



The Corporation of the
City of Sault Ste. Marie

COUNCIL REPORT

July 14, 2025

TO: Mayor Matthew Shoemaker and Members of City Council
AUTHOR: Brent Lamming, Deputy CAO Community Development &
Enterprise Services
DEPARTMENT: Community Development and Enterprise Services
RE: Pedal Pub Pilot

Purpose

The purpose of this report is to seek Council approval for a two-year pilot permitting Pedal Pubs in the downtown core with the option to extend upon mutual agreement.

Background

Pedal pubs have been discussed locally for several years with local proponents, community services, and tourism staff.

On June 27, 2025, the Provincial Government announced it is supporting small businesses and encouraging local tourism by allowing alcohol to be served and consumed on large quadricycles, commonly known as pedal pubs. As of July 1, this change would apply to pedal pubs which currently operate in Niagara-on-the-Lake, Toronto, Ottawa, and Windsor, with space for 12 or more people travelling between restaurants and bars. In the face of tariffs and economic uncertainty, the government is continuing to pursue opportunities to help grow Ontario's \$32 billion provincial tourism industry, which supports 325,000 jobs across the province.

A pedal pub (Appendix A) also known as a party bike, is a multi-passenger, human-powered vehicle where the passengers provide the propulsion by pedaling. It is a large, open-air, bike-like contraption designed for social gatherings, often used for bar crawls or tours.

Pedal pubs offers community members and tourists a chance to socialize with friends, partake in a light workout, and tour neighbourhoods and cities in an exciting, unique way. <https://www.youtube.com/watch?v=LX3nwOzbQOU>

Analysis

Pedal pubs are permitted to operate in a community only once the local municipality passes a by-law. In addition to existing provincial requirements,

municipalities may set specific local rules governing the operation of pedal pubs on their roadways, such as designated riding routes and hours of operation, to support community safety and ensure pedal pubs do not cause disruption or contribute to traffic issues.

To sell and serve alcohol on pedal pubs, a licence from the Alcohol and Gaming Commission of Ontario (AGCO) is required.

A local proponent has expressed an interest in purchasing a Pedal Pub to operate as a two-year pilot in the downtown core.

City staff are recommending the two-year pilot now in order for the proponent to procure the pedal pub, obtain the necessary insurance, and licence through the AGCO. The pilot will allow the community and proponent a chance to review the success and challenges of this new venture over the two year timeframe. The goal would be to see the pilot commence late summer 2025, or the start of summer of 2026. Other operators could also approach the City for approval within the pilot period.

A by-law will be prepared and returned at a future Council date should Council approve the report. Staff are recommending the pilot as it will add another tourist attraction, support downtown businesses, and provide another unique amenity for community members to enjoy.

Financial Implications

There are no impacts to the operating budget resulting from the proposed pilot.

Strategic Plan / Policy Impact / Climate Impact

The recommendation supports the focus area of the Community Strategic Plan for 2024-2027 in a number of ways:

- Under Economic Activity, it supports the growth of a diversified economy with entrepreneurs and increases tourism visitor spending;
- It aids in creating a Vibrant Hub in the downtown core and continues to develop a world-class waterfront; and
- It exemplifies communication and stakeholder consultation to create an environment that encourages engagement and the exploration of mutual goals to grow our community. Collaboration with community partners and stakeholders is essential to our success.

Recommendation

It is therefore recommended that Council take the following action:

Resolved that the report of the Deputy CAO, Community Development and Enterprise Services dated July 14, 2025 concerning a two-year pilot permitting a Pedal Pub pilot in the downtown core with the option to extend upon mutual agreement be approved and that a by-law be returned at a subsequent Council meeting.

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Respectfully submitted,

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