

UBCM membership supports Council's tasting room resolution

(Penticton, BC – September 17, 2021) – Penticton City Council's participation at this year's Union of British Columbia Municipalities (UBCM) annual conference has successfully garnered valuable support for BC wineries and liquor manufacturers.

Byway of a resolution spoken to by Councillor Julius Bloomfield on behalf of Council, 84 per cent of attending members during yesterday's meeting supported Penticton's request that UBCM ask the BC Ministry of Public Safety and Solicitor General to revise licensing regulations so as to allow wineries and liquor manufacturers the opportunity to establish tasting rooms at non-agricultural locations.

"We were very pleased to see the UBCM membership support this resolution," said Penticton Mayor, John Vassilaki. "With wine and liquor manufacturing being such an important industry, not just in the Okanagan, but across BC, and with tasting rooms contributing significantly to local economic development, creating opportunities that improve access to these facilities by removing restrictive regulations directly helps all communities benefiting from the jobs and products this industry produces."

Under current regulations, BC wineries and liquor manufacturers must locate their tasting rooms on the agricultural lands where their products are made, a condition that limits visitor access while also increasing demands to develop agricultural land for non-agricultural use.

"As the next step, we hope our passed resolution receives further support once it's presented to the Province."

The annual UBCM conference draws elected municipal officials together from across BC to review topics and resolutions of common and emerging interest. This year's event was held September 14 through September 17 with participating members of Penticton City Council attending virtually.

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