



Township of Esquimalt Council Meeting July 6th

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LIGHTHOUSE BREWING CO.

AGENDA

1. Objectives
2. About our Tasting Room
3. The Proposal
4. Benefits to the Town of Esquimalt
5. Supporting documentation
6. Summary

OBJECTIVES

- ▶ Our objective is to.....
 - ▶ Change our current Tasting Room License to a Lounge Endorsement License
- ▶ What we need
 - ▶ To Rezone a portion of our building where our Tasting Room and Picnic area stand from Industrial to Commercial

ABOUT THE TASTING ROOM

- ▶ Renovated in 2018, inside the Tasting Room has the capacity of 30 people
- ▶ We hold a Picnic Endorsement License for our outdoor space with a capacity of 30 people
- ▶ We offer 12oz tasting flights, growler fills, packaged beer, snacks and various branded retail items for sale
- ▶ We feature 9 different taps of our Craft Beer
- ▶ We are the only Craft Brewery in the Township of Esquimalt and a member of the Esquimalt Chamber of Commerce

THE PROPOSAL

With our current Tasting Room License

- ▶ We can provide one 12oz serving of beer per person per day in either of the following formats
 - ▶ 3 x 4 oz pours
 - ▶ 4 x 3 oz pours

What a Lounge Endorsement allows us to

- ▶ Provide more than one tasting flight of beer per day to customers
- ▶ Provide full servings of beer – glasses ranging from 12-20oz, dependent upon LCRB approval

BENEFITS TO THE TOWN OF ESQUIMALT

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- ▶ A Local Community Space for Esquimalt Residents
- ▶ Uplift the Esquimalt Community Image
- ▶ Showcase Art and Entertainment by hosting events
- ▶ Increase Tourism and excursions to the Township

SUPPORTING DOCUMENTS

- ▶ According to The Growler Magazine (BC Craft Beer & Cider Guide) there are 202 craft breweries open and operating in BC
- ▶ Over 130 of these Breweries hold Lounge Endorsement Licenses
- ▶ In the Greater Victoria Region alone there are 18 Craft Breweries with 12 of them operating with Lounge Endorsement Licenses

SUMMARY

- ▶ As per requirements from the LCRB regarding our lounge license we are adhering to everything based on the application
- ▶ Many BC Craft Breweries are offering their patrons the option of multiple tasting flights and/or glasses of beer, we would like to be aligned with the industry standards
- ▶ We feel confident based on our application that we have provided all necessary documentation to receive a positive outcome