

# Rustic Reel Brewing Company Ltd.



April 25, 2025

To Whom it May Concern,

Rustic Reel Brewing Company is applying for a Special Event Area Endorsement for the 1100sqft space that we call our 'Beer Hall'. This space had been licensed for liquor service from mid-2020 until December 2024 under the TESA allowance that was given during the Covid restrictions. With the TESA licensing, our overall facilities capacity didn't change, and with the current application we also aren't looking to increase our capacity. We are simply looking to have the space licensed for service again.

Since January 2025, we have been applying for individual Special Event Permits each time we have a special booking (comedy show, larger group gathering for a celebration, etc), and we would rather have our space officially licensed as a special events area than require individual permits each time.

The reason we are applying for the Special Event Area Endorsement and not an expansion to our service area with greater capacity is because we want to be able to continue holding annual community events such as artisan and Christmas markets, which wouldn't be possible inside the space if we extended the regular lounge licensing of our manufacturing license.

Thank you for considering this application.

Sincerely,  
Susi Foerg

<b>ATTACHMENT</b>		<b>A</b>
This forms part of application		
# LL25-0015		
Planner Initials	Jl	 <b>City of Kelowna</b> <small>DEVELOPMENT PLANNING</small>

Rustic Reel Brewing Company Ltd.

760 Vaughan Avenue, Kelowna BC, V1Y 7E4 [www.rusticreel.com](http://www.rusticreel.com) 250.862.3737

Reviewed  
by City of Kelowna  
Inspection Services *JN*

**NOTE:** Ensure proper approval for exterior patio is obtained from City of Kelowna "Real Estate and Property-Services" department.  
This review is for occupant load ONLY.

Reviewed  
by City of Kelowna  
Inspection Services  
SN

Rustic Reel Brewery has not applied for a building permit.  
This review is for occupant load ONLY.

**Reviewed**  
by City of Kelowna  
Inspection Services

JN  
2025-02-24

**TARA REAVIE  
DESIGN**  
978 WALKER DR  
KELOWNA BC  
C: 250 863 1265

760 VAUGHN AVENUE  
GARAGE CONVERSION: RUSTIC REEL BREWERY  
FLOOR PLAN

DRAWN BY:  
T. REAVIE

DATE: JULY 20 2018  
B  
REVISED: JAN 29, '19

SCALE:  
3/16"

DRAWING NO:

ATTACHMENT B

This forms part of application  
# LL25-0015

Planner Initials **JL**

GFA: ± 7,160 SQ.FT.

Note: Any walls full height are indicated by Green





June 2, 2025

Dear Neighbor,

We hope this letter finds you well. Rustic Reel Brewing Company has applied to the City of Kelowna for a Special Event Area Endorsement for the 1100sqft event space that we call our 'Beer Hall'. This event space is within our building at 760 Vaughan Avenue. As part of the permitting process, we are required to notify nearby businesses and residents of the proposed application and gather feedback or address any concerns.

Our Beer Hall space is separate from our main Taproom area, with a sliding door separating it from the joint washroom area. It is a space where we have held comedy shows in the evening, weddings, corporate Christmas parties, and celebrations like retirements and birthday parties. It had been licensed for liquor service from mid-2020 until December 2024 under the Temporary Expansion to Service Area (TESA) allowance that was given during the Covid restrictions. This allowance came to an end in December 2024, and we are looking to license the space again for continued usage for events like those mentioned above.

With the TESA licensing, our facilities didn't change, and with the current application we also aren't looking to make any physical changes to our space. We are simply looking to have the space licensed for service again. The hours of liquor service would be the same as our main Taproom, from 9am until 12am (midnight). We do not host events past midnight, regardless of liquor or non-alcoholic beverage consumption.

If you have any questions, comments, or concerns regarding the proposed event, we welcome your input. Please feel free to reach out to us directly at 250-862-3737 or [susi@rusticreel.com](mailto:susi@rusticreel.com). Additionally, we are happy to arrange a meeting or phone call to discuss any issues in more detail. Our City of Kelowna contact is Jason Issler, who can be reached at [jissler@kelowna.ca](mailto:jissler@kelowna.ca)

Thank you for your attention and for your continued support of our community efforts.

Sincerely,  
Susi Foerg  
Owner, Rustic Reel Brewing Company Ltd.

<b>ATTACHMENT</b>		<b>C</b>
This forms part of application		
# LL25-0015		
Planner Initials	JL	 <b>City of Kelowna</b> DEVELOPMENT PLANNING

Address	
(S OF) Baillie Ave V1Y2K5	112 810 Clement Ave
725 Baillie Ave V1Y7E9	113 810 Clement Ave
727 Baillie Ave V1Y7E9	201 810 Clement Ave
	202 810 Clement Ave
731 Baillie Ave V1Y7E9	203 810 Clement Ave
735 Baillie Ave V1Y7E9	204 810 Clement Ave
1 740 Clement Ave V1Y9V1	205 810 Clement Ave
2 740 Clement Ave V1Y9V1	206 810 Clement Ave
101 810 Clement Ave	207 810 Clement Ave
102 810 Clement Ave	208 810 Clement Ave
103 810 Clement Ave	209 810 Clement Ave
104 810 Clement Ave	210 810 Clement Ave
105 810 Clement Ave	211 810 Clement Ave
106 810 Clement Ave	212 810 Clement Ave
107 810 Clement Ave	213 810 Clement Ave
108 810 Clement Ave	1083 Richter St V1Y2K6
109 810 Clement Ave	1125 Richter St V1Y2K6
110 810 Clement Ave	1 1195 Richter St V1Y2K8
111 810 Clement Ave	2 1195 Richter St V1Y2K8

## ATTACHMENT   C

This forms part of application

# LL25-0015

Planner  
Initials

JL

City of

**Kelowna**  
DEVELOPMENT PLANNING



730-760 Vaughan Ave V1Y7E4
101 815 Vaughan Ave
102 815 Vaughan Ave
103 815 Vaughan Ave
104 815 Vaughan Ave
105 815 Vaughan Ave
106 815 Vaughan Ave
107 815 Vaughan Ave
826-880 Vaughan Ave V1Y7E4

<b>ATTACHMENT</b>		<b>C</b>
This forms part of application		
# LL25-0015		
Planner Initials	JI	 <b>City of Kelowna</b> <small>DEVELOPMENT PLANNING</small>

