

Daniel Drexler

From: Greg Beniston <gbeniston@gmail.com>
Sent: July 4, 2022 8:35 PM
To: Daniel Drexler
Cc: chuck varabioff
Subject: Re: CannaFest beverage prices

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Greg Beniston <gbeniston@gmail.com>

to Daniel, chuck

Thanks Daniel

To extend the hours of the Festival's beer garden from 10 pm to midnight and to charge prices above a certain nominal threshold amount set by the Liquor and Cannabis Regulation Branch, the event must be deemed to be of Municipal or Provincial Significance.

The Special Event Permit application reads:

[In order for your event to be deemed municipally significant the event must take place primarily in the municipality and you must obtain a municipal resolution or a letter from a delegated municipal official designating the event to be of municipal significance.](#)

Therefore, our request is that Council approve the following resolution:

BE IT RESOLVED THAT Council deems Canada RockFest 2022 to be held on August 3-6, 2022 at 2420 68th Ave, Grand Forks, BC to be of municipal significance to the City of Grand Forks and that it approves the issuance of a special event permit to be issued by BC Liquor and Cannabis Regulation Branch for such event.

Notes:

1. The main Festival will be held August 4-6, 2022. However, on August 3rd, the promoter (Mr. Charles Varabioff) is also planning a short free community event at the same location, which will include a beer garden. This event will not run past 8 PM.
2. Although I think the wording of the above resolution will suffice, I don't know what else the LCRB may need in connection with the application, so as an option, the resolution could authorize the City's Corporate Officer to provide any further written assurances or documentation that may be required by the BC Liquor and Cannabis Regulation Branch in connection with the foregoing resolution.
3. The Festival organizers met with the the City of Grand Forks RCMP and the local provincial liquor inspector (Mr. Jim Booth) on June 15, 2022 to discuss to the Festival. The RCMP have approved the

Festival's application (#016754) for its Special Event Permit and submitted their approval to the LCRB on June 30th. A copy of this approval is available upon request.

4. We're increasing the beverage price from \$7 to \$8 per 12 oz serving of beer or 5 oz serving of wine. The increase is to cover additional rising costs to host the Festival due to inflation and to also act as a deterrent for potential over-consumption by Festival patrons.

5. The Festival has always donated to local charities since its inception. No additional amounts are forecasted.

6. The Festival attracts approximately 8,000 patrons over 3 days, who on average spend \$500 (\$4M aggregate) which is injected into the local economy. We believe this is quite a significant economic driver for the City of Grand Forks. From a cultural perspective, the Festival helps boost the local arts scene, promotes civic pride, allows community members to gather, celebrate, and experience musical performances by some of the most iconic artists in the world, including The Beach Boys, Creedence Clearwater, Tom Cochrane, Journey, Starship and Randy Bachman/Burton Cummings

Please let me know if you have any questions or need anything further.

Best regards

Michael "Greg" Beniston