advertising and with no intent to profit from alcohol sales. For Private Events the Permit Holder must choose the appropriate SOP:

1. **No-Sale Permit**: Required for serving liquor free of charge to guests. Guests may not be charged for liquor, tickets, or admission fees.
2. **Sale Permit**: Necessary if charging for liquor, whether directly (e.g., cash bars) or indirectly (e.g., entry fees, liquor tickets, collecting money for liquor before the event). Funds from sales can only cover alcohol costs.

Public Events are where the event is open to the public, can be publicly advertised and fundraising and/or profit from liquor sales is allowed.

Before applying for a Public Event SOP, contact the Town's Facility Booking Office to ensure you are aware of and comply with specific requirements such as event scope and significance, location (indoor or outdoor), and charitable or non-profit organization status. SOPs for Public Events require Facility Manager pre-approval and may also require a **Municipal Significance Event Letter** from the Manager of By-Law Services.

SOP Application Requirements

When applying for an SOP, ensure the application details accurately mirror those on the approved Town of Ajax facility rental permit:

- SOP issued to the individual listed as Permit Holder on the Town permit. Permit designates must be listed on both the permit and the SOP, if required.
- SOP Event Name must match the event name on the Town permit.

- Event Location Name, Address, and Event Date must match those listed on the Town permit.
- SOP Start Time refers to the time when alcohol will be served and event workers are present.
- **SOP End Time must be 30 minutes prior to the end time on the Town permit.**
- Estimated Attendance per day must match the Town rental permit.

All alcohol for your event must be purchased (and returned, if necessary) under the SOP number issued to the Permit Holder by the AGCO. When purchasing beverages the SOP must be presented at the LCBO, The Brewers Retail Inc. (The Beer Store), or any licensed Ontario winery, brewery, or distillery. **The SOP number must appear on original purchase receipts, which are submitted to Town Staff on the event day.**

The SOP must also be displayed prominently behind the bar during the event and will be checked by Town Staff and/or AGCO inspectors.

Open alcohol is not permitted in locations other than the event space. (i.e. hallways, foyers, parking lots, patios, arena dressing rooms, sports fields etc.)

Ensuring Qualified Event Staff

As a Permit Holder, you are responsible for staffing your event with qualified event workers to ensure rule compliance and guest safety at all times. You must:

- Recruit dependable Event Workers who are at least 19 years of age or older, with current and valid Smart Serve® certifications, and ensure they understand their roles and responsibilities on event day.

- Submit to the Town, **at least 45 days prior to the event date**, the **Record of Event Workers Form** which is included on page 10 of this Guide, and photocopies of Smart Serve® Certification IDs for each Event Worker. The ID must display the certificate number, issue date, and expiry date. **Note: Smart Serve® certifications are effective for five years from date of issuance.**

- Ensure staff carry their Smart Serve® ID certificate during the event and present it upon request.

Number of Event Workers Required per Event

Event Attendance	Bartenders	Door Supervisors	Floor Monitors	Ticket Seller *(Sale SOP)*
1 - 130	2	1	1	1
131 - 300	2	1	2	1
301 - 500	3	1	3	2

For more information on Smart Serve® including how to prevent alcohol-related issues from occurring, how to intervene when they do occur and how to obtain Smart Serve® training or to recertify, visit the Smart Serve® Ontario website or call 416-695-8737 or toll-free 1-877-620-6082.

Event Workers Roles and Responsibilities

Bartender
Serves alcohol, accepts tickets only, and monitors for signs of intoxication. Refuses service to intoxicated patrons and provides non-alcoholic alternatives. Not involved in ticket sales or cash handling.

Door Supervisor
Checks identification for legal drinking age and checks for intoxication. Manages entry, denies access of intoxicated/troublesome individuals, and monitors outgoing intoxicated patrons. Recommends safe transport and oversees coat check if needed. Ensures the facility does not exceed maximum capacity.

Floor Monitor
Engages with guests to ensure safety and compliance. Watches for inappropriate behavior and intoxication; assists with unruly guests. Ensures that exit doors are not used as entry doors in order manage facility capacity and to prevent underage individuals do not enter the event. Responds to complaints, refuses service, removes intoxicated persons, and suggests safe transportation options. Supports ticket sellers during demanding situations.

Ticket Sellers
If the SOP is noted as a Sale Permit, the ticker sellers may sell a maximum of four (4) drink tickets per person per transaction. Monitors for intoxication and refuses sale to patrons at or near intoxication and refunds tickets as necessary.

Durham Regional Police Service (DRPS) or Private Security Officers
Where requested, DRPS or private officers are responsible for the guests in the room, monitor for disturbances, notify and assist event staff and Permit Holder of potential incidents and issues.

Understanding the Serving of Alcohol

- **Alcohol is served only within the times noted on the SOP and removed from the premises 30 minutes prior to the Town rental permit end time.**
- A portion (at least 30%) of your beverages must be low-alcohol options (i.e. less than 4% alcohol content) which will be validated on purchase receipts.
- All alcohol for your event must be purchased under the SOP number issued by the AGCO.
- Event guests are not allowed to bring their own alcohol.
- Non-alcohol alternatives must be available.
- No one other than the bartenders can serve or have access to serve alcohol. Bartenders reserve the right to refuse service to intoxicated individuals by law.
- Alcohol consumption is confined to the approved facility identified on the rental permit; it is prohibited in hallways, lobbies, outdoors, patios/decks, parking lots, dressing rooms, washrooms, building exteriors, sports fields and other non-designated areas.
- No “Last Call” announcements allowed to prevent rapid drinking.
- Homemade wine may only be used at a wedding or religious event, must be made by a family member of the family hosting the event and served free of charge.
- Coolers and ice must be provided by the Permit Holder where no refrigeration is available.

Ticket Sales

For events with alcohol sales with a cash bar (SOP must state that it is a Sale Permit), guests must purchase tickets at a designated area separate from the bar and from a designated Ticket Seller. A maximum of four (4) tickets can be purchased per person, per transaction. Any unused tickets redeemed for a full refund at any time during the event and for at least 30 minutes after the bar closure. Guests are not obligated to buy a minimum number of tickets for entry or to stay at the event.

Standard Drinks

All alcoholic drinks must be served according to the Standard Drink Measure Guidelines, as different types of alcohol vary in strength. A standard drink is defined as:

- 12 oz. or 341 ml. of beer with 5% alcohol
- 5 oz. or 142 ml. of wine with 12% alcohol
- 1.5 oz. or 43 ml. of spirits with 40% alcohol

Safer Serving Practices

For safe and regulated alcohol service at your event, comply with the following:

Bar Operations

- All drinks must be poured/mixed and served from behind the bar.
- Bottles are to remain in the bar area, and beverages must be poured into recyclable or compostable cups (16 oz for beer, 5.5 oz for wine, and 8 oz for liquor and ice), except at the ARC Community Hall where glassware is allowed.
- Cups are required to be provided at three times the number of attendees present.
- Ice is required to be previously purchased and provided by Permit Holder.
- Service is required to be limited to two drinks per person at a time.
- Alcohol-based punches (i.e. Sangria) must be prepared on site by the bartender.
- Bartender must not serve premixed punches.

Alcohol Management

- **Close the bar by the Event End Time noted on the SOP which must be 30 minutes prior to TOA facility rental permit end time. (i.e. 12:30 a.m. for a permit that ends at 1:00 a.m.).**
- Prohibit alcohol-related contests, raffles, or contests that involve buying, drinking or winning alcohol.
- Avoid serving oversized or high-alcohol-content drinks (above 5.5%) that encourage over-consumption, including: shots, specialty drinks like Jell-O shooters or tequila shots, double shots, pitchers of beer, drinking contests and volume discounts.
- Offer non-alcoholic options at low or no cost for minors and **non-drinkers** (i.e. ginger ale, sparkling fruit juice). Please consult with Staff during the booking process, if any items will be sold at a cost.
- Provide substantial food throughout the event, not merely snacks.
- Ensure you, your guests and your event staff vacate the facility by the permit end time.

Minors

Persons under the age of 19 are allowed to attend alcohol-related events. Serving alcohol to anyone under nineteen (19) is illegal under the Liquor Licence Act of Ontario or the Photo Card Act 2008, S.O. 2008, c. 17 – Bill 85. Valid Photo ID card checks are mandatory at the ticket purchase area for those who appear under twenty-five (25).

Managing Your Event

Event Management

- In consultation with Town Facility Manager/Supervisor, large and ticketed events may require the hiring of pay-duty DRPS police or private security officers, with costs being the responsibility of the Permit Holder.
- The provision of a security/operational/event admission plan for all public events, including required permits and/or approvals. All associated costs are the responsibility of the Permit Holder.
- Ensure all event areas, indoors and applicable outdoor spaces, are defined clearly and separated from the areas where the SOP does not apply using barriers at least 0.9m (36 inches) high.
- The permit start and end time includes event set-up and clean-up time.
- Tidy and vacate the venue by the permit end time, including departure of guests, event staff, tidy up of decorations, and removal of food and catering equipment etc.

Event Worker Management

- Meet with Event Workers before the event to clarify roles and responsibilities.
- Verify the levy receipts with the alcohol stock.
- Set up a safe transportation strategy.
- Permit Holder (or designate) and Event Workers must not consume alcohol or be under the influence of alcohol or any other substance before, during, or immediately after the event.

Guest Management

- Ensure guest safety by monitoring activities, supervise entrances and exits.
- Deny entry to intoxicated or unruly individuals, persons in possession of alcohol and those previously turned away from the event.
- Ensure Smart Serve® practices are implemented.
- Watch out for minors consuming alcohol, violent, unlawful or unsafe activities occurring on the premises.

Despite these best efforts, if an intoxicated person is admitted or a guest becomes intoxicated, you must take all reasonable steps to prevent harm to that individual or others. If necessary, seek assistance from the DRPS or other services as required. Report any emergencies, incidents, violations, non-compliance, or any other issues of significance

to Town Staff immediately.

Safe Transportation

You are responsible to arrange safe travel for those suspected of intoxication via friends, relatives, Ubers or designated driver services. Do not let them drive.

If an intoxicated guest insists on driving, you or your Event Workers must notify Town Staff and make every attempt to delay the guest's departure, so as to allow others to contact DRPS.

Positive Community Messaging

Ensure all communications promote responsible alcohol service and do not imply excessive consumption. All promotional material for the event must not bear the Town's name/logo/likeness in any way, unless previously approved by the Director of Recreation & Culture or other Town Staff. Please consult with Town Staff before advertising your event.

Know The Consequences

Policy Violations

Violations constitute non-compliance with the Municipal Alcohol Policy, this Planning Guide, the LLA and AGCO rules and regulations, the Towns Indoor Facility Rental Terms & Conditions and Facility Code of Conduct, Town By-laws, Federal or Provincial law, or other regulatory standards. Consequences can include:

- Immediate event intervention by Town Staff, possible event shutdown, or reporting to law enforcement.
- Violations may result in denied future rental requests in Town facilities.

Permit Holders have authority to eject individuals from their permitted space. Breaches, incidents and/or ejections must be reported to Town Staff and on-duty Facility Manager or Supervisor.

Town Staff may contact DRPS and report all serious infractions like underage drinking, unauthorized alcohol consumption or drinking and driving.

Town Staff and on-duty Facility Managers or Supervisors have the authority to shut down the scheduled Permit if a serious infraction occurs. These infractions include underage drinking, unauthorized alcohol consumption outside of the permitted space (including the

parking lot) or drinking and driving. Permits that are shut down before the end of the scheduled permit time are not eligible for any reimbursement.

The Permit Holder, Event Workers or Town Staff may intervene when a violation is reported or witnessed by informing the individual(s) of the violation. Intervention may include requesting immediate correction of the violation or shutting down the event depending on the severity of the violation.

Refer to Page 10 for the **Permit Holder Checklist** summarizing key duties and timelines.

Refer to Page 11 for the **Record of Event Workers (ROEW) Form** which is due to the Town 45 days prior to your event date.

Permit Holder Checklist

Summary of Key Duties and Due Dates for Events with Alcohol

At time of booking:

- ☐ Complete and sign all required Town Rental Request documentation, including the Indoor Facility Rental Terms & Conditions.
- ☐ Review and understand the requirements of the Municipal Alcohol Policy Planning Guide, as Permit Holder.
- ☐ Confirm Town insurance requirements for events with alcohol.

After finalizing your booking:

- ☐ Apply for a Special Occasion Permit through AGCO:
  - ☐ The “Issued to” person must be the Town facility Permit Holder.
  - ☐ The “Location Name” must be the Town facility name.
  - ☐ The “Address” must be the Town facility address.
  - ☐ Ensure the SOP date matches the Town permit event date.
  - ☐ SOP start time must be the time you will start serving alcohol.
  - ☐ SOP end time must be 30 minutes prior to the Town permit end time.
  - ☐ “Estimated attendance per day” must match the number of attendees on your Town permit.
- ☐ Recruit your certified Event Workers with current Smart Serve certification.

45 days before your event:

- ☐ Submit Special Occasion Permit to the Town.
- ☐ Summit scans of Event Worker Smart Serve IDs.
- ☐ Submit Facility Set-Up Sheet.
- ☐ Purchase alcohol with SOP number on receipt.

On the day of your event:

- ☐ Be present throughout the entirety of the event.
- ☐ Ensure all Event Workers carry their Smart Serve certificates.
- ☐ Safeguard and ensure the sobriety of all attendees.
- ☐ Display SOP and alcohol purchase receipts clearly.
- ☐ **Ensure bar closes at least 30 minutes before the end of your permit time, and no later than 12:30 a.m.**

Special Occasion Permit – Record of Event Workers Form

PERMIT HOLDER & EVENT INFORMATION	
First Name	Last Name
Primary Phone #	Email
Event Date	# of Attendees
Permit #	SOP #

EVENT STAFF	
Bartenders	
1. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
2. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
3. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
Door Supervisor *(Per entrance)*	
First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
Floor Monitors	
1. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
2. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
3. First and Last Name	Smart Serve Certificate #: Issued Date Expiry Date:
Ticket Sellers	
1. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:
2. First and Last Name	Smart Serve Certificate #: Issued Date: Expiry Date:

As Permit Holder, I have read and agree with all rental terms and conditions and information provided in the Municipal Alcohol Policy Planning Guide.

Permit Holder (print name) _____ **Permit Holer** (Signature) _____ **Date** (yyyy/mm/dd) _____