

TOWN OF AURORA
Department of Community Services
LICENSED BEVERAGE SALES FOR CONSUMPTION OPPORTUNITY
REQUEST FOR EXPRESSION OF INTEREST (REOI)

The Department of Community Services requests to hear from licensed beverages for consumption vendors that are interested in selling licensed beverages during Aurora's Concerts in the Park series in the Aurora Town Park (49 Wells Street). Aurora's Concert series is a weekly concert on Wednesdays in July and August from 7 p.m. to 9 p.m. There is an average of 1000 attendees of all ages per concert. Interested vendors would be required to manage, organize, sell, and serve licensed beverages for sale and consumption

Interested licensed beverage vendors are requested to submit their proposal to the Recreation Supervisor, Special Events at sware@aurora.ca by.

Wednesday, April 8, 2026, at 12 p.m. (local time)

Expression of Interest needs to include the following:

1. The applicant must provide a minimum of two references for providing this service in an outdoor special event setting, including an overview of the applicant's involvement along with the hours of service, number of staff on site and approximate event attendance numbers.

The following should be included in the reference information:

Respondents must demonstrate that their company has satisfactorily performed a minimum of two (2) services/events, for events that are similar in size and scope as described in this REOI. Services/events referenced must have been performed within the last five (5) years (2021 to present).

2. The applicant must disclose the product (brand, serving size) and pricing for all beverages that will be available for purchase.
3. The applicant needs to provide a description and diagram of what the serving area will look like and the amount of space it will require.
4. The applicant needs to agree to obtain, at their own expense, a valid Special Occasion permit from the Alcohol Gaming Commission of Ontario for the event. Proof of permit must be provided to the Department of Community Services 30 days prior to the event.
5. The applicant needs to agree to purchase, supply, set up and return all product, supplies and equipment required for the event.

6. The application needs to provide a staff/volunteers/servers plan that is appropriate to operate the sale and service of alcoholic beverages for the specified dates during the required time periods (include information about the primary contact person on site: contact name, email, phone number). Servers must wear identification while on Town property.
7. The application needs to clearly describe the measures the applicant is taking to minimize their carbon footprint as part of their participation, including specific actions and strategies.
8. All servers must have a current Smart Serve certificate. Applicant needs to agree to provide Proof of Certification for each server to the Department of Community Services a minimum of two weeks prior to the event.
9. The organization must agree to be ready to fully service customers between 6 p.m. and 8:30 p.m. on each day of the event. In your submission, please indicate if you will participate on each day of the event series. If you cannot participate in all dates, please indicate which dates you can. Evening operating times at Aurora Town Park (49 Wells Street) are as follows:
 - July 8, 15, 22 & 29 August 5, 12, 19 & 26 and September 2, 2026
 - Event time 7 p.m. to 9 p.m.
 - Service time 6 p.m. to 8:30 p.m.
10. The applicant agrees to participate in any weather condition unless the concert has been cancelled.
11. The Corporation of the Town of Aurora must be listed as additional insured on the organization's insurance policy. A minimum of \$2 million dollars in general liability coverage is required. State in your submission that a certificate of insurance will be provided to the Department of Community Services upon acceptance.
12. The fee to participate is 10% of vendor gross sales per concert evening. The proposal to include a confirmation of this fee.
13. The applicant must agree to not use single use plastics as restricted by Single-use Plastics Prohibition Regulation and is to limit packaging where possible. Proposal is to outline what green practices or initiative the applicant will have in place such as reduce energy consumption, using eco-friendly materials, reducing waste etc.

PLEASE limit your submission to 20 pages.

Thank you for your interest in this partnership opportunity. All submissions will be evaluated for consideration and approval.

If you have any questions, please contact the Special Events Supervisor at (905) 726-4762 or email sware@aurora.ca