



September 9, 2013

Dear Sir/Madame,

I am pleased to inform you that the Alcohol and Gaming Commission of Ontario (AGCO) is introducing a new initiative with regards to the advertising of liquor sales licence applications. Effective September 30<sup>th</sup>, 2013, the AGCO will be posting Public Notices of liquor sales licence applications to its website ([www.agco.on.ca](http://www.agco.on.ca)). This initiative is a result of the AGCO's ongoing review of its policies and practices to identify and remove barriers for businesses, increase transparency in its operations and enhance appropriate public participation in liquor licensing decisions.

This new initiative will apply to the following types of applications:

- Where an application for a liquor sales licence has been filed with the AGCO and there has been no liquor sales licence at that address for at least six (6) months;
- Where an existing licensee wishes to licence an outdoor space such as a patio;
- Where an existing licensee wishes to increase the licensed capacity of the establishment (indoor or outdoor) by more than 25%; and
- Where the Registrar of Alcohol and Gaming may require public notification due to the location or the past compliance history of an establishment.

While a Public Notice placard will still be required to be posted in the window of the establishment with a pending application, beginning on September 30, 2013, members of the public will be able to view all current applications easily on the AGCO website which will be updated weekly.

By making this change, the AGCO is taking a more modern approach by providing easier and faster access to information to better support local residents' input into liquor sales licensing decisions, while at the same time providing administrative relief and cost savings for businesses in the hospitality industry.

For more information on these changes, please contact the AGCO's Customer Service Department at 416-326-8700 (GTA) or 800-522-2876 (toll-free in Ontario), or by email at [customer.service@agco.ca](mailto:customer.service@agco.ca). You may also visit our website at [www.agco.on.ca](http://www.agco.on.ca).

Yours truly,

A handwritten signature in black ink, appearing to read "Tom Mungham".

Tom Mungham  
Chief Operating Officer