



The MAIN + MEZZANINE
 has a net floor area of
N/A m². The maximum
 occupant load shall be
30 persons, based on
LOW occ. AZ. BCBC.

The PATIO
 has a net floor area of
30 m². The maximum
 occupant load shall be
24 persons, based on
1.2 m²/person

Reviewed
 by City of Kelowna
 Inspection Services
 MAY 19 2022
dlb

ATTACHMENT A
 This forms part of application
 # LL22-0019
 Planner Initials **JJ**
 City of **Kelowna**
 DEVELOPMENT PLANNING

This drawing is an instrument of service for use as defined in the Development Act and shall be used for the purposes of the design and construction of the building and shall not be used for any other purpose without the written consent of the City of Kelowna.	
CONSULTANT - HOLDEN'S DRAUGHTING & DESIGN 851 BROADWAY KELLOWNA, BC V1Y 4C1 Phone: 250.868.5445 Fax: 250.868.5446 T112.D.	UNIT 10 CLEMENT AVENUE DEVELOPMENT KELLOWNA, B.C.
DRAWN BY CHECKED BY DATE: 1/24/22	T.I. 1

MEZZANINE FLOOR PLAN

Project Rationale – Born to Shake

Who is Born to Shake?

Born to Shake is an experiential beverage company that helps make cocktailing more approachable by manufacturing bitters and syrups with tons of flavour made from real ingredients and assembling DIY cocktail kits with easy-to-follow recipes. Born to Shake is incorporated and wholly owned by Shayne Labis and Nicole Barron who accumulatively have over 25+ years in the food & beverage industry with a primary focus on customer service and experience.

What have they been up to so far?

After being guests at friends' and families' weddings and experiencing first hand the vast disconnect between beautiful dinner service and the poorly executed drink service, Shayne & Nicole saw an opportunity to provide an elevated cocktail program and turn the "service" into an experience.

In January of 2020, the dynamic duo took this idea and put pen to paper. They attended a wedding expo to try and secure clients for the upcoming summer and after a few networking events, the books were starting to fill up. Unfortunately, as quickly as Born to Shake gained momentum, COVID came along in the spring of that same year and squashed all promises for events for the foreseeable future.

Determined not to lose any traction or to let their dreams die, Born to Shake quickly pivoted and began manufacturing cocktail products and assembling DIY cocktail kits for their Instagram following using in-house recipes used for events and in-person cocktail classes hosted by the team. The products and kits were very well received in Kelowna, and the duo have been slowly growing the company organically part-time while securing the necessary licenses, approvals and equipment to eventually scale up production.

Fast forward to the fall of 2021. Shayne and Nicole decided to go full-in with Born to Shake and quit their jobs to focus their attention on their business and manufacturing products.

What is Born to Shake excited about and how will they positively impact our community?

Born to Shake has secured a commercial lease to manufacture and retail their cocktail products, and to host in-person cocktail classes and high-end cocktail experiences at 110-889 Vaughan Ave. They look forward to having a tasting bar for their products and being able to create a one-of-a-kind cocktail experience for their customers, the residents of Kelowna and the tourists who come to visit this beautiful city!

They look forward to collaborating with local business owners by bringing in complementary food trucks and vendors, designing cocktail menus using local ingredients and spirits, and hosting cocktail paired dinners uniquely curated for their guests. They have already designed a number of cocktail menus for restaurants, breweries and wineries in the Okanagan area, always taking into consideration what the respective business' unique needs and capabilities are helping them get the most out of their menus and staffing limitations. They have collaborated on beers with breweries, cocktail kits with distilleries and donated their time and resources to fundraise for local initiatives.

Nicole & Shayne hope to be the one-stop-shop for cocktailing in Kelowna and welcoming their guests into a space that is finally, truly theirs to share.

Letter of Intent – Born to Shake – Liquor Primary License Application

Describe the primary focus of your business including any functions and services your establishment will provide if liquor service is not the primary business focus.

We manufacture non-alcoholic cocktail related products such as simple syrups, bitters and rimmers / garnishes. In addition to the products we manufacture, we also sell bar-related products and tools such as jiggers, shakers, glassware, etc. We offer in-person and virtual cocktail classes and provide elevated cocktail / bar service for events.

If liquor service is not the primary business focus (e.g. retail store or spa): identify the operating hours of your primary business and whether or not the business focus will shift to liquor service at a set time of day.

Our retail will be open from 9AM until 7PM, 7 days a week. We intend on being able to serve cocktails throughout these hours. We will shift to liquor service after 7PM on select days of the week and/or if we are hosting a private gathering or showcasing a new cocktail menu we want to feature. In these instances, we will provide drink service until the end of the allowable time as prescribed by our municipality: 2am.

Identify all types of entertainment that may be offered in your establishment (e.g. films, darts, DJ booth, dance floor, exotic dancing, gambling, karaoke, live music, pool)

We may have a DJ come in and play music for private events.

Describe the type of food service your establishment will offer. Liquor primary establishments must provide, at a minimum, a variety of hot or cold snacks and non-alcoholic beverages during all hours of operation.

We will offer mocktails and refreshing soda waters using our syrups and bitters in addition to fresh pressed juices. For food, we will have a selection of veggies & dips, pastries, charcuterie and/or cheese plates, chips & dips as well as healthy pre-made bowls available all the time. We also plan to work with mobile food trucks and caterers to offer food service on select days / nights of the week and we will complement their service with mocktails and cocktails.

Describe the composition of the neighbourhood (e.g. commercial, residential, industrial).

Our unit is in a commercial / industrial neighbourhood. Our patio is on the corner of the intersection which is two blocks away from the closest residential area. We have ample of suppression for sound / noise before getting anywhere near any residential neighbourhoods. Our multi-unit building is zoned for industrial use and is approved for a wide variety of commercial uses. Our current neighbours are cideries, breweries, auto shops and a gas station / car wash.

Describe the potential for noise and other types of disturbance.

Potential for noise may come from customers on the patio.

Describe the measures you will implement to ensure nearby residents are not disturbed by your establishment or patrons of your establishment.

Our patio will be cordoned off with railings and we will have signage to advise customers that they are not permitted to leave the patio with beverages. Music will be played quietly outdoors so as to not encourage customers to try and speak over the noise. Staff will be aware of our patrons and ensure noise is kept to a reasonable level.

Identify any requests for licensing options and/or endorsements (see below).

ATTACHMENT	B
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 City of Kelowna DEVELOPMENT PLANNING	

1. Minors in the service areas.

Given we manufacture non-alcohol products which are commonly used for soda waters and other liquor-free beverages, we wouldn't want minors to not be able to come in and purchase these products. All of our staff will have their Serving it Right and will be properly trained to ID all patrons requesting an alcoholic beverage so there won't be any risk of a minor mistakenly receiving a liquor product. Further, if parents want to come in and enjoy food or drink with their kids, we want to be able to accommodate these guests and not have to turn them away.

Include any other information that may be relevant to your application

We are really excited about the opportunity to have a liquor primary license at our facility and to truly be able to create a one-of-a-kind cocktail experience for our customers, the residents of Kelowna and the tourists who come to visit our beautiful city. We see such incredible and unique experiences with both food and beverage in other cities, and we want to curate something special here in Kelowna! Our goal is to take cocktailing off its pedestal for our customers and to make it approachable and fun. We plan to do this by having a location where friends, families, clients and business professionals can come and learn about cocktails, flavours, bitters, and other cocktail related elements as well as to experience them. We want to provide a space where people can celebrate intimately and get away from the busyness of a regular bar or restaurant. We want customers to come in for a syrup and decide to stay for a cocktail while at the same time learning about the classes and team building events we offer.

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