



Municipal Alcohol Policy

Municipal Alcohol Policy for the Town of Wolfville	
Policy Number: 720-001	Supersedes Policy Number: N/A
Effective Date: September 21, 2021	Approved By Council (Motion Number): 14-10-21

1.0 Purpose

To provide a safe and enjoyable environment in which the consumption of alcohol does not harm the health of our residents or those in our communities.

The aim of this Policy is to minimize alcohol-related risks and harms in association with alcohol marketing, access, and consumption. Furthermore, this Policy is intended to comply with relevant Province of Nova Scotia legislation such as the Liquor Control Act and the Municipal Government Act, as well as with the federal CRTC Code for Broadcast Advertising of Alcoholic Beverages.

This Policy will provide direction for Town of Wolfville staff to make fair and consistent decisions on how alcohol is promoted, sold, and consumed on municipal properties and at municipal events.

2.0 Scope

This Policy is applicable to all Town of Wolfville owned or operated facilities and municipal events (including public special events, licensed public special events, and festivals organized or sponsored by The Town of Wolfville), whether or not they are held on Town of Wolfville property.

3.0 Definitions

3.1 Adult – a person 19 years of age or older.



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- 3.2 Alcohol** – ethanol (ethyl alcohol); the predominant alcohol in alcoholic beverages (e.g., beer, wine, spirits). In relation to the application of Nova Scotia’s *Liquor Control Act*, the word liquor is to be understood as having the same meaning as the terms alcohol or alcoholic beverage. For the purposes of this Municipal Alcohol Policy, the term alcohol product shall not be construed as to apply to products and/or materials (e.g., prepared ‘kits’) used by consumers to make wine or beer at home and not intended for sale in any manner.
- 3.3 Alcohol Industry** – any corporation, business, or enterprise – of any size – involved in the production and/or sale of alcohol products (e.g. winery, brewery, distillery).
- 3.4 Alcohol Marketing** – implementation of planned alcohol industry/marketing strategies to (a) get specific alcohol products noticed and influence consumer decisions, (b) create and increase consumer demand, (c) build brand awareness and loyalty, and (d) increase sales and profits. These alcohol marketing strategies primarily include:
- a. Advertising – the use of visible/observable forms or ‘tools’ of marketing delivered through a variety of media (e.g., print, billboards, television, radio, Internet, etc.).
 - b. Sponsorship – a marketing strategy involving the provision of alcohol-industry cash or an in-kind fee for the opportunity to have the alcohol product and/or alcohol company/business favorably associated with the positive values and attributes of the community facility, event, program, service, or group being sponsored.
 - c. Special Promotions – marketing events or opportunities intended to increase exposure of consumers to alcohol product advertising, or to build brand recognition and loyalty (e.g., t-shirt, ball cap ‘give-aways’, etc.), or to promote and encourage direct access of consumers to the alcohol product itself (e.g., wine, beer, or spirits ‘sampling’).
- 3.5 Child** – person under 13 years of age.
- 3.6 Family-Oriented Event** – a type of public event intended for families, or at which families, children, and/or youth may be reasonably expected to be present
- 3.7 Public Event** – an event that is open to the public and in which any community member may participate. The event can be on property owned by the Town of



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Wolfville, or the event can be recognized, sponsored, or sanctioned by the Town of Wolfville. These Public Events can include, but are not limited to:

- a. Outdoor markets
- b. Parades
- c. Canada Day celebrations
- d. Festivals
- e. Fairs
- f. Displays
- g. Exhibitions
- h. Fundraisers
- i. Races
- j. Concerts

3.8 Special Occasion License – as defined in the *Liquor Licensing Regulations*, a class 1, 2, 3, or 4 license to serve alcohol (at one specific event, taking place during one or more specified days) issued pursuant to the *Liquor Control Act* by the AGFT Division of Service Nova Scotia.

3.9 Standard Drink – either 12 oz (341 ml) of beer with 5% alcohol content, or 5 oz (142 ml) wine with 12% alcohol content, or 1.5 oz (43 ml) spirits with 40% alcohol content.

3.10 Town of Wolfville hosted events – these are events organized, supported, and/or sanctioned by the Town of Wolfville.

3.11 Town of Wolfville facilities – any building, park, sports field, recreational facility, or event-space owned, leased, and/or operated directly by the Town of Wolfville that is available for use by the public, either universally or by way of any special or specific arrangement.

3.12 Youth – a person between 13 and 19 years of age.

4.0 Policies

4.1 The Town of Wolfville will determine where alcohol establishments are permitted through the Town's Planning documents.



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- 4.2** Alcohol sales, serving, sampling and consumption are not permitted at **family-oriented** events hosted by the Town of Wolfville where children are the primary audience.
- 4.3** Alcohol is permitted in Town of Wolfville facilities where a special occasion or permanent license has been issued by the AGFT Division of Service Nova Scotia; and all aspects of alcohol sales, serving, and consumption shall be in compliance with the NS Liquor Control Act and Regulations made pursuant to the Act.
- 4.4** Alcohol is permitted at licensed public events only in designated areas. Children and youth (i.e., persons under 19 years of age) are not permitted in the designated areas.
- 4.5** Non-alcoholic beverages will always be available and less expensive than alcoholic beverages at Town of Wolfville facilities and hosted events.
- 4.6** Alcohol product sampling (i.e. wine, beer, spirits ‘tasting’) is permitted in Town of Wolfville facilities and/or at public events only if the following conditions are met:
- The alcohol industry/product vendor is a small-scale, local business or enterprise (e.g., local winery, craft brewery, craft distillery).
 - The vendor has obtained a Nova Scotia Liquor Corporation (NSLC) ‘Tasting Permit’, and provides the tasting opportunities in compliance with all specified permit requirements.
 - Sample sizes shall be less than a standard drink (see Definitions, above), and shall be in, or less than, the following amounts – spirits 10 ml; wine 20 ml; beer, cider and coolers 30 ml.
 - The vendor complies with the relevant alcohol marketing policies presented in policies 4.6-4.10 (below).
- 4.7** Canopies, tents, or umbrellas with the name or logo of an alcohol company, brand, or product are not permitted at public events hosted by the Town of Wolfville, except for an event and in a specified location for which a Special Occasion License has been issued.
- 4.8** Consistent with the current Land Use Bylaw, large-scale items used for advertising purposes (e.g., inflatables, banners, billboards, etc.) that display the name or logo of an alcohol company, brand, or product are not permitted in the Town of



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Wolfville. The term 'large-scale' is defined as an item larger than 10 square feet. (0.929 square metres).

- 4.9** This Policy does not apply to permitted Sidewalk Cafes under the Town of Wolfville Land Use By-law.
- 4.10** The name or logo of an alcohol company, brand, or product is not permitted on or in any promotional materials or media (e.g., posters, tickets, social media, etc.) related to a public event hosted by the Town of Wolfville, except when the required age of entry to the public event is 19 years of age or older.
- 4.11** Beyond the foregoing, any other measure that is reasonable and appropriate to limit the exposure of children and youth to alcohol marketing may be implemented.
- 4.12** Sponsorship in the form of alcohol industry naming rights for Town of Wolfville facilities, events, programs, or services is not permitted.

CAO

September 21, 2021

Date