
CITY OF KELOWNA

MEMORANDUM

Date: January 13, 2009
File No.: 0551-01
To: City Manager
From: Director of Active Communities
Subject: Kelowna Community Theatre Liquor Primary License Expansion
Report Prepared by: Kelowna Community Theatre Manager

RECOMMENDATION:

THAT staff be authorized to make an application to expand the Kelowna Community Theatre's Liquor Primary License as outlined in the report from the Director of Active Communities dated January 13, 2009.

BACKGROUND:

The Kelowna Community Theatre has had a Liquor Primary License in place since May 2005. The license is currently restricted to the main lobby area and is used during events that book the auditorium as well as special events that are focused only in the lobby.

Since the establishment of our Liquor Primary License there have been a number of occasions where at the request of the event organizer, the license has been expanded on a temporary basis to include the auditorium. This would allow patrons to take their drink back to their seat during the performance. This has been well received with minimal concerns raised from patrons or other operating challenges.

It is proposed to expand the licensed area to include the auditorium and Green Room. This change would make this option available as part of our theatre operation. The auditorium has an occupancy rating of 869 persons and the Green Room is the area artists wait prior to performance and also is a programmable space suitable for small events. Within the current format any expansion to the license area requires an application to the BC Liquor Control and Licensing Branch.

While the City holds the Liquor Primary License, our practice is that drinks with alcohol are not made available without consent from the organization that has the KCT booked. This approach would continue with the expansion into the auditorium and Green Room.

In becoming more patron friendly, many theatres across Canada are now beginning to permit alcohol into their seating areas.

INTERNAL CIRCULATION TO: General Manager, Citizen Services; Land Use Management Department.

LEGAL/STATUTORY PROCEDURAL REQUIREMENTS: Support from the municipal government is required as part of an application to the BC Liquor Control & Licensing Branch.

EXISTING POLICY: The Kelowna Community Theatre has an existing Liquor Primary License (#301514) for serving alcohol in the Kelowna Community Theatre Lobby area between the hours of 11 AM and 1 AM seven days a week.

Proposals to change a liquor license require an application to the Liquor Control Licensing Branch, and to the City, as per Council Policy 315, "Liquor Licensing Procedures Liquor Primary (LP) and Retail Liquor Sales (RLS)

FINANCIAL/BUDGETARY CONSIDERATIONS: Potential increased in net revenues in offering a more relaxed, patron friendly format.

Considerations that were not applicable to this report:

LEGAL/STATUTORY AUTHORITY:

PERSONNEL IMPLICATIONS:

TECHNICAL REQUIREMENTS:

EXTERNAL AGENCY/PUBLIC COMMENTS:

COMMUNICATIONS CONSIDERATIONS:

ALTERNATE RECOMMENDATION:

Submitted by:



J. Gabriel, Director of Active Communities

Approved for Inclusion:



GM, Citizen Services

Cc: General Manager, Citizen Services
Development Planner II