



City Council

Notice of Motion

MM49.1	ACTION			Ward: All
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Extension of Alcohol Sales and Service Hours during 2010 World Cup of Soccer - by Deputy Mayor Pantalone, seconded by Councillor Thompson

- \* Notice of this Motion has been given.
- \* This Motion is subject to referral to the Economic Development Committee. A two thirds vote is required to waive referral.
- \* This Motion has been deemed urgent.

Recommendations

Deputy Mayor Pantalone, seconded by Councillor Thompson, recommends that:

1. City Council authorize the extension of the hours of alcohol sales and service in the City of Toronto to begin at 10:00 am every day during the World Cup of Soccer (June 11 to July 11, 2010) due to the international significance and the cultural impact this event will have on the diverse ethnic groups of the City.
2. The City Solicitor be authorized to introduce a by-law substantially as set out in Appendix 1 to this Notice of Motion.

Summary

The 2010 World Cup of Soccer takes place between June 11 to July 11, 2010 in South Africa this summer, an event which Torontonians look forward to with a great deal of enthusiasm and celebrate with a tremendous amount of good will.

The recent economic hardships have hit local businesses as strongly as they have the large corporations that make the news. International events such as this one, where cultures across the globe are passionately represented, offer a unique opportunity for small business in a City as ethnically diverse as Toronto.

The time difference between Toronto and South Africa has resulted in unusual match times with games airing at 7:30 a.m., 10:00 a.m., and 1:30 p.m. As a result, residents will be patronizing local cafes and restaurants earlier than normal during this specific time period. The ability to serve alcohol one hour earlier than the provincial standard would allow business owners to benefit more from the celebratory participation of many Torontonians and visitors to

the City.

Under the Liquor Licence Act, the City may itself pass a by-law extending the hours of sale in all or a part of the City by holders of licences under the Act.

(Submitted to City Council on May 11 and 12, 2010 as MM49.1)

### **Background Information**

Member Motion 49.1

<http://www.toronto.ca/legdocs/mmis/2010/mm/bgrd/backgroundfile-29929.pdf>

Appendix A - draft by-law

<http://www.toronto.ca/legdocs/mmis/2010/mm/bgrd/backgroundfile-30066.pdf>