



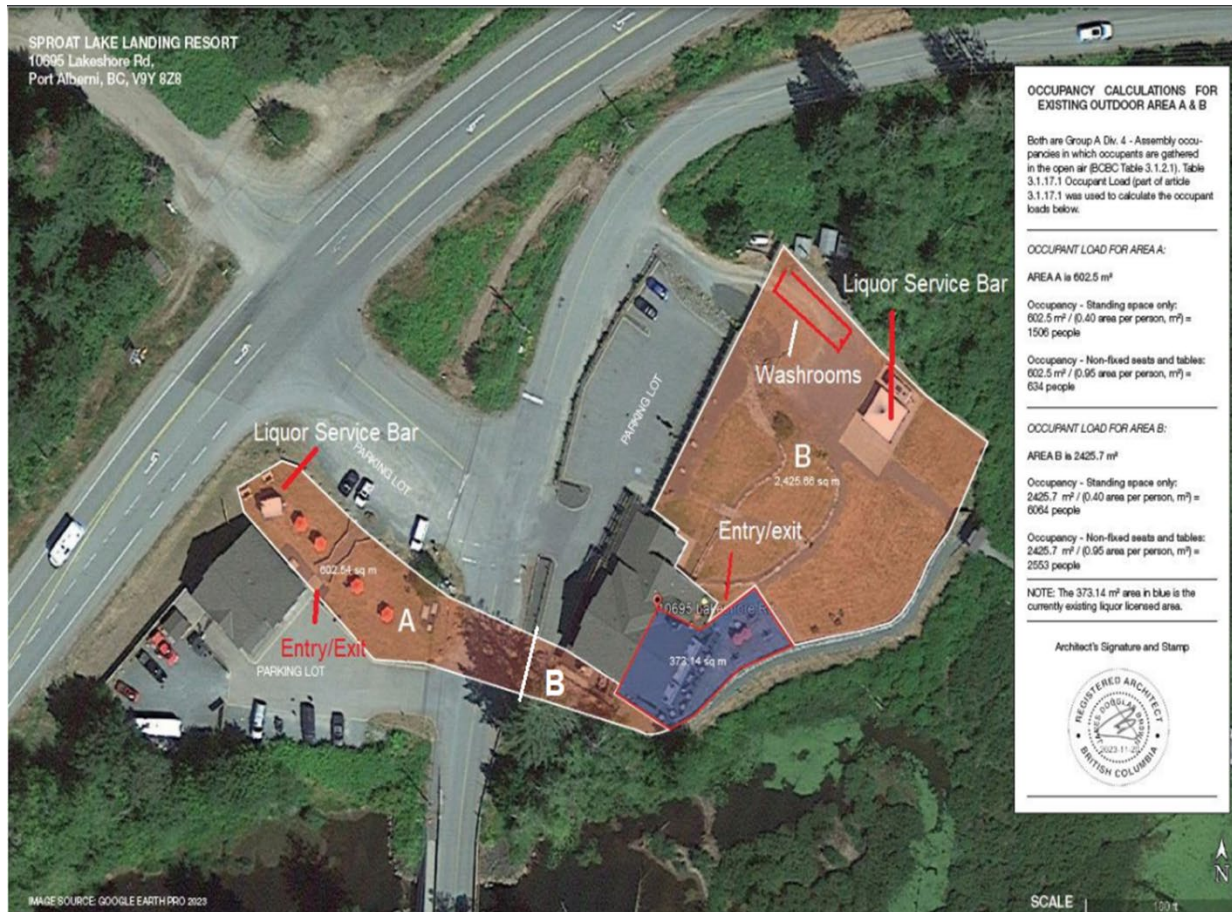
SPROAT LAKE LANDING

Resort Hotel | Beaver Lodge

**Application for structural change to liquor primary license #012367.
10695 Lakeshore rd, Kleecoot, BC V9Y 8Z8**

We respectfully acknowledge the unceded traditional territory of all First Nations in the Alberni-Clayoquot Regional District, the traditional keepers of their land. We want to say thank you for allowing us to live, work, and play on your lands.

Application for structural change to liquor primary license #012367.



- Thank you to the Administration of ACRD and Members of the Board for allowing us to present today.
- Our initial application to B.C. Liquor Cannabis Regulation Branch is requesting that the service area in our liquor license be increased to include outdoor area (A) 100 persons and area (B) 200 persons, on the property at 10695 Lakeshore Road.
- Prior to the start of application, ACRD Building Department staff met Sam Higgs on site, no occupancy load could be offered by ACRD Building Department staff. Toilets could be rental – no tie in to septic system. This previously done by other users of the property.
- B.C. LCRB informed Sproat Lake Landing to gain a certified Architect or Engineer to stamp occupancy on a site map. Zeidler Architecture retained and calculated/stamped occupancy on site map provided.
- After careful consideration, and appreciating a number of points made by members of the ACRD Board of Directors, we ask the board to not include area (A) 100 person in the previous diagram in our liquor license structural change application.
- Sproat Lake Landing is asking the ACRD Board for approval of our liquor primary structural change application – noted as area (B) in the previous diagram, to pass process with approval at ACRD and then be forwarded through the BCeID portal to the B.C. Liquor Cannabis Regulation Branch to continue the application process with B.C. LCRB.

- Sproat Lake Landing reduced the occupancy numbers calculated by Zeidler, based on our position in the community, the events we wish to offer local & Alberni Valley residents , tourists, as well as the logistics of operating a business and staffing.
- Please note that at weddings and events not everyone will drink, we are not in the business of promoting binge drinking and by B.C. law – “Serving it Right B.C.” we are not to serve to intoxication.
- Our liquor license is a privilege, as is our ability to offer a great product and service to local & Alberni Valley residents as well as tourists.
- Our structural change application has been made due to multiple enquires to have weddings, corporate events and retreats, family events take place on the grassed area – area (B).
- We also have ongoing requests from guests of the Hotel and Drinkwaters Lounge to play outdoor games, corn hole, horseshoe, bocce with their children, grandchildren or friends while they enjoy a meal or drink on the grassed area, area (B).
- It’s challenging asking a guest to bring their glass of wine back into the service area when they want to play with grandkids or family on the open grass area, guests don’t understand why they can’t have fun with their family and a drink in area (B)

- We are a professional and experienced business operator, personally I have 35 +years experience with brands such as Cunard, Royal Caribbean International, Westin, Intercontinental Hotels and private restaurants.
- Standard operating procedure of a hotel is to attract groups to your property that use the whole facility, booking rooms + food and beverage. We have an ability to refer groups to other community business such as fishing charters, adventure tours, spa/wellness business, shopping and historical landmarks in the Alberni Valley. We wish to promote travel and tourism into Alberni Valley.
- A document forwarded to the ACRD Board shows a corporate group enquiry for accommodation and food & beverage for their group currently in process.
- We wish to work with contracted event clients, allows us to review the type of client we contract to, based on group size, event type, music or entertainment, start and finish times of event, if outdoor event – music finished by 10:00pm, service standards – no over service, safe ride home contractor – local transportation groups such as Knuline Transportation or United Cabs Port Alberni. With a client, they are responsible for their guests vs a promoted event where we do not know the guests.
- Contracted conditions allow us to ensure events do not pose traffic issues, noise issues, over service issues and contract the client to organize safe rides home for guests.

- We wish to offer and market community events , like the Burger and Beer night we hosted for a community emergency service group in June 2023. Weddings due to the amazing view, no other lakeside boutique hotel on Vancouver Island that can offer accommodation, ceremony & reception area at a lakeside property. Corporate retreats , Wellness retreats, meeting/business training, wellness sessions with Alberni Valley health practitioners, yoga, mobile sauna, fitness sessions, all with breakfast, lunch and dinner + accommodation.
- Culinary/food events for local & Alberni Valley residents and tourists, offered during the day with great food and an availability of bar service if 19+ guests want to enjoy a drink with their meal.
- We do not wish to offer “Rave” events, they disturb the neighborhood, there is no return on investment .
- We do not and will not promote binge drinking.
- The business model for area (B) and our whole operation at Sproat Lake Landing is to market to local and regional community, families, business groups and wellness/activity orientated groups. We do not, have not and will not market to a “party” orientated demographic.

- We respect that we have neighbors and do not wish to disturb them. Last two years we have hosted numerous weddings and corporate events on our lounge deck with DJ's or in the lounge with the doors open until 10:00pm and not had any noise complaints.
- June 29th 2023 to assist a local fire fighter we hosted a Burger & Beer event in collaboration with members of Sproat Lake Fire Hall, we had 144 guests onsite, 80 people including staff inside the licensed area, and 64 guests in our lobby area & out side waiting to enter the event, there were no parking or traffic issues or any complaints about parking.
- By using local transport companies such as Knuline Transportation or United Cabs Port Alberni with our clients, we reduce the use of personal cars coming to the hotel, eliminating the risk to emergency services or Sproat Lake Fire Hall using Lakeshore road.
- A great trail system has been built along lakeshore road, offers a healthy outdoor method of transportation for guests coming to a wedding or community event at Sproat Lake Landing by local residents or from local short-term accommodations.
- There are multiple ways to arrive at Sproat Lake Landing outside of personal cars. We do not wish to cause traffic issues, supported by event procedures.

- Sproat Lake Landing, 10695 Lakeshore Road as well as part of the land parcel the company owns on the right side of Lakeshore road, over the bridge when driving towards Taylor Arm was zoned for commercial use in 1986. The property has held a liquor license since 1974 – 50 years.
- The lake side property of our closest neighbor to our south on Lakeshore road is also zoned for commercial use.
- Our wish to offer event services on our commercially zoned site to local and regional community, families, business groups and wellness/activity orientated groups, is in line with a number of points in the Sproat Lake Official Community Plan, provide for continued social and economic growth in the area; provide a diverse economy based on environmental and cultural tourism as well as more traditional resource activities. Facilitate a wide variety of opportunities for economic activity and employment within the Plan area. Encourage tourism, specifically ecotourism, and other economic development opportunities. Support the expansion and location of highway and tourist commercial uses in the vicinity of Highway 4 and Stuart Avenue and tourist and neighborhood services in the West Bay area. 10695 Lakeshore Road is located in the West Bay area and we believe that our application to have the grassed area at Sproat Lake Landing area (B) licensed with occupancy of 200 persons, offers the business an ability to host events in a safe manner that is respectful of our neighbors and aligns with the points noted above from the Sproat Lake Official Community Plan.