

# Municipal Alcohol Policy

The City is conducting a review of its policies for alcohol service and the downtown late night hospitality area. The purpose of the policy will be to provide a foundation for the continued development of a vibrant late night hospitality sector and assist Council in related decision-making.

To assist staff in conducting this review, the City is working with the [Responsible Hospitality Institute](#) (RHI), an organization that has provided evaluations of late night economies in over 70 cities across North America. RHI also hosts an annual conference showcasing best practices and providing a forum for discussion of common challenges with subject matter experts.

## The Process

Over May and June, RHI conducted research including a series of interviews with key stakeholders. Those interviewed included representatives of the downtown business and residents' associations, provincial regulators, hospitality venue operators and City staff.

In late June, a series of meetings were held with staff, hospitality venue operators, VicPD and both the City's Late Night and [Music Advisory](#) Committees. A women's focus group was also convened to identify the issues they experience with regards to late night hospitality. RHI provided a [presentation](#) on this topic.

Over the summer, the gathered information will be reviewed, and initial policy directions will be developed. These will be presented to Council and the community for feedback and discussion in late summer. Final policy recommendations will then be prepared for submission to Council for approval in late fall.

## Background

The late night hospitality area is an important part of Victoria's local economy. Our downtown is the primary entertainment destination for Greater Victoria. The many excellent festivals and events held in the City are also widely recognized as regional attractions. These are significant reasons why visitors, residents and employers choose to come to our city. This creates important employment in the hospitality sector and its many supporting services (e.g. musicians, fashion retail).

As the City grows, there can be conflicts of interest between the needs of new residents in the downtown and a lively late night social environment. Ensuring that residents enjoy a good quality of life and that the hospitality sector continues to flourish requires appropriate policies that are mutually beneficial and do not create an unreasonable implementation burden.

## Questions?

If you have any questions about the municipal alcohol policy development process, please direct them to [neighbourhoods@victoria.ca](mailto:neighbourhoods@victoria.ca). Information will be posted on this webpage as the process proceeds.