

## THE MUNICIPALITY OF LAMBTON SHORES

**Report DCS 09-2022**

**Council Meeting Date: March 15, 2022**

**TO:** Mayor Weber and Members of Council  
**FROM:** Ashley Farr, Director of Community Services  
**RE:** Grand Bend Beachfest

### **RECOMMENDATION:**

**THAT** Report DCS 09-2022 regarding the “Grand Bend Beachfest” be received; and

**THAT** the sale and service of alcohol through a Special Occasion Permit in the licensed area identified in the site plan at the Grand Bend Beach on June 25, 2022 be permitted; and

**THAT** the Grand Bend Optimist Club is granted exclusive use of the North Beach Parking Lot on June 25, 2022 from 8:00 a.m. to 11:00 p.m.; and

**THAT** the fees for the event, including rental fees for the beach, stage and observation deck, and the event application fee be waived.

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### **SUMMARY**

The Community Services Department has received an application for the use of the Grand Bend Beach from the Grand Bend Optimist Club to host “Grand Bend Beachfest” on Saturday, June 25, 2022, with set up taking place June 24 and cleanup taking place June 26.

This report seeks Council approval for the waiver of applicable fees for the event, exclusive use of the North Beach Lot, and permission to apply for a Special Occasion Permit for the licensed area.

### **BACKGROUND**

At its March 3, 2020, meeting, Council passed the following motion:

20-0303-09 **THAT** Report DCS 06-2020 regarding the “Grand Bend Beachfest” be received; and

***THAT the sale and service of alcohol through a Special Occasion Permit in the licensed area identified in the site plan at the Grand Bend Beach on June 20, 2020 be permitted; and***

***THAT the Optimist Club be granted exclusive use of the North Beach Parking Lot on June 20, 2020 from 8:00 a.m. to 11:00 p.m.; and***

***THAT the fees for the event, including rental fees for the beach, stage and observation deck, and the event application fee be waived.***

Due to the COVID-19 Pandemic, the Optimist was unable to host the Beachfest event in 2020 and 2021. The 2022 event marks the fourth Grand Bend Beachfest, hosted by the Grand Bend Optimist Club on the Grand Bend Beach. The event promotes local food and beverages (including local beer, wine and ciders), and concerts on the Rotary Community Stage.

The Optimist Club has submitted an application requesting the use of the Grand Bend Beach on Saturday, June 25 from 8:00 a.m. to 11:00 p.m. The event follows a similar format to the previous three years, with the operational hours of the event taking place between 12:00 p.m. and 10:00 p.m. Event set up will be on Friday, June 24, and Saturday June 25 until 12:00 p.m. Cleanup will occur on June 26. The event is open to all ages, with age of majority attendees being identified through a wrist band. A copy of the 2019 approved site plan for the event is attached for information. The same site plan will be used for the 2022 event.

Staff are supportive of the site plan. The plan allows access to the beach area through the lower level of the beach house, allows the public to access the concession area and leaves the boardwalk accessible for non-event patrons. Temporary free-standing industrial fencing will be used to delineate the licensed area. The cost to rent the fencing is covered by the Optimist Club.

Council approval is required for the sale and service of alcohol on the “plaza area”, as identified by the licensed area of the site plan. Currently, Policy #048 Municipal Alcohol Policy allows for Special Occasion Permits to be obtained for the observation deck of the beach house.

The Optimist Club wishes to be granted exclusive use of the North Beach Parking Lot as part of their event, which is consistent with previous years. The Huron Street Lot will be available for the general public.

The Optimist Club also wishes to have fees waived for the event, including the rental fees for the use of the stage, observation deck and beach area, as well as the application fee. Per the current fee by-law, the total request before taxes is \$1,191.05. This request is eligible under the Community Grant program (in-kind support), and approval is recommended. Council requested a financial report from the Optimist Club after the 2019 event, which is a consistent practice with other community groups that

receive in-kind support from the Municipality. Staff had received and reviewed the financial report from 2019 and had no concerns with what was submitted. This will be implemented again for 2022.

Staff will be implementing a temporary road closure on Grand Bend Main Street at the turnaround between the hours of 9:00 a.m. – 12:00 p.m. on June 25 to allow that area to act as an unloading zone for vendors associated with the event. Vendors arriving outside of this time will be directed to unload in the North Beach Parking Lot.

### **ALTERNATIVES TO CONSIDER**

There are no alternatives presented at this time. The Grand Bend Optimist Club has an excellent track record for hosting community events and staff will continue to work with event organizers to ensure the necessary policy requirements are met.

### **RECOMMENDED ACTIONS**

It is recommended that Council approves the Optimist's request to allow for sale and service of alcohol at the Grand Bend Beach on June 25, 2022 and that the Club be granted exclusive use of the North Beach Parking lot on the same date for the purpose of hosting the fourth annual Grand Bend Beachfest. Finally, it is recommended that Council waives the fees for the use of the beach, stage, observation deck and event application form for the event.

### **FINANCIAL IMPACT**

Since Council has previously granted exclusive use of the North Beach Parking Lot to the Optimist Club for past events there has always been an unknown amount of lost parking lot revenue for the third weekend in June. Beginning mid-June 2021, the North Beach Parking Lot averaged revenues of \$1,800 per day.

### **CONSULTATION**

Nick Verhoeven, Director of Public Works  
Janet Ferguson, Director of Financial Services  
Lawrence Swift, Chief, Fire, Protection and Emergency Services  
Randy Shaw, Manager – Parks and Facilities  
Grand Bend Optimist Club

Attached:

1. 2019 Beachfest Site Plan