

ATTACHMENT D LETTER OF RATIONALE

To Mayor and Council
City of Nanaimo

Craft brewed beers are enjoyed across all demographics; recipes are often customized to suit tastes from different regions, cultural origins and even age groups. Tasting rooms & lounges and retail areas often see an older crowd drop in earlier in the day for a quiet pint and/or to take home a growler. Perhaps later a younger crowd may be in the house to enjoy a social evening of craft beer tasting and comparing, or to fill their growlers. Organized "Craft Beer Tours" draw enthusiasts from around BC, Canada and even internationally.

Hub City Ales, doing business now as Cliffside Brewing Company, which was incorporated in April 2018, is a family run, small batch, lifestyle brewery. Our brewery is in a gated compound with several commercial and light industrial businesses nearby. In addition to the manufacturing area in our brewery we currently also operate an On-Site Store and a Lounge.

Cliffside Brewing produces a variety of unique craft beers which have been developed in our own brewery. Our products are offered only in our retail component inside our brewery by way of growler fills, cans and by the glass for consumption in our lounge. Merchandise is available for purchase such as the traditional ballcaps and polo/T-shirts but also unique merchandise particular to the craft brewing community such as, Cliffside Brewing branded growlers and grumblers (smaller volume vessels), glassware and gift cards.

The Patio

A patio is considered to be part of a lounge and is governed by the regulations in effect for the lounge, including occupant load, with some exceptions related to entertainment and hours of operation. Cliffside Brewing had previously been permitted to have a 3 m x 6 m patio space attached to our lounge area, however at the time of inspection by Liquor and Cannabis Regulation Branch this patio was not complete and could not therefore be included in our license to operate. Lounge hours, pursuant to provincial regulations, may be 9:00 a.m. to 4:00 a.m., however we are not applying to operate until 4:00 a.m. Live or recorded entertainment may be offered in a lounge area but is not permitted on an attached patio. We will not, therefore, provide entertainment of any kind or permit other potentially noisy or disturbing activities to take place on the patio. The patio will be seasonal in nature, will have clearly defined boundaries and will be regulated from within the interior of the building. The patio will also be routinely monitored by staff by line of sight from the service bar and will also be monitored by closed circuit video surveillance. At this point in time we regularly have a food truck on site. In the future this food truck would be situated close to the patio to serve all customers to our facility and to continue to serve customers to neighbouring businesses as well. The food truck will close before the Lounge so as not to encourage lingering by patrons at closing time.

R E C E I V E D
LA141
2019-DEC-09
Current Planning

Extended Hours of Service

The purpose for our application for extended hours is to give our business the flexibility to respond to seasonal demand, events and festivals which occur in the City such as Marine Festival, Blues Festival, New Year's Eve and others and to take advantage of the many attractions to the downtown of our City. During fine weather and the summer months it would be beneficial to our business and to the area generally to be able to open sooner and remain open a short time longer on weekdays so that we might serve the many tourists and other visitors to our city.

Cliffside Brewing has agreements in place to serve local and other tour operators who include a local "craft brewery tour" in their agendas while in Nanaimo. These can occur at any time during the day; new operating hours will permit us to continue to participate in these tours.

Our current hours of operation, we are finding, are insufficient to meet the demand for our products and to allow us to take advantage of the opportunities mentioned above. Those hours of operation are:

Monday to Thursday – 3:00pm to 11:00 pm
Friday and Saturday – 12:00am to 12:00pm
Sunday - 12:00am to 6:00 pm

We are requesting a change in operating hours to:

Monday to Sunday 9:00am – 2:00am

We do not expect we will be open during all of the requested hours, we would be closing earlier than the downtown bars and clubs, however the extended hours being requested would allow Cliffside Brewing to respond to demand and to offer seasonal hours of operation.

J.F. Eubank,
Hub City Ales/Cliffside Brewing Company
Nanaimo BC