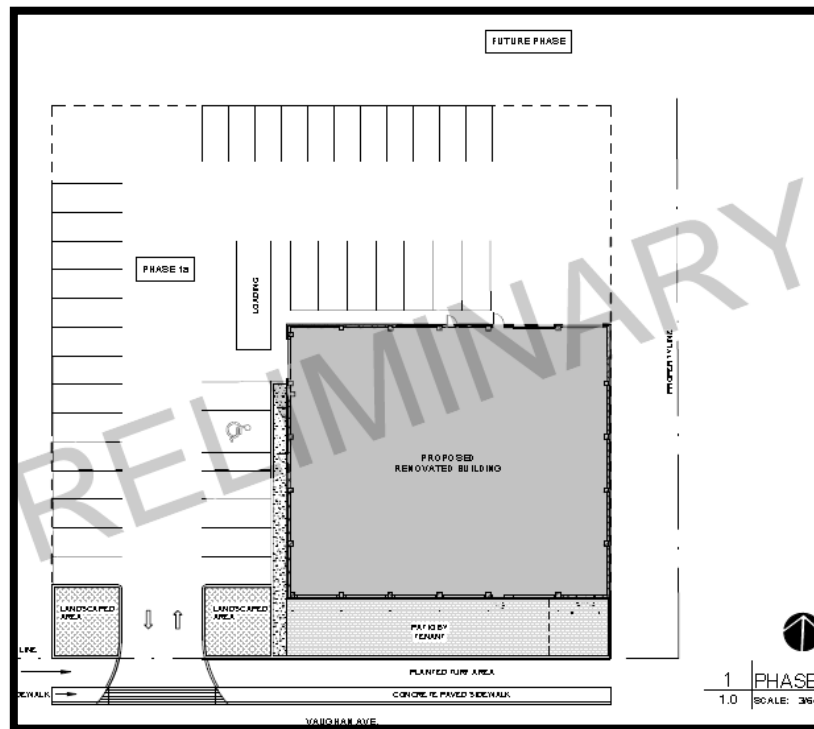
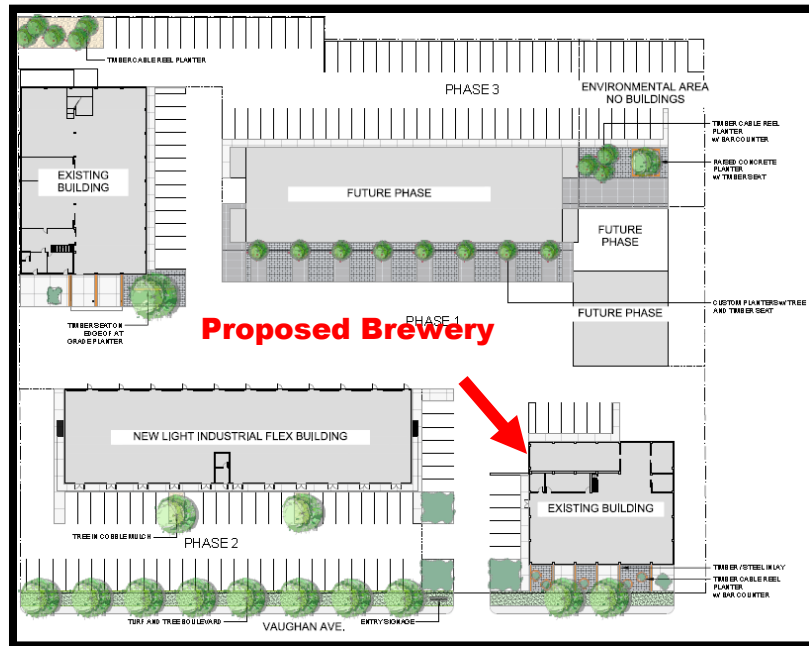


SCHEDULE A – Site Plans

Subject: Vaughan, 760, LL18-0017



SCHEDULE B – Letter From Applicant



Subject: Vaughan, 760, LL18-0017

Liquor Control and Licensing Branch
4th Floor, 3350 Douglas Street
Victoria BC V8W 9J8

Susi Foerg
Rustic Reel Brewing Company Ltd.
760 Vaughan Avenue
Kelowna BC V1Y 7E4

May 30, 2018

**Letter of Intent for Rustic Reel Brewing Company Ltd.
"Lounge & Special Event Area Endorsement" Application**

To Whom It May Concern,

With this letter, I submit Rustic Reel Brewing Company Ltd.'s application for a lounge endorsement in the city of Kelowna.

Company Description

Rustic Reel is a craft brewery set in a commercial building in Kelowna's north end near other existing microbreweries, with a rustic theme throughout. Its small microbrewery on premises brews fresh beer on a weekly/bi-weekly basis, which guests can enjoy in the tasting room or adjacent outdoor patio. Clientele can view the tanks in which the beer is fermented and conditioned through the large glass window behind the bar, which looks into the production facilities. The outdoor patio has a comfortable, friendly, relaxed atmosphere.

Rustic Reel's intent is to create a space where locals and visitors can enjoy delicious craft beer while feeling the true Okanagan spirit of wholesome, community, and back to basics. The company encourages community togetherness through seasonal social gatherings and casual interactions on-site.

Food

Rustic Reel endeavors to provide guests with food offerings that are simple, yet will satisfy without their need to leave for another establishment for a meal. The tasting room will offer a variety throughout the week, while Sundays will have a "Brunch Only" menu.

Among the regular menu items are: Cheddar Ale Dip, Bruschetta & Avocado Toast, Grilled Bratwurst, Vegan Chili, German Cheese Spätzle, Australian Meat Pies. Rustic Reel also looks forward to using the spent grains from brewing in multiple baked items that will be incorporated into the menu. In addition to its own beer, Rustic Reel will serve non-alcoholic beverages such as water, specialty soda, and espresso.

Entertainment

At present, Rustic Reel does not have any contracts or arrangements for live entertainment, however looks forward to future opportunities to showcase local talent at its establishment. Rustic Reel will create a relaxed and appealing atmosphere for guests by playing music appropriate for an establishment focused on casual enjoyment of food and beverage in moderation.

Neighborhood

Rustic Reel is located in Kelowna's north end – a light industrial area. Its closest neighbors are BC Tree Fruits and SandHill Winery, both adjacent to the property on either side. Opposite 760 Vaughan Avenue, an empty lot is slated for future development. The nearest neighbors on Richter Street are commercial spaces, with local craft breweries RedBird Brewery and Kettle River Brewing within a five-minute walking distance. The nearest residential spaces at present are on Clement Avenue.

Potential for Noise or Disturbances

The combination of a gathering of friends with alcohol has the potential to lead to bad behaviour, such as increased noise levels, poor judgement, and more unruly activities. While this behaviour is that of a disrespectful patron, it is also a reflection on the establishment that the patron came from. As Rustic Reel looks forward to growing and improving the community, it hopes that its establishment can avoid disturbances or excess noise created by its patrons.

Implementable Measures to Avoid Disturbances and Neighborhood Disruptions

Rustic Reel's belief of supporting and contributing to the local community also means the company feels strongly about the role it plays in making Kelowna a great place to live and visit. Adhering to the local laws, and encouraging others to do so as well is an example. While there are currently only industrial and commercial operations nearby, future construction in the area may involve residential developments, and Rustic Reel aims to establish itself as a respectful locale that does not partake in the party scene. The company is not interested in becoming Kelowna's newest night hot spot, and shows this with operating hours ending well before those of nightclubs/bars.

Rustic Reel requires its employees to ensure the wellbeing of both guests and passersby. Using their Serving It Right training and previous work experience skills, the Rustic Reel team will oversee that patrons consume their alcohol responsibly, in order to minimize disturbances and/or excess noise due to overconsumption. Bad behaviour of any kind (overconsumption, high noise levels, disrespect, aggression) will not be tolerated at Rustic Reel; offenders will be asked to leave; repeat offenders will no longer be welcome at the establishment. In the event that an incident is unable to be handled by staff and management alone, the Rustic Reel team will not hesitate to call the local police unit for assistance.

Thank you for considering this application. Rustic Reel Brewing Company Ltd. looks forward to being a proud member of Kelowna's community, encouraging the growth and gentrification of the industrial north end.

With kind regards,



Susi Foerg
Rustic Reel Brewing Company Ltd.

SCHEDULE C – Floor Plan



Subject: Vaughan, 760, LL18-0017

