

Project Rationale - DunnEnzies Pizza Downtown

Who is DunnEnzies Pizza Co?

DunnEnzies Pizza Co is a locally-owned restaurant founded by two remarkable women. It all started in downtown Kelowna with a single location that offered delicious pizza with a unique twist. DunnEnzies quickly gained popularity for its large pizza slices and lively atmosphere, making it a lunchtime regular and a popular spot for post-night-out hangouts. Despite dealing with difficult customers in the later hours, the founders remained committed to their long-term vision of expanding the business with larger restaurants, while avoiding the bar or nightclub scene.

What they have become?

Karyn Mackenzie and Deb Dunnigan had already established a loyal following of customers with their downtown restaurant. They saw an opportunity to expand by taking over the milkcrate records store next door to their location. With this expansion, they could convert their takeout location into a full restaurant with seating and obtain a liquor license to serve alcohol. This was the first step in their transformation to better serve their existing customers and attract new ones.

What is the next step?

DunnEnzies, a popular restaurant that expanded from takeout to full service, has maintained its vibrant atmosphere and loyal customer base over the years. One of the key factors in attracting both new and returning customers has been their live music nights. However, customers have often asked if they could get up and sing or do karaoke. Unfortunately, due to licensing limitations, this has not been possible. To provide the best possible experience for their customers, DunnEnzies has applied for a Patron Participation Endorsement. This endorsement will allow them to host events such as karaoke, open mic nights, and poetry readings, making the experience more engaging and interactive for their patrons. This will enable customers to not only enjoy local performers but also become part of the show. By offering this endorsement, DunnEnzies is committed to providing the best possible experience for its customers.

Focus of the Business?

DunnEnzies is a restaurant that wants to maintain its focus on food and not change it, despite being allowed to interact more with patrons due to its endorsement. The business was founded on its incredible food offerings, so the owners Karyn and Deb want to keep their Food Primary Liquor Licence. The endorsement just allows them to offer varied entertainment and experiences to customers without getting into the late night drinking scene, as they are located downtown. They plan to continue closing the restaurant early while still offering their pizza to the late night crowd, as they have done since expanding. This will help them maintain their status as a local favourite.

Potential for Noise?

DunnEzies Pizza Co has always strived to maintain a good reputation as a respectful neighbour in their community. They have a strong focus on giving back to the community without causing any disturbance. Despite expanding in 2018 and new residential areas being built, they have never received a noise complaint. Karyn, Deb and their team are committed to upholding and promoting this reputation. They close the restaurant side early as a way of maintaining this commitment. Additionally, they place the entertainment at the back of the restaurant so that it does not disturb the surrounding areas, even as patrons enter and exit.