

Letter of intent: Lounge endorsement

**RE: Job No: 029858**

**Reference #: LOUNGE - Stillhead Distillery (307562) - 029858**

To Whom It May Concern:

This letter of intent supports the application to the Liquor Cannabis & Licensing Branch. The proposed license will be a new distillery lounge endorsement located at 105-5301 Chaster Rd. Duncan, BC. The distillery currently has a tasting room with an onsite store endorsement at this location and Approval in Principle to move the tasting room to the expanded space. We seek a lounge endorsement for the expanded space to provide an enhanced visitor experience, drawing on the existing agritourism market in the Cowichan Valley.

**Our goals for the lounge endorsement are the following:**

- Offer visitors a relaxed space to sample our spirits as a cocktail and showcase other Vancouver Island spirits, wine, beer, and food.
- Provide an educational program for BC and other whiskies, with tasting events showcasing the many craft whiskies produced in BC.
- Provide a much-needed space in the Cowichan Valley to host small events.
- Serve a variety of non-alcoholic spirit cocktails, dealcoholized beer and wine, and other beverages to welcome those who do not partake of alcohol and encourage responsible drinking.
- Diversify the tourism experience of the Cowichan wine area, bringing more visitors to the area while also drawing more visitors to our local breweries.
- Support the local restaurant and food trucks in our area by providing another venue for food service.

**Hospitality/Tourism Development factors:**

According to Stats Canada, the Cowichan Valley has seen an increase in population by more than 5% from 2011 to 2016, with more expected growth in the next few years. The tasting room had its busiest summer this past year with an influx of tourists from other parts of BC/Canada. We expect to be even busier with international visitors this year. Vancouver Island is a huge tourist destination year-round. The Cowichan Valley attracts many visitors as a destination or while passing through.

**Foodservice the establishment will offer:**

The lounge will provide a full menu of different ramen noodle entrees from Ramen Academy (located in Small Block Brewery in the same commercial park). We will offer charcuterie trays from Cure Meat & Cheese and other snacks such as chips, pepperoni, popcorn. Local government rules permit us to invite a food truck to set up outside our lounge space.

**Entertainment:**

We are not seeking to be an entertainment experience. We will be offering a quiet, welcoming environment to gather and learn about whisky and craft cocktails.

**Traffic and parking:**

We expect zero traffic concerns. The commercial park has many parking spots. Most tenants are industrial/commercial, whose peak hours are in the morning to early afternoon Monday-Friday, ensuring no significant influx of vehicles to the area. Vehicle access is off a highway frontage road and is not very busy.

**Description of the neighbourhood composition:**

The neighbourhood is comprised almost entirely of commercial buildings. There are multiple retail stores in the area and one other primary liquor service establishment (Small Block Brewery). No residential buildings are nearby.

**Potential for noise and other disturbances:**

The front door of the lounge faces our parking lot, and the other side faces the highway. The proposed lounge is away from residential areas in a more industrial setting of the regional district. Noise disturbance would be zero.

**Measures that will be implemented to ensure nearby residents are not disturbed by the establishment or patrons of the establishment:**

As there is no residential housing nearby, there is minimal concern for disturbances by our establishment or the patrons of our establishment. We will follow all guidelines for the safe service of alcohol to customers and adhere to occupancy rules.