



March 26, 2026

Subject: FIFA World Cup 2026 By-Law Exemptions (Alcohol Service Hours)

Dear Chair Colle, Vice Chair Malik, and Committee Members Ainslie and Morley,

On behalf of the Ontario Restaurant Hotel & Motel Association (ORHMA), we are writing in advance of the Committee's consideration of the item FIFA World Cup 2026 Toronto: By-Law Exemptions to Facilitate Planning and Delivery.

We understand that the City of Toronto is considering a range of temporary by-law exemptions to support the successful delivery of the FIFA World Cup 2026. ORHMA respectfully submits that a temporary extension of alcohol sales and service hours, aligned with official match scheduling, should be included as part of these considerations.

Depending on host locations and kickoff times, certain matches may occur outside Ontario's current permitted hours of alcohol service. We recommend that licensed establishments be permitted, at their discretion, to begin service earlier and extend service later on designated match days where warranted by scheduling.

In particular, consideration should be given to permitting alcohol sales and service until 4:00 a.m. on match days where timing supports it. This flexibility would allow restaurants and bars to accommodate patrons gathering for late and early matches while maintaining responsible service practices.

Major international sporting events such as the FIFA World Cup are not only viewing occasions but shared social experiences. Hospitality venues serve as important community spaces where residents and visitors congregate, celebrate, mingle, and network following matches. Aligning service hours with match timing would ensure these activities take place in safe, regulated, and professionally managed environments.

A targeted, time-limited extension would support Toronto's hospitality sector, enhance tourism and visitor experience, and contribute to the overall success of Toronto's role as a host city.

We would welcome the opportunity to provide additional input as the City advances its planning.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Elenis", is positioned below the word "Sincerely,".

Tony Elenis
President/CEO
Ontario Restaurant Hotel Motel Association