

Clause embodied in Report No. 5 of the North Community Council, as adopted by the Council of the City of Toronto at its meeting held on June 26, 27, and 28, 2001.

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**Rogers AT&T Cup and the Masters Series - Tennis Championships
Event - National Tennis Centre - York University
August 11-19, 2001**

(City Council on June 26, 27 and 28, 2001, adopted this Clause, without amendment.)

The North Community Council recommends that City Council, for liquor licensing purposes, declare the Rogers AT&T Cup and the Masters Series – Tennis Championships, being held at York University on August 11 – 19, 2001 to be an event of municipal and/or community significance; that it has no objection to the event taking place; that it has no objection to the consumption of alcoholic beverages in those areas as set out in the communication from Jane Wynne, Vice-President and Tournament Director, The Canadian Tennis Association, in conjunction with this event; and that the Alcohol and Gaming Commission of Ontario be so advised.

The North Community Council also reports having requested the Canadian Tennis Association to address the North Community Council at a future meeting to advise of their future locational plans.

The North Community Council submits the following communication (June 1, 2001) from Ms. Jane Wynne, Vice President and Tournament Director, Canadian Tennis Association:

Further to our conversation, Tennis Canada, Urban Event Catering and Great Moments in Catering request the Community Council and ultimately the City Council to approve this proposal to amend the applicable clauses of the Liquor License Act that would provide for the consumption of alcohol by patrons at the Rogers AT&T Cup (Canada's international tennis championships for women and the Tennis Master Series – Canada (the championships for men) taking place at the National Tennis Centre at York University. The events will be held in alternate years in Toronto. For greater clarity the women's event will be held in 2001, 2003, 2005, and so on. The men's event will be held in 2002, 2004, 2006 for the foreseeable future.

The Event and Venue

The Rogers AT&T Cup and the Master Series events attract the world's greatest tennis players and outside of tennis' Grand Slam events, are looked upon as the premier events in the world.

The championships have been held at its current location since 1976. Tennis Canada has a 99 year lease from York University for the present site. Please see attached site plan.

Rationale and Overview

We propose that the patrons attending the events at the National Tennis Centre be permitted to consume alcoholic beverages in their seats. From the patrons perspective professional tennis events are no different from other professional sporting or entertainment events. If alcoholic beverages can be responsibly sold and consumed while watching sporting and entertainment events, there is no reason why it cannot be sold and consumed at the events mentioned above at the National Tennis Centre at York University. It is a fact that alcoholic beverages are consumed in seating areas at virtually every live professional sporting and entertainment event in other provinces.

The Proposal

We have reviewed The Requirements for Stadium Facilities and will address each of the issues raised therein.

- (a) In 2001, Toronto will host the Rogers AT&T Canada Cup, the third oldest tournament behind only Wimbledon and the US Open. Most of the top players in the world will be participating. Please see the attached list of confirmed players.
- (b) For the purposes of this submission, the National Tennis Centre is the only venue where the consumption of alcoholic beverages in the seating areas is being contemplated.
- (c) Approximately 140,000 spectators attend the event each year. Please see the attached spectator profile.

Application Criteria

This application is being made jointly by Tennis Canada, Urban Event Catering and Great Moments in Catering. Tennis Canada owns and operates the National Tennis Centre, on land it leases from York University. Urban Event Catering is the Official Marquee Caterer of the Rogers AT&T Cup and provides licensed service in the following areas:

- Champion's Club Lounge
- Boxholder's Lounge
- Boxholder's Bistro
- Rogers AT&T Lounge
- Corporate Marquees

Great Moments in Catering is the Official Caterer to all public areas and private Skylounges of the Rogers AT&T Cup and provides licensed service in the following areas:

- International Food Fair
- Garden of Champions
- Court Four Patio
- 14 Skylounges

Therefore we are looking for a recommendation from the Community Council to put forth a motion to the City Council for a change in the applicable clauses in the Liquor License Act to allow the consumption of alcoholic beverages in the seating areas for the championships. Please let us know of the next steps and what we can do to expedite the process. If there is any more information required please let us know as soon as possible.

(Attachments referred to the in the foregoing communication were forwarded to all Members of the North Community Council with the agenda for its meeting on June 13, 2001, and copies thereof are on file in the office of the City Clerk, North York Civic Centre).