

**Project Rationale - DunnEnzies Pizza****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, who had already built a following of regular patrons with their downtown restaurant, saw an opportunity to take over a well-known location in Kelowna's Lower Mission Community. The location was the former Minstrel restaurant, which had been popular among locals for its music scene. By acquiring this location, Karyn and Deb were able to prevent it from being converted into a condominium, while also preserving one of the most famous trees in Kelowna. They transformed the building into DunnEnzies Pizza and Parlour, bringing the place back to life and making it a favourite spot for locals. The restaurant also became a great venue for local musicians to showcase their talents once again.

What is the next step?

Over the past few years, the hospitality industry has faced several challenges, along with many other industries. These challenges have compelled them to be innovative and creative in finding ways to stay operational without breaking rules. DunnEnzies, being a responsible and committed member of the community, has also faced many of these challenges. They are constantly looking for ways to improve their services for their loyal customers and attract new ones. In this regard, they have applied for a Patron Participation Endorsement, which will allow them to offer their patrons an opportunity to not only enjoy local musicians or performers but also become a part of the show. The endorsement would permit them to host events such as Karaoke, open mic nights, poetry readings, dinners and dances, making the experience more engaging and interactive for their customers.

Focus of the Business?

DunnEnzies wants to maintain its primary focus on food and not change it, even though the endorsement allows for greater interaction with patrons. The business was founded on the incredible food that it offers, so Karyn and Deb, the owners, want to remain a Food Primary Liquor Licence holder. The endorsement is simply a means for them to offer varied entertainment and experiences to their patrons. To ensure this is the case the kitchen is always open and they maintain service of 75% of their menu until close.

Potential for Noise?

DunnEnzies Pizza and Parlour has been operating at this location since 2017. To their knowledge, the business has only received one noise complaint, which was back in 2019. The team takes great pride in being a part of the community and being a good neighbour. Live music has been a part of their business for the past six years, and they have always maintained good relationships with the community, without being a noise polluter. They want to offer new types of entertainment to provide customers with a different experience while still maintaining exceptional community relations.