

Letter of Intent
House of Rose Winery
2270 Garner Road, Kelowna
License #300143

Re: Special Event Area Endorsement Application

We are applying for a Special Event Area Endorsement in order to continue to hold the various community and tourist orientated events we have been holding for the past 5 years. With the changes to the number of people allowed in a winery's picnic area (limiting it to 30) and to the removal of the ability to have amplified sound in the picnic area, both coming into force on the 23rd January 2017, we need this endorsement to continue to hold our Summer Music Series, our Summer Customer Appreciation Party and our Grape Stomps held during Fall Wine Festival. All of these events are held in what is presently our picnic area and we are asking for this area (plus a bit larger) to be approved as a Special Event Area. As explained below, these are all events that have been going on for a number of years without any issues to date.

A copy of our 2016 events guide is attached for more information.

Our target market for all of these events is both locals and tourists. For all the events listed here "locals" means our neighbours, rural, suburban and urban locals. We see our regular patrons attending these events, bringing visiting friends and family. We have tourists coming especially for these events, or simply hearing about it while visiting our wine shop and coming back for the event. All our events are family friendly, and all are free; a big draw for everyone. As a community orientated winery, we use some of our events (our Grape Stomping parties and our Christmas Light Up) to raise funds for local charities. Past events included the Diva Days for the Kelowna Women's Shelter and the Okanagan Team Stomp for the Canadian Cancer Society.

Our neighbourhood is generally rural, ALR land. The one exception to that is the mountainside east of us (Kirschner Mountain) which is being developed into a subdivision with large houses on small housing lots. Please see the maps included with this application for a more detailed perspective.

Each of our present events which are affected either by the limitation to the number of people or the inability to have amplified sound (or both) are listed below.

Summer Music Series

We started our Summer Music series during our 20th anniversary celebrations in 2013 and bring it back each year by popular demand. On Thursday evenings in July and August we have live, local music (normally a three piece band) play



Summer Music Series, taken from behind the musicians looking at the crowd.

from either 7 to 9 pm (in July) or from 6:30 to 8:30 pm (in August). It is free and families are welcome. We encourage people to bring their own food. As you will see in the pictures included here, we have families, people bringing big spreads of food, and everyone simply enjoying the music in the beautiful rural setting.

We typically see 100 to 150 people each evening which includes both locals and tourists. It is completely weather dependent as it is outside and each summer we usually cancel one or two due to rain or incremental weather.



Summer Music Series, looking towards the musicians.

We receive a lot of positive feedback and in the 4 years of holding the Summer Music Series have received only one complaint (from a neighbour when the band went beyond 9 pm). That was three years ago and we have received no complaints since that time. The owners, Wouter and Aura, attend these events and circulate around to people during the event. The musicians love it too, and we now have more interested musicians than we have evenings - they love playing outside, like the behaviour of the crowd (listening, not yelling as in a bar) and enjoy having a venue to play at.

This event provides several benefits to the community:

- ✓ It provides locals and tourists with a free, family friendly event to attend;
- ✓ Locals who live in the urban area of Kelowna can spend an evening outside in the farming area of town;
- ✓ It promotes the whole concept of local – local wine; local appetizers are available for purchase and local music;
- ✓ It benefits local musicians, as many live music locations have closed in Kelowna over the last 5 years.

Impacts on the Community:

Noise – as mentioned above, we have received only one complaint in the last 4 years. The easy listening style music is not loud, and many of our neighbours join us for the evenings. Music ends no later than 9 pm; all patrons are gone by 9:30. In fact 95% are gone by 9:10. Patrons come to listen to the music and enjoy a 'picnic in the vineyard' with friends.

Customer Appreciation Party

We held our first Customer Application Party during our 20th anniversary celebrations in 2013 and brought it back as an annual activity in 2015. It is held on either a Saturday or Sunday in the summer, ending by 5 pm. It is free and families are welcome. Each year we have different entertainment, including music. This year The Blue City Trio played; we had a magician moving around doing tricks and a photo booth as well. We also had a couple of artists holding a kids corner where kids could paint and make



Monte doing caricatures at the Customer Appreciation Party

crafts. The year previous we had Monte, a local artist doing free caricatures.



Blue City Trio playing at the Customer Appreciation Party

During the course of the day, we can see up to 250 people. But they come and go, and at the most we will have 100 patrons in the area. Again, these are both locals and tourists. This event is also completely weather dependent; fortunately we have not had to cancel it yet!

This event provides several benefits to the community:

- ✓ It provides locals and tourists with a free, family friendly event to attend;
- ✓ It promotes the whole concept of local – local wine; local appetizers are available for purchase and local music;
- ✓ It benefits local musicians, other local entrepreneurs and local artists.

Impacts on the Community:

Noise –The music is not loud, and many of our neighbours join us at some point during the day. The music ends at 4:30 pm and most patrons are gone by 5:00 pm.

Grape Stomping Party



Kids in the Barrel at the Grape Stomp

We held our first Grape Stomp in 2010 during the fall Okanagan Wine Festival and have been holding two grape stomps during the Fall Festival each year since that time. It is held on the two Saturdays of Wine Fest, the first and second Saturdays in October from 1 to 4:30 pm. There is no music or amplified sound at this event, but on a beautiful day we could have more than 30 people in the picnic area. It is free and families are welcome. In fact, as you will see in the photos, we have had babies to people in their 90's get into the barrel. We had an 'I Love Lucy' type barrel made for us a couple of years ago.

It is a very popular event as it is fun, free, and family orientated; there are few events like this during wine festival. It is also a fundraiser for the food bank. Because it is free, we invite people to bring a donation for the food bank and usually collect over

1000 pounds of food over the two events. During the course of the day, we can see up to 300 people. But they come and go, as the stomps are held at 1, 2, 3 and 4 pm. Many people do the stomp then leave; or hang out for a short period and then leave. As such, at the most we will have 75 people in the area. Again, these are both locals and tourists. In fact, we have had several tourists come out to Kelowna on one of those weekends specifically to attend our Grape Stomping Party. This event is also affected by the weather; if we do have rain, we cover the stomping barrel with a tent, and folks still do come but attendance is more limited. If it is a beautiful day people may hang out and watch others enjoying themselves in the stomping barrel (and this is when we could have more than 30 people in the area).

This event provides several benefits to the community:

- ✓ It provides locals and tourists with a free, family friendly event to attend;
- ✓ It promotes agri- tourism – bringing locals and tourists onto a farm to do a traditional activity in the history of wine making;
- ✓ It promotes the whole concept of local.



A family in the barrel at the Grape Stomp

Impacts on the Community:

The only impact to the community for this event is the traffic, as this is our largest event and we do see many people over the course of the day. We have two people helping with the traffic flow – one at the end of our driveway and one closer in to show them where the empty parking spots are (as people come and go so spots open up that they may not see).

Other Events

On the application we have set times for Friday and Saturday up until 9:30 pm. While we have no current plans for these evenings, the recommendation provided to us was to request times that might be used in the future as well.

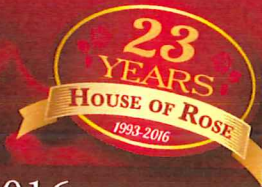
Being community orientated, we will never do an event that creates noise late into the evening. We want to, and strive to, be good neighbours. Hence our request for 9:30 pm Thursdays thru Saturdays.

Kind regards,

Aura Rose
Owner, House of Rose Winery

House of Rose

WINERY



EVENTS 2016

23 years of wonderful wine and fantastic events.
Check out www.houseofrose.ca for full event details

Add us to your calendar! Join us for one (or all!) of our wonderful, free events, set in our gorgeous picnic area. Bring your own food, or purchase a picnic basket in our wine shop. Wine available by the glass (\$6.00) or by the bottle (no outside alcohol allowed).
Note: All Summer Music Series Events are weather dependent.



June **Dads Day**

Sunday June 19 • 12 to 5 pm
Complimentary appetizers, something special for all Dads and tastings of a one-time only special wine of the day for Dad!

Summer Music Series

Thursday June 30 • 7 pm to 9 pm
Free, local, live music: le mo nay (Julie Masi & Steve Soucy)

July **Summer Music Series**

Thursday July 7 • 7 pm to 9 pm
Free, local, live music: MASK (Musical Actors and Singers Kelowna)

Summer Music Series

Thursday July 14 • 7 pm to 9 pm
Free, local, live music: Blue City Trio

- **Summer Music Series**

Thursday July 21 • 7 pm to 9 pm
Free, local, live music: Accidentally Coordinated

Customer Appreciation Party

- Sunday July 24 • 12 to 5 pm
Live music, great food, surprise entertainment, wine specials and super discounts. Lots of wonderful surprises to thank you - our customer! Come spend the afternoon with us!

Summer Music Series

Thursday July 28 • 7 pm to 9 pm
Free, local, live music: Whose Your Daddy with Niki Martinus



2270 Garner Road, Kelowna, B.C. TF 1 877 765 0802

GPS address: 49.85924, -119.376

www.houseofrose.ca

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August Summer Music Series

Thursday August 4 • 6:30 pm to 8:30 pm
Free, live music: Darlene Ketchum Quartet

Summer Music Series

Thursday August 11 • 6:30 pm to 8:30 pm
Free, local, live music: The Kinga Heming Trio

Summer Music Series

Thursday August 18 • 6:30 pm to 8:30 pm
Free, local, live music: Whose Your Daddy with Niki Martinus

Sept. Okanagan Stomp | FUNdraiser for the Canadian Cancer Society

Saturday September 17 • 11 am to 3 pm
Come out and cheer on the teams - they need your support!
Sign up a team at <http://cancer.ca/okanaganstomp>.
Call 1 800 403 8222 for more info.
Proudly sponsored by BDO Kelowna.



October Grape Stomping Party

Saturday October 1 • Stomps at 1, 2, 3 & 4 pm
Get this off your bucket list. Everyone welcome,
from babies to eighties! No reservations required.
Please bring a donation for the Food Bank.

Grape Stomping Party

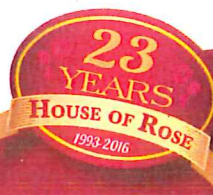
Saturday October 8 • Stomps at 1, 2, 3 & 4 pm
No reservations required.
Please bring a donation for the Food Bank.

Dec. Christmas Light Up

Dates to Be Announced
A Christmas wonderland. Bring the kids.
Hot chocolate and mulled wine available for purchase.

Christmas Sale

Saturday December 10 • 12 to 7 pm
Amazing specials, mulled wine, case specials,
stock up for Christmas and beyond!



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House of Rose Winery Aerial View

18.04

65.11

108.78

137.16

273.34

278.86

Parking
106.98

Parking

Parking

Parking

Parking

Proposed
Endorsement
Area



Map information

House of Rose Winery

Using: 3 km radius

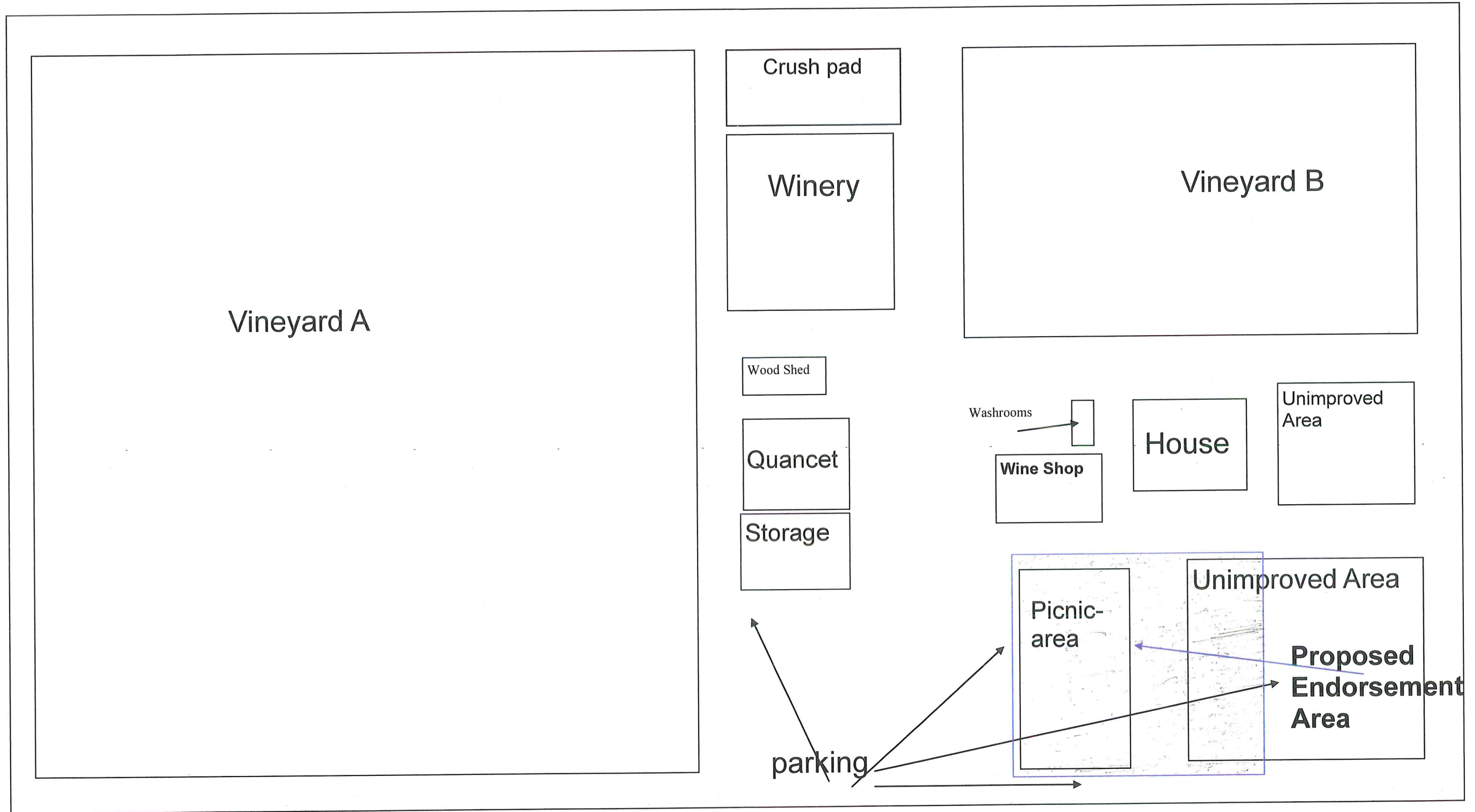
1. House of Rose Winery
2. Montessori Elementary School
3. Black Mountain Elementary School & Rutland Parent Participation Preschool
4. Treasure Box Daycare and After School Care and Ridgeview Evangelical Missionary Church
5. Lil Wildings Daycare
6. RCMP and Fire hall Station #3 (Rutland Rd and Hwy 33)
7. Camelot Winery
8. Double Cross Cidery
9. Mountainview Modified Montessori Preschool
10. Mission Creek Regional Park
11. Mountain Bik Skills Park
12. Scenic Canyon Regional Park
13. Bella Vista Park
14. Gopher Creek Linear Park
15. Loseth Park
16. Lund Park

House of Rose Winery 2 Km radius

(1/2 Km off map)



Site Plan House of Rose Winery



Roadway into area Entrance

< 90 Feet >

Picnic Table
indicated by:



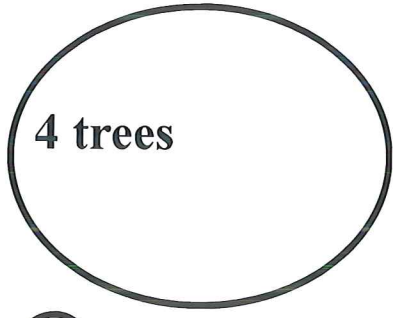
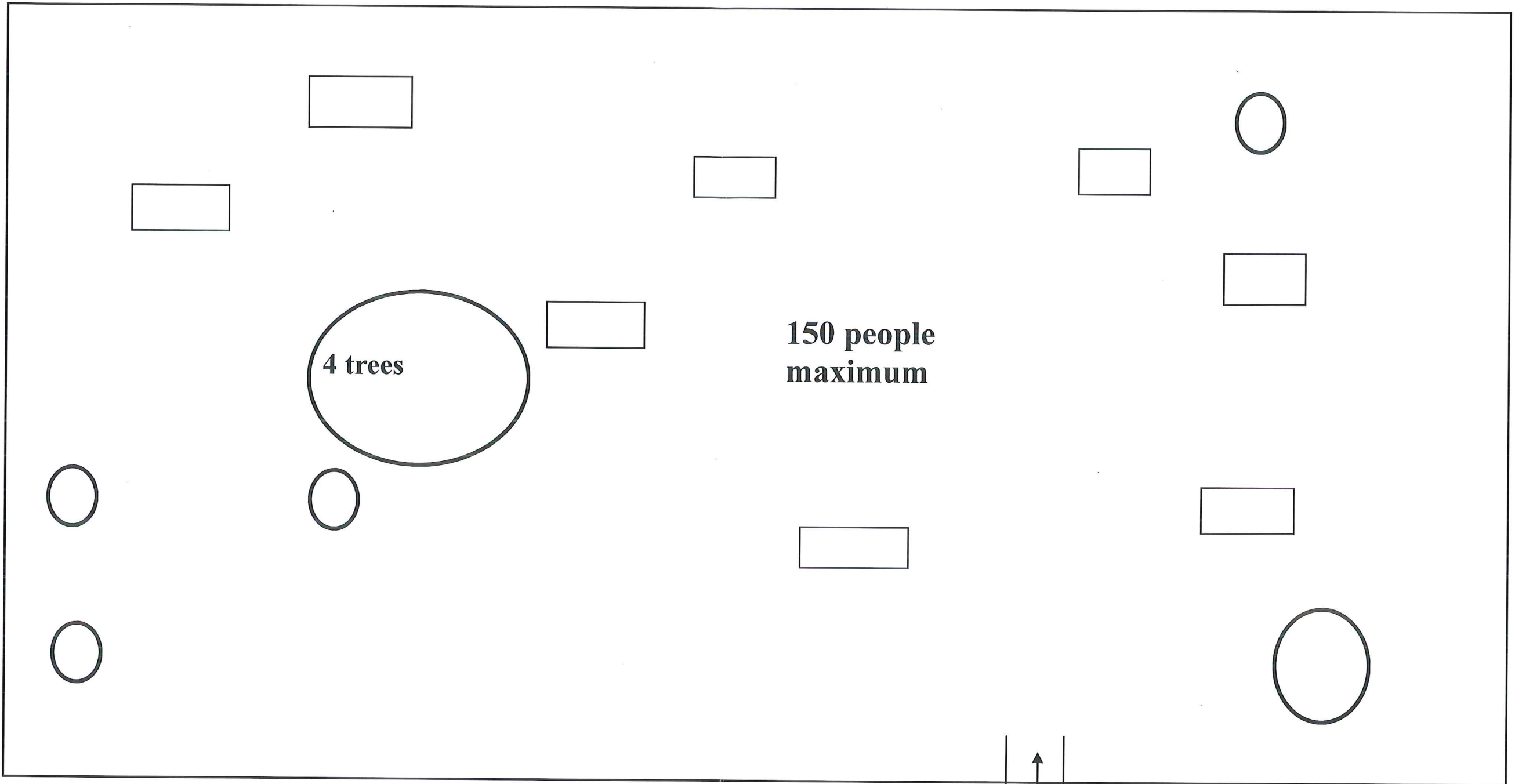
Trees
indicated by:



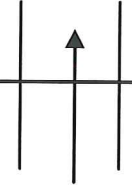
Chairs
indicated by:



65 Feet



150 people
maximum



Entrance



Wine Shop