
CITY OF KELOWNA

MEMORANDUM

Date: November 29, 2001
File No.: 7940-20
To: City Manager
From: Acting Cultural Services Manager
Subject: Kelowna Community Theatre Liquor License - "Concert Hall Class E"

RECOMMENDATION:

THAT the City of Kelowna apply for a Class E liquor license for the Kelowna Community Theatre.

DISCUSSION:

The Kelowna Community Theatre initiated a concession in 1999 to serve wine, beer and ciders, as part of a larger effort to increase attendance and revenues. In order to evaluate the level of public acceptance, as well as the financial impact, the City acquired a "Special Occasion License." This service has been very well received, and liquor concession sales have been steady.

However, the "Special Occasion License" is not the type of license best suited to this operation. For every event held at a Kelowna Community Theatre, a separate license is required, and there are limitations with this type of license. Staff has conferred with the Liquor Inspector, who has confirmed that the Kelowna Community Theatre is eligible for an "Concert Hall Class E License". This E – License allows the theatre to stock a larger variety of products, set the price of beverages more appropriate to the theatre environment, and better position the theatre staff to meet or exceed budget targets.

The E-license is also more economical. The following chart provides a cost comparison for the different types of licenses:

Type of License	1st Year	2 nd Year	Total
Class E license			
- application fee	\$1,100		
- annual fee	\$275	\$275	\$1,925
Special Occasion License			
- 110 average per year	\$1,765	\$1,765	\$3,530

JWR Oddleifson
Acting Cultural Services Manager

Cc Acting Director of Parks and Leisure Services