



Whistler Village
BEER
FESTIVAL

September 13-18th, 2022

Liquor License Advisory Committee Submission

Main Event

Saturday, September 17th & Sunday, September 18th, 2022

Whistler Olympic Plaza

Whistler Village Beer Festival

LLAC Submission

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Festival Overview

Introduction

In our ninth year of operations, the Whistler Village Beer Festival (WVBF) has returned from pandemic hiatus, to seven days of relevant and interactive peripheral programming for beer lovers from across the globe. This year we've injected businesses within the Whistler community with excitement and an eagerness to feature their own programming as part of our peripheral events, thus expanding upon the community aspect of the Whistler Village Beer Festival after an incredibly difficult couple of years for us all.

New & Noteworthy for WVBF 2022

- Extending the Whistler Olympic Plaza site footprint to accommodate growing numbers, bathroom facilities and food vendors
- Over 15+ Peripheral events hosted by partner venues throughout Whistler
- Music component elevated
- Craft Cultures continues its success for the third year at a new and exciting location
- Hugely popular Master Crafters hosted at the Longhorn on the Friday night, featuring the "Holy Grail of Pale Ale"
- Partnering with AWARE Whistler for the fourth year to maintain our Zero Waste status at the Main Event
- Ticketholders will receive tokens with all levels of tickets

Signature Events

Culinary Program

The first two installments of Craft Cultures: Sea, Land, Sky were a resounding successes in 2018 and 2019 and we aim to attract an even larger audience to this signature event. This event focuses on celebrating not only craft beer and delicious food, prepared by local chefs, but highlights the arts within Whistler. Once again, the theme of Sea, Land and Sky will provide an immersive sensory experience that will wow audiences in an iconic Whistler venue.

Beer Spotlights

Master Crafters will be returning for its 5th anniversary and this year, we're on a quest. Master Crafters: Holy Grail of Pale Ale will challenge choice breweries to bring their best pale ale brew to this blind taste test competition, where all the fancy branding will be stripped away. Equipped with only tasting notes, alcohol percentage and IBU, attendees are encouraged to try a sample of each unidentified beer throughout the evening before casting their vote for their favourite. At the end of the night we unveil each brew and crown the winner. This event has been a fan favourite since it began in 2016, and continues to grow in popularity among the craft beer community.

Participating WVBF breweries can submit any pale ale, be it American, Belgian, but refrain from the hazy for consideration. Master Crafters: Holy Grail of Pale Ale takes place on Friday, September 16, 2022 from 7:30PM – 10:30 PM at the Longhorn Saloon.

Main Event – Saturday & Sunday

The Whistler Village Beer Festival Main Event attracts the best craft beers and ciders that BC has to offer, showcasing 60 breweries from across the Sea-to-Sky corridor and the Okanagan, with a few favourites from Ontario, Quebec and Internationally. Over 7,000 beer lovers will come together over two days at Whistler Olympic Plaza to sample over 120 brews and enjoy live music, food trucks, games and more. WVBF provides the opportunity for appropriate brands and sponsors to get in front of an engaged crowd of enthusiastic beer lovers who like to travel, eat great food and have a taste for adventure. Over 70% of attendees travel with over 4+ people in their party, with 95% being overnight visitors within the resort. We are hoping to maintain our momentum and grow our audience and reputation, of a must-attend event, even more so in our much anticipated return to live events.

Main Event Outline

Event Components

- 3500 ticket holders each day
- 60 breweries
- Sampling of over 120 beers
- 5 food vendors
- Additional beer tokens available for purchase
- On-site booths from sponsors and breweries
- Lawn games and furniture

Anticipated Schedule

Friday, September 16th, 2022

7:00AM: Set up begins with vendors and continues throughout the day

12:00PM: Breweries begin to set up (scheduled in waves), access via assigned parking in Lot 4

6:00PM: Local overnight security begins

7:00PM: Set up completed, Whistler Village Beer Festival (WVBF) staff off site

Saturday, September 17th, 2022 & Sunday, September 18th, 2022

7:00AM: Overnight security relieved

8:00AM: All WVBF staff on site to do final site walk through

10:00AM: Final sound check

10:30AM: Volunteer Meeting

10:45AM: Brewery Meeting (may include liquor inspector and police)

11:00AM: Security team briefed & in position

11:45AM: Music begins (switching between 3 live acts & DJ until end of day)

12:00PM: Entry for all ticket holders begins. All Access & Media get express entry (while still undergoing bag & ID checks plus receiving wristbands), General Admission will be in a separate, switchback entrance corral

4:45PM: 15-minute last call for tokens (only sold in packs of 5)

5:00PM: End of token sales, last pour – WVBF staff to check all brewery vendors

5:00PM: End of service

5:00PM: Vendors secure product, music ends, security staff begin encouraging patrons to finish up and move towards nearest exits. Buckets for unconsumed product will be at every exit with security staff ensuring no patron leaves the grounds with alcohol in sampling cup (which they are allowed to keep if they feel so inclined)

5:15PM: Begin site clean up for Sunday's Main Event (Saturday only)

5:45PM: Site clear of all patrons

6:00PM: Site is locked down and overnight security begins (Saturday only)

7:00PM: All breweries and vendors vacate premises. Only infrastructure remaining for removal on Monday (Sunday only) is refrigerated trucks, sound equipment and Gibbons HQ inside the pavilion.

Monday, September 19th, 2022

7:00AM: Overnight security relieved

1:00PM: Site cleared and re-opened to public

Supplier List

**subject to change*

Category	Company	Contact Name	Contact Email
Security	GuardTeck Security	Paul Blackwell	paul.blackwell@guardteck.com
Tenting	Event Rental Works	Rob Megeney	rmegeney@eventrentalworks.com
Fencing & Scrim	Super Save	David Sterner	dsterner@supersave.ca
Portable Bathrooms	GFL	Eden Imbeau	eimbeau@gflenv.com
Waste Management	AWARE	Claire Ruddy	cruddy@awarewhistler.com
Refrigeration & Storage	Penske & Direct Tap	Jason Waters	Jason.waters@directtap.com

Security Plan & Guidelines

Entry Protocol

Entrance will be situated and confined to the area directed adjacent to the Olympic Rings, across from Purebread. Security will direct guests to hug the fence line back towards the playground so a queue isn't interrupting flow in the village. Process will be as follows:

- Start of crowd control will be verbally communicated and well signed that entry past that point requires 2 pieces of valid ID and a ticket printout/proof of purchase on phone
- Crowd control will be set into 2 sections
 - General Admission
 - All Access & Media
 - Both options are accessible friendly
- At the front of the crowd control, ALL guests (including All Access and Media) will be required to present 2 pieces of valid ID
 - There are no children or dogs allowed on site, including infants, toddlers and puppies. This information will be provided online before purchasing tickets and on signage in queue.
- Guests who have had a successful ID check will proceed towards ticket scan tent.
- Once ticket has been scanned, they will receive a wristband. They will then receive their sampling mug with tokens and gain access to all vendors.
- No re-entry privileges. Once the guest has left the premise, they are no longer allowed back in. This will be stated on their tickets, on signage, as well as verbally announced by security at each exit.
 - Saturday tickets receive complimentary entrance to site on Sunday. Saturday wristbands will be removed and Sunday wristbands applied.
- Security will monitor exits to stop anyone from leaving site with alcohol in their sampling mug. There will also be signage on all exits stating "No alcohol past this point". Empty mugs can be taken out by patrons and there will also be cup recycling spots at the exits.

Wristbands

Each day will have the day on it as well as be a different color for each ticket, each day. Staff, volunteers and the brewery pouring staff will all be wearing red. This signifies they are not permitted to consume alcohol. All breweries have signed contract agreeing to these terms and their consequences set out by Gibbons Festivals & Events Co. Ltd.

FOR EXAMPLE ONLY:

Weekend General Admission: Green

Weekend All Access: Blue

Sunday Gates Only: Yellow

Staff: Red

Emergency Exits & Fire Egress

- All emergency exits will be equipped with a sliding or movable gate and staffed by security. There is no re-entry and all staff will monitor this; any participant with a wristband will not be allowed onto the grounds once they have left site, unless it is Sunday and they are coming back from the previous day, and wristbands will be swapped to prevent re-entry.
- Locations:
 - o Back entrance to pavilion (behind stage) @ 17ft
 - o Main Entrance @ 10ft sliding gate
 - o VIP entrance @ 20ft swinging gates
 - o Area above where Bev Ops is stationed, near the new washroom building @ 20ft swinging gates
 - o Smoking area @ 10ft swinging gate
 - Total of 77ft of emergency exits

Security Personnel

DAYTIME

GuardTeck Security

Manager: Paul Blackwell

OVERNIGHT

Sea to Sky Security

Manager: Geoff Lawrence

Shifts

September 16th, 2022: Overnight Security from 6pm – 7am each day. Gibbons F&E team to relieve in the morning

September 16 & 17th, 2022: Main Event Hours & Overnight Security

- Roaming security will be on site for the duration of both Saturday & Sunday
 - o 3x front of crowd control & emergency exits
 - o 3x Line for ID (1x front of each line up)
 - 8 patrons at a time will be let through so as to stagger/control the flow
 - o 2x ID check
 - o 2x 'No Mans Land' (between back of west facing booths and the village stroll businesses to ensure no unauthorized entry, exit or removal/entry of alcohol occurs.
 - o 1 per retail and token booths
 - o 2x roaming/floating security, responsible for monitoring condition and safety of all guests, protecting the perimeter, monitoring vendors for any over-service, overall guest experience as well as tactful removal of any patrons showing signs of over-intoxication to the nearest exit and assuring no re-entry by removal of wristband.

Perimeter

As per previous years, fencing to the east side of the site, adjacent to the stroll and neighbouring businesses will be fenced off with 8-ft fencing with scrim and sponsor banners at stroll level. This will continue around to the delivery laneway, leaving 8ft of space for guests to access the stroll from Blackcomb Way. This set-up will provide ample protection and not obstruct the view or aesthetics to the general public. Fencing will also continue around the interior of the site to block access from the forested section on Blackcomb Way.

During load in on Friday, we will block off 20 spots along the grass side of Lot 4 for breweries to unload and walk their collateral across the road into Olympic Plaza. There will also be security/traffic attendants who will ensure that breweries do not park in the bus areas near the park.

Suppliers & Vendors will use the Festival Deliveries entrance between the hospital and the park.

Responsible Service

All sales staff, brewers & reps will possess valid Serving It Right certification. All appointed security staff would carry both their Basic Security Training license in addition to their approved uniform.

SIR numbers of brewery staff will be available upon request at the Beverage Operations area, BST numbers will be held on file in the office, accessible via festival managers and security manager upon request.

Patrons may purchase a maximum of 10 tokens at a time. This equates to 2x 20oz pints; the maximum a patron can legally have in front of them in a liquor primary license. However, they will only have a 4oz pint at a one time to consume. After 4:30pm token sales will be reduced to 5 per patron to discourage drinking at an irresponsible rate near the end of the festival. Service ends at 5pm sharp.

All patrons are required to present 2 pieces of ID as required by BC provincial law upon entrance.

Ejected Guests

The decision to eject Guests from the Festival is at the discretion of hired security, Whistler RCMP, Liquor Inspectors, Security Manager and Terry Clark, Director of the festival. Guests that have been ejected from the site will have their wristbands removed.

Ejected Volunteers/Sponsors/Vendors

Depending on the infraction, the decision to eject Volunteers, Brewers or Food Services personnel from the Festival is at the discretion of the Director of the Festival. If the matter is related to intoxication, or other criminal infraction then the decision to eject Volunteers, Brewers or Food Services personnel from the festival is at the discretion of the RCMP, security managers and/or the Director of the Festival.

All exhibiting breweries are required to take a token per 4oz pour under the terms and conditions of their participation. As of 2017, we created an auditing system relying on weights of tokens that breweries collect throughout the day to equate with the product that is provided. If breweries are underweight, they will not have product released for them to pour as this supports our mandate of each brewer collecting a token for each pour. The implementation of this system at our 3 beer festivals since 2017 has proved to be very successful.

Volunteers are not allowed to consume alcoholic beverages at any time during, or prior to their shifts, this includes while on a break. Brewers and food services staff should not be consuming alcohol while at their booths. All staff and volunteers will be wearing a red wristband to help differentiate staff from guests. Any infractions will result in removal from the grounds.

The on-site use of illegal substances, by any and all persons within the festival is strictly prohibited. Persons found on-site using illegal substances will be removed from the festival immediately.

Wheelchair Access

Persons in wheelchairs will enter the site via the handicapped access ramp, to the left of the General Admission crowd control. The site itself is fully accessible.

Emergency Services

All outside emergency personnel and vehicles including Police, Fire and Ambulance Services will enter and exit via the loading bay, behind the Pavilion. Odyssey Medic team will be on site and station inside the concession area of the Pavillion.

Refunds

Refunds will not be given for any reason, except at the discretion of the Security Manager, or the Director of the Festival.

Whistler Village Beer Festival Contacts

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