

From: LCRB Outreach LCRB:EX <LCRB.Outreach@gov.bc.ca>
Sent: July 8, 2025 4:14 PM
To: LCRB Outreach LCRB:EX
Subject: Invitation to the Liquor and Cannabis Regulation Branch's Engagement on Cannabis Market Controls and Sales at Events
Attachments: Discussion Paper - Cannabis Sales at Events.pdf; Discussion Paper - Market Controls.pdf

Hello,

The Liquor and Cannabis Regulation Branch (LCRB) is reviewing cannabis market controls (licence cap, tied-house, vertical integration) and is looking into enabling cannabis sales at events.

We invite you to review the attached discussion papers and share your perspectives. Your input will help inform our policy development and ensure we understand and consider the priorities of local governments in British Columbia.

Input on cannabis market controls or cannabis sales at events may be provided to the LCRB in the following ways:

Request a meeting

If you would like to meet to discuss your feedback, please contact LCRB.Outreach@gov.bc.ca by **August 1, 2025**.

Written feedback

If you wish to provide written feedback, please respond to the discussion questions listed in the engagement paper and submit your comments by **September 1, 2025**.

- Responses to the engagement paper can be sent via email:
LCRB.Outreach@gov.bc.ca.
- Responses to the engagement paper can be sent by mail:
Attn: LCRB Communications
PO Box 9292 Stn Prov Govt
Victoria, B.C. V8W 9J8

Questions and/or input regarding this engagement may be sent to the LCRB at LCRB.Outreach@gov.bc.ca.

Thank you,

Janet Donald
Executive Director
Liquor and Cannabis Regulation Branch
Ministry of Public Safety and Solicitor General
www.gov.bc.ca/lcrb



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

Sarah Gosman
Director, Legislation and Policy
LCRB.Outreach@gov.bc.ca

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.



Liquor and Cannabis
Regulation Branch

DISCUSSION PAPER

Market Controls

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 B.C.'s cannabis market controls. This discussion paper provides a brief background and discussion questions.

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

Contact

Sarah Gosman
Director, Legislation and Policy
LCRB.Outreach@gov.bc.ca

Introduction

When cannabis became legal in 2018, the Province created rules to govern the legal cannabis market. These rules are referred to as market controls and include:

- **Licence Cap:** limits the number of cannabis retail store licences a company, person or group can hold to eight;
- **Tied House:** prohibits financial or other arrangements between cannabis retail store licensees and federally licensed producers;
- **Vertical Integration:** restricts federally licensed producers' ownership of cannabis retail stores.

The Liquor and Cannabis Regulation Branch (LCRB) is reviewing these cannabis market controls and considering whether setting a minimum required distance between cannabis retail stores (CRS) and allowing the sale of retail branded cannabis products (also called “white label” or “private label” products) would support the cannabis industry in B.C.

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's This About?

Market controls are intended to:

- Support diversity in the legal market,
- Prevent well-capitalized companies from dominating the retail market,
- Foster a competitive marketplace, and
- Create economic opportunities for local entrepreneurs and Indigenous people.

Current market controls apply to all CRSs in B.C.; however, exceptions, such as vertical integration and tied house exemptions, have been part of government-to-government section 119 agreements between First Nations and the Province.

Previous Licence Cap Engagement:

In 2023, the LCRB engaged, on the licence cap, with cannabis store licensees, Section 119 agreement holders, First Nations and Modern Treaty Nations, local governments and cannabis industry associations. The LCRB received 61 responses and most responses either supported no change to the licence cap or wanted to raise the licence cap. Now, with the broader review of market controls we are seeking updated input.

Provincial Distance Criteria:

The LCRB has heard the cannabis industry advocating for a minimum distance between CRSs similar to the distancing requirement in B.C.'s liquor framework. This would potentially require CRSs to be a set distance from another CRS. The distance between CRSs can be based on different criteria, such a specific measurement or limiting the number of stores allowed in a specific area based on population. The current cannabis framework allows First Nations and local governments to set distancing rules for their communities. In acknowledgement of the role that First Nations and local governments play in shaping B.C. communities, the LCRB is committed to maintaining local authority.

Retail Branded Cannabis Products:

The LCRB has heard that CRSs want to sell cannabis products with their own retail branding. Retail branded cannabis products are commonly known as "white label" or "private label" cannabis products.

We understand "white label" to mean a product that is produced by a Producer and then packaged and sold by retailers using their own branding. The specific product could be sold by multiple companies, and the labeling or branding would be specific to the retailer where the product is sold.

On the other hand, "private label" means a product that is produced by a Producer and packaged and sold using a specific company or retailer's branding, opposed to multiple companies selling the same product under their brand.

What's not Changing

The LCRB will continue to require a local government or Indigenous nation's recommendation on a proposed retail store location before approving or changing a cannabis store licence in their community.

Any potential changes to B.C.'s market controls must align with federal cannabis rules under the *Cannabis Act* and its regulations.

Discussion Questions

The LCRB wants to hear your feedback on the following:

- the licence cap,
- minimum distancing rules between CRSs, and
- the sale of retail branded cannabis products in CRSs.

Feedback received will inform policy development for this project.

Please share your thoughts on the questions below. All questions may not be relevant to all participants. 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.

Licence Cap:

- How does the licence cap affect the cannabis industry in B.C.?
- Which of the following options do you most agree with (and why):
 - a) Keep the licence cap at 8.
 - b) Increase the licence cap to 12.
 - c) Increase the licence cap to 16.
 - d) Remove the licence cap.
 - e) Other (please specify).

Retail Branded Cannabis Products:

If you are a provincially licensed retail store or a federally licensed producer:

- Is this something that would benefit your business as a cannabis retailer or federally licensed producer and why?
- Are you interested in partnerships to develop and sell retail branded cannabis products?
- Are there any restrictions or limitations that should be placed on retail branded cannabis products?

Provincial Distance Criteria:

- In addition to any rules or requirements from First Nations or local governments, do you think the province should introduce a minimum distance rule between CRSs and why?
- Is there criteria that should be considered, such as:
 - a. CRSs must be a set distance (in meters or kilometers) from each other,
 - b. The distance between CRSs is based on population (e.g., no requirement for low-density areas and distance rules for high-density areas), and/or
 - c. The number of stores allowed in an area is based on population (e.g., the number of CRSs in high-density areas are limited to a specific number).
- If you are a community or municipality, what do you see as the benefits and challenges of a provincial distancing rule and why?

Other Ideas:

- Given the existing market controls, are there any additional measures that could further support the cannabis industry in B.C.? Please provide specific suggestions or ideas that have not yet been considered.

Submitting your Comments

Send your comments to LCRB.Outreach@gov.bc.ca with the subject "Cannabis Market Controls 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, regional district or Indigenous nation 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
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