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APPLICATION FOR A LIQUOR PRIMARY LICENSE

**AT: FORGED AXE THROWING
Unit 1-1208 ALPHA LAKE ROAD,
WHISTLER, BC VON 1B1**

APPLICANT: FORGED AXE THROWING LTD.

**LETTER OF INTENT
FOR THE APPLICATION FOR A LIQUOR PRIMARY LICENSE
FOR FORGED AXE THROWING**

Submitted to:

**Liquor & Cannabis Regulation Branch
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Submitted by:

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INTRODUCTION

The applicant is applying for a liquor primary license for Forged Axe Throwing which will be located inside the existing building located at Unit 1-1208 Alpha Lake Road, Whistler, BC. This location is in an area of Whistler called Function Junction which is at the South end of the Resort Municipality of Whistler. Function Junction is a retail, warehouse, commercial and manufacturing area. The applicant proposes to establish an indoor axe throwing/entertainment area in this Neighbourhood House that will provide food and beverage service for adults.

The establishment will feature axe-throwing in unlicensed areas of the establishment. Axe throwing has become a new popular form of entertainment in bars, particularly in Ontario and Alberta. The applicant will ensure proper safety precautions are implemented including no consumption of liquor products by individuals when they are participating in axe-throwing. This new bar entertainment is entertaining for both participants and spectators. Axe throwing can be combined within an event such as corporate team building, birthdays, bachelor and bachelorette celebrations, and anniversary celebrations. Axe throwing is similar to billiards, darts and golf as there is a skill in learning how to do it.

The proposed capacity of the liquor licensed area of the establishment will be approximately 61 persons in the interior and with two exterior patios of 15 persons and 3 persons respectively. The patios will be a seasonal operation. Attached to this Letter of Intent is a copy of the proposed floor plan showing the configuration of the establishment. No liquor will be served or consumed in the axe throwing lanes. Each axe throwing lane is separated from the other lanes by full height chain link fencing for safety.

The applicant is requesting hours of licensing consistent with those permitted by the Resort Municipality of Whistler which are Monday to Sunday 11 am to 1 am.

ENTERTAINMENT

The establishment will have a variety of entertainment in addition to the primary entertainment of Axe Throwing. This will include:

- Background music
- TV monitors for sports and movies
- Live music from time to time



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FOOD SERVICE

Forged Axe Throwing will be a Liquor Primary licensed establishment. Therefore, it will have a food menu featuring bar food, snacks and sandwiches. The applicant may use a caterer to provide food service for some booked events such as corporate team building, birthdays and other similar events. There will be a variety of hot and cold snacks available and non-alcoholic beverages. The food and beverage service will come from the liquor service bar.

COMPOSITION OF THE NEIGHBORHOOD

Attached to this Letter of Intent is a zoning map showing the location of the proposed establishment and the zoning classification. The zoning of the property at the proposed site is IS1 (Industrial Service One) and a liquor primary licensed establishment is a permitted use.

The proposed location is in an area called Function Junction and is best described as being a mix of retail, commercial and industrial. It is not a residential area and there are no residences in the immediate area.

POTENTIAL FOR NOISE AND OTHER TYPES OF DISTURBANCES

Given that the proposed location is in a commercial/industrial area and there are very few residents, there should not be any noise or other disturbances resulting from the operation of the establishment. In addition, Forged Axe Throwing will primarily be a late afternoon and evening establishment which is when the neighboring businesses are closed.

The establishment will have to comply with the noise Bylaw of the Resort Municipality of Whistler.

IMPACT ON RESIDENTS AND NEIGHBORING RESIDENTS

Even though there are very few residents in the area of the establishment the applicant will work with the neighboring businesses to ensure the operation does not negatively impact their businesses. The applicant will also be required to enter into a Good Neighbor Agreement as required by the Resort Municipality of Whistler.

LICENSING OPTIONS AND/OR ENDORSEMENTS

The applicant is requesting for this to be considered a Neighbourhood House and are requesting a minors endorsement on this liquor primary license allowing minors



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to be present accompanied by a parent or guardian until 10.00 pm. The applicant is requesting that the sale, service and consumption of liquor for the interior of the establishment be restricted to the interior licensed area as shown on the attached floor plan and that the axe throwing occurs in the unlicensed area.

ADDITIONAL INFORMATION

Whistler is a four season destination tourist resort. The proposed establishment will cater to the tourists visiting Whistler by providing a unique and different entertainment venue unlike any other establishment in Whistler. The establishment will also cater to local residents and businesses by providing a one of a kind recreation entertainment experience.

Axe throwing has recently become a popular entertaining sport in licensed establishments. The applicant has been operating the axe throwing business at the current site for over 3 years as an unlicensed venue. Forged Axe Throwing were voted Best Experience/Service for Small Business by the Whistler Chamber. They were also voted 2nd place for the Whistler Best New Business Award and have had a great impact on the Whistler community. From time to time a private special event license is applied for by a group holding an event which includes axe throwing. At other times a caterer is hired. The applicant also has a mobile axe throwing cage that they take to community events. They have had no issues or problems with the operation of this establishment.

The applicant has applied for and held special event permits for specified events at the establishment without any problems or challenges.

The applicant's establishment will provide the residents and visitors to Whistler with an enjoyable and engaging experience with unique entertainment. It will also provide an interesting venue for community events and fundraisers. The applicants are now and will continue to be involved in community events and sponsorships, such as Zero Ceiling, a charitable, non-profit organization that provides at-risk and homeless youth with housing, employment, professional support and adventure-based learning that empowers them to live healthy and independent lives.

PROXIMITY TO OTHER LICENSED ESTABLISHMENTS

The nearest licensed venues other than Food Primary licensed establishments is a lounge endorsement for Whistler Brewing Company (a brewery manufacturer license) and a tasting room endorsement for Coast Mountain Brewery. The next closest establishment is Roland's Creekside Pub which is 3.2 km from the applicant's proposed site.

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CONCLUSION

The applicant is requesting approval of this application by the Liquor & Cannabis Regulation Branch and the Resort Municipality of Whistler.

All of which is submitted this 20th day of December, 2019.

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