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Town of Aurora

Notice of Motion

Councillor's Office

Re: **Feasibility of a Permanent Liquor License at the Aurora Community Centre**

To: Mayor and Members of Council

From: **Councillor Rachel Gilliland**

Date: February 7, 2023

Whereas the Town of Aurora has developed a Sport Tourism Strategy to enhance the visitor experience, bring new events into the community, highlight hometown athletes, and incorporate cultural experiences for the community and visitors; and

Whereas Aurora is a proven growing hockey community of fans, emerging players, and residents, with talent such as Connor McDavid, Robert Thomas, Barclay Goodrow, and Jr Panther Abby Lunney; and

Whereas the cost of watching NHL-level games in person has become extremely unaffordable for the average family or for couples to enjoy; and

Whereas there is an opportunity at the Aurora Community Centre to offer a permanent liquor license to watch in-person, high-level hockey games, such as the Jr. A Aurora Tigers and U18 Women's International Silver Stick Tournament; and

Whereas other municipalities have successfully licensed certain facilities, such as Barrie and Collingwood, to enjoy watching high-level hockey talent and provide an opportunity for local athletes to compete in their hometown, celebrate and highlight the achievements of local athletes who are role models for future athletes;

1. Now Therefore Be It Hereby Resolved That staff be directed to investigate and report back to Council on the feasibility of a permanent liquor license at the Aurora Community Centre arena; and

2. Be It Further Resolved That staff report back with the recommended amendments to the Municipal Alcohol Policy that would need updating to facilitate this opportunity.