



MANAGEMENT REPORT

Date: October 15, 2024
To: Mayor and Council
From: Tatiana Dafoe, City Clerk
Report Number: COU24-116
Attachments: Stratford AI Fresco By-law 37-2021 Amendment Report -
Destination Stratford

Title: Winter AI Fresco Project Update

Objective: To provide an update on the Winter AI Fresco Pilot Project approved in 2023 and to seek approval to amend the Consumption of Liquor with Food in Destinated Public Places By-law 37-2021, as amended, to change the permitted hours for consumption of liquor with food in designated spaces and the terms and conditions.

Background: At the December 11, 2023, Regular Council meeting, Council adopted the following resolution:

THAT the Consumption of Liquor with Food in Designated Public Places By-law be amended to permit the consumption of liquor in all permitted areas from Thursday to Sunday between December 15, 2023 to January 13, 2024 from 5:00 p.m. to 10:00 p.m.

Following the pilot project, Destination Stratford prepared the attached report detailing the impact of the program over the last four years and providing recommended updates to the By-law for consideration by Council.

Analysis: As noted in the report prepared by Destination Stratford, they are requesting the following amendments be made to the Consumption of Liquor with Food By-law 37-2021, as amended:

1. Change the Permitted Spaces and Hours in section 3(B) to:

The hours that Liquor may be consumed in any Permitted Spaces are as follows:

- Sunday to Thursday from 11:00 a.m. to 8:00 p.m.

- Friday to Saturday from 11:00 a.m. to 9:00 p.m.
2. Replace the Terms and Conditions for the Consumption in Permitted Spaces Section 5 to:

The consumption of Liquor in the Permitted Spaces shall only be permitted subject to the following terms and conditions:

- Only Liquor purchased from City restaurants registered in the Stratford AI Fresco program shall be allowed in the Permitted Spaces;
- The consumption of Liquor must be in a responsible manner and in compliance with all Applicable Laws including all City policies, by-laws, practices and procedures; and
- Liquor shall not be consumed in any area situated outside of the designated Permitted Spaces.

The following departments identified no concerns with amending the hours that liquor may be consumed with food in the permitted places:

- Community Services Department
- Fire Services
- Infrastructure Services Department
- Corporate Services – Clerk’s Office

Stratford Police Services have advised they are receptive to finding innovative ways to support local businesses and promote Stratford as a progressive city. There are compliance and enforcement limitations with the AI Fresco model, but the last few years have demonstrated that most residents and visitors have been respectful of the rules and conscious of their behaviour.

Financial Implications:

Financial impact to current year operating budget:

Any administrative costs for this pilot project can be completed in existing budgets.

Financial impact on future year operating budget:

Any administrative costs for this pilot project can be completed in existing budgets.

Insurance considerations:

The City’s Insurer has advised previously that there are no concerns from an insurance perspective. Destination Stratford works directly with local restaurants to provide the City with proof of minimum \$5m liability insurance required to participate in the AI Fresco liquor-with-food program.

Alignment with Strategic Priorities:

Work Together For Greater Impact

Stratford is full of creative, innovative, solution-focused people and organizations and the City must support them to respond to the needs of the community. This report aligns with this priority as the continuation of this program has resulted in over \$750,000 of annual economic activity in addition to myriad social, community and economic benefits as noted in the attached report from Destination Stratford.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the Consumption of Liquor with Food in Designated Public Places By-law 37-2021, as amended, be further amended to:

- **Change the Permitted Spaces and Hours in section 3(b) to:**
 - **The hours that Liquor may be consumed in any Permitted Spaces are as follows:**
 - **Sunday to Thursday from 11:00 a.m. to 8:00 p.m.**
 - **Friday to Saturday from 11:00 a.m. to 9:00 p.m.**
- **Replace the Terms and Conditions for the Consumption in Permitted Spaces Section 5 to:**
 - **The consumption of Liquor in the Permitted Spaces shall only be permitted subject to the following terms and conditions:**
 - **Only Liquor purchased from City restaurants registered in the Stratford Al Fresco program shall be allowed in the Permitted Spaces;**
 - **The consumption of Liquor must be in a responsible manner and in compliance with all Applicable Laws including all City policies, by-laws, practices and procedures; and**
 - **Liquor shall not be consumed in any area situated outside of the designated Permitted Spaces.**

Prepared by: Tatiana Dafoe, City Clerk

Recommended by: Joan Thomson, Chief Administrative Officer
Insert name and title of CAO following approval