



Liquor and Cannabis
Regulation Branch

DISCUSSION PAPER

Cannabis Sales at Events

June 2025

Purpose

The Liquor and Cannabis Regulation Branch, Ministry of Public Safety and Solicitor General, invites Indigenous partners and interested parties to comment on enabling cannabis sales at events. This discussion paper provides a brief background and discussion questions.

Responses will be accepted until **September 1, 2025**

Contact

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Introduction

In Spring 2022, the Government of British Columbia completed a broad engagement to support a strong, diverse and safe legal cannabis sector across the province. This engagement identified an interest in expanding opportunities for cannabis hospitality.

In January 2024, the Government of British Columbia took its first step in gradually enabling cannabis hospitality and tourism by allowing the promotion of cannabis-friendly spaces and consumption of cannabis on public patios where smoking and vaping tobacco is already allowed, subject to Indigenous nation or local government bylaws and other rules.

As a next step, the Liquor and Cannabis Regulation Branch (LCRB) is exploring how to enable cannabis sales at events. The LCRB is seeking input on the potential options for enabling cannabis sales at events.

Who can give feedback?

The LCRB wants to hear from:

- Section 119 agreement holders and Indigenous partners
- Cannabis retail licensees
- Federally licensed producers
- First Nations, Modern Treaty Nations and local governments
- Cannabis industry organizations
- Other partners

What Have People Said So Far?

Between August and September 2024, the LCRB held initial engagement sessions with cannabis industry leads and Indigenous partners to better understand the impacts of enabling cannabis sales at events.

The key messages the LCRB heard from these sessions include:

- Cannabis sales at events can improve public safety by bringing legal sources into event spaces where illicit sales and consumption are likely already occurring.
- There are opportunities to:
 - Educate consumers about legal sources at events,

- Use retailer experience in detecting intoxication and age-gating at events,
- Market B.C. products, and
- Increase community partnerships and presence at local events.
- The process to apply should be simple and not too expensive.

Proposed Options

Based on input and analysis, there are two potential options to enable temporary cannabis sales at events:

1. Develop a new licence class, or
2. Create an event sale 'add-on' for current licensees and authorization holders.

Option 1: Create a new licence class

- This option would create a new licence class for selling cannabis at events.
- Provincial retail licensees, section 119 authorizations holders, and federally licensed producers could apply.
- This option aims to streamline licence application and requirements by using current processes where possible, such as considering past security screenings and financial integrity checks.
- Requires a one-time fee around \$1000-\$2000, plus a small yearly fee.
- Key Considerations:
 - Available to provincial retail licensees, s. 119 authorization holders and federally licensed producers;
 - Likely available in 2026;
 - Will have upfront administrative requirements (e.g., applying for a new licence);
 - Fees would likely be higher than option 2.

Option 2: Create an event sale add-on for licensees and authorizations holders

- This option would create an event sale add-on for current provincial retail licensees (including PRS licensees) and section 119 authorization holders.
- This option would work similar to event sales processes in the liquor framework, such as endorsements and authorizations.

- In addition to standard fees associated with provincial cannabis licensing, a small, one-time fee, around \$500, would likely apply to endorsement applications.
- Key Considerations:
 - Less administrative requirements upfront;
 - Fees would likely be lower than option 1;
 - Federally licensed producers would not be eligible unless they hold a PRS licence;
 - Likely available in late 2026 or 2027.

What's not Changing?

Cannabis framework will continue to balance economic development opportunities with public health and safety. For example, possession limits and restrictions around cannabis advertising and promotions will continue to apply.

Cannabis consumption at events will have to follow the current rules in the *Cannabis Control and Licensing and Act* and its regulations and applicable Indigenous nation and local government bylaws. The current cannabis framework also allows First Nations and local governments to set cannabis retail rules for their communities and the LCRB is committed to maintaining local authority.

For adults 19+, consuming cannabis is legal anywhere except where it is explicitly restricted. Smoking and vaping cannabis are not allowed in the following public places:

- Playgrounds, sports fields, skate parks, swimming pools and spray pools, or any decks or seating areas associated these places
- Public buildings, workplaces, or common areas of apartments, condos, or dormitories, and within six metres of air intakes, windows, and doorways attached to these places
- Within six metres of bus stops, transit shelters, train stations, ferry docks and similar places
- Regional and municipal parks, except for designated campsites
- Provincial parks, except for areas identified or designated
- Health board properties, except in designated smoking areas

Events with cannabis sales must consider cannabis consumption laws during planning for an event.

Read the [Public Consumption Fact Sheet \[626KB,PDF\]](#) to learn more about public consumption restrictions in B.C.

Discussion Questions

The LCRB wants to hear your feedback on the proposed options for enabling cannabis sales at events.

Please share your thoughts on the questions below. Comments not related to the questions will not be considered at this time. Your comments are confidential and will not be shared in a manner that identifies you.

1. Which option do you prefer for enabling cannabis sales at events and why?
2. What are the risks and opportunities for allowing cannabis sales at events?
3. What type of events should cannabis be sold at (e.g., festivals, farmer's markets, etc.)?
4. Are there events where cannabis sales should not occur (e.g., all-ages events, specific locations like next to a playground)?
5. What public safety limitations and restrictions should be placed on cannabis sales at events (e.g., how much you can buy per purchase, type of product you can buy)?
6. Is there anything else we should consider about enabling cannabis sales at events?

Submitting your Comments

Send your comments to LCRB.Outreach@gov.bc.ca with the subject "Cannabis Sales at Events Engagement." Email submissions are preferred.

Submission deadline: September 1, 2025

When submitting your comments, please include:

- Full name of the person submitting
- Name of the business/organization and licence number, if applicable
- Municipality or regional district in which your store or production facility is located
- Municipality, regional district or Indigenous nation in which you are

- submitting a response on behalf of, if applicable
- Phone number, including area code and reply email address

If you wish to provide comments by mail, you can send to:

Liquor and Cannabis Regulation Branch
PO Box 9292 Stn Prov Govt
Victoria, BC V8W 9J8

Collection Notice

By submitting a response to this consultation paper, I understand that my personal information is being collected pursuant to sections 26(c) and 26(e) of the *Freedom of Information and Protection of Privacy Act* for the purposes of sharing my views or the views of my organization in response to the questions outlined in the discussion paper. Any questions about the collection, use, disclosure and storage of my Personal Information pursuant to this engagement should be directed to the Communications Director, Liquor and Cannabis Regulation Branch at PO Box 9292 STN PROV GOVT, Victoria, B.C., V8W 9J8, or by phone at 236-478-0348.