

TO: CITY MANAGER
DATE: 1998 MARCH 05
FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES
SUBJECT: SWANGARD STADIUM - AMENDMENT TO CLASS "E" LIQUOR LICENSE
PURPOSE: To provide information to Council on the amendment to Class "E" Liquor License for Swangard Stadium.

RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

At its meeting of 1998 March 04, the Parks and Recreation Commission received the attached staff report on the above subject and adopted the three recommendations contained therein.



KATE FRIARS
DIRECTOR PARKS, RECREATION
AND CULTURAL SERVICES

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Attachment
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SUBJECT: SWANGARD STADIUM - AMENDMENT TO CLASS "E" LIQUOR LICENSE

RECOMMENDATIONS:

1. THAT an application to amend the existing Class "E" Liquor License currently in place at Swangard Stadium, be endorsed.
2. THAT Mr. Glen Ringdal of the 86ers Soccer Club be so advised.
3. THAT a copy of this report be forwarded to Council.

REPORT

The following is a brief report requesting the Commission's concurrence with a proposed amendment to the existing Class "E" Liquor License in place at Swangard Stadium. An "E" License allows for the sale of beer, wine and cider only.

The suggested amendment recommends that the entire interior of the Stadium be licensed including all seated areas. At present, the current liquor license covers a small enclosed area (maximum 130 persons) directly north of the covered grandstands (see attached).

While it is proposed that the entire facility be licensed, this does not imply that alcoholic beverages would be consumed and/or permitted in all areas of the Stadium. The amended license though would provide flexibility in allowing, primarily beer and cider, to be purchased and consumed in various areas of the Stadium as agreed to by both City staff and the facility user group. With the exception of the 24 Hour Relay beer garden, all service of alcoholic beverages is controlled through City staff.

It is important to note, the provision of beer, cider and wine at any Stadium event is subject to the approval of the renting organization and City officials. Service of alcoholic beverages would not take place for events deemed unsuitable (i.e.: Youth Soccer Tournament; Shrum Bowl).

Regarding user groups, preliminary discussions have taken place with representatives of the 86ers Soccer Club about this matter. For the information of the Commission and pending approval of the recommendation, a possible plan for the provision and consumption of alcoholic beverages has been discussed as outlined below:

1. Alcoholic beverages (as allowed through the "E" license) would be permitted in most areas of the main covered grandstand area west of the field.
2. Service and/or consumption of alcoholic beverages would not be permitted in the portable grandstands at the east side of the Stadium.
3. Non-alcoholic sections would be established within the covered grandstand area for those patrons who wish to be seated in "alcohol free" zones. The non-alcoholic sections would represent approximately 20% of all Stadium seating.
4. Additional security will be provided by the 86ers.

A modification of the liquor license, while not without its challenges, is seen as being supportable for the following reasons:

- Provides those fans, who wish to have a beer or cider, the opportunity to view the game from a seated covered area as opposed to a "Beer Garden" far removed from the field of play.
- Provides greater flexibility for customizing liquor sales to special events, increasing Swangard Stadium's multi-purpose appeal as a host location.
- Will contribute to increased concession revenues at this site.

Sale of alcoholic beverages throughout major Stadiums and some Arena facilities is now seen as being commonplace. This is evident at Lower Mainland facilities such as Nat Bailey Stadium, General Motors Place and B.C. Place Stadium.

Controls would be in place to ensure that alcohol related situations would be minimized. In past years, City staff involved in the dispensing of beer and cider have received thorough training in order to act proactively in diffusing potentially difficult situations. It is expected this training would be continued and enhanced for this season and into the future.

As indicated earlier, licensing of the entire Stadium would provide flexibility in the provision of beer and cider at various events and activities. Events deemed to be inappropriate by both the City and event organizers would not have liquor service available.

Upon approval of the recommendation, an application will be forwarded to the Ministry of the Attorney General for their consideration. If all proceeds smoothly, it is hoped that the revised license would be in place for the start of the 86ers soccer season - 1998 April 24.

SWANGARD STADIUM

