

April 17, 2025

Mayor and Council

City of Victoria

1 Centennial Square

Victoria, BC V8W 1R6

Re: Liquor Primary Application

Dear Mayor and Members of Council,

We hope this letter finds you well. We are the owners and operators of Paparazzi Night Club and the anticipated Encore by Paparazzi, located at 1415 Broad Street.

For the past 18 years, we have operated a venue that is highly respected within our community. We have developed strong relationships with our neighbors, local businesses, police, and liquor inspectors, all of whom can attest to our commitment to maintaining a positive, responsible and welcoming venue.

We are writing to request your support for the liquor primary application for Encore by Paparazzi. We aim to position Encore to be much more than a traditional nightclub; we have a vision for it to serve as an affordable and accessible venue for community groups and promoters. Our plans include hosting a variety of events, including DJs, live music, cultural events, fringe festivals, LGBTQ+ focused events, comedy nights, drag shows, meeting space, along with other community organizations accessing the space, and so much more. Our goal is to create a thriving space where art and culture can flourish and people can come together, adding more vibrancy to the downtown core.

The establishment of Encore will not only enhance the cultural landscape of our city, but it will also bring significant economic benefits. We anticipate this venue will enhance options for entertainment and encourage people to visit downtown Victoria, supporting local businesses before and after events. Additionally, we expect to create approximately 40 new jobs, which will further contribute to our local economy.

Accessibility and safety are top priorities for Encore. We recognize the importance of making our venue welcoming to all.

In terms of accessibility: a new elevator was installed a few years back and will provide those requiring mobility assistance easy access to the venue. We also have a wheelchair accessible washroom along with a gender-neutral option for guests to access.

We will always prioritize the safety of our guests; all our team members undergo training through Good Night Out Victoria. This initiative plays a crucial role in promoting and educating our guests about safe space policies. We collaborated closely with Good Night Out Victoria to improve our practices, implementing changes such as educational posters throughout the venue, free drink covers, occasional educational booths inside, and a dedicated safety ambassador during events. Community feedback is invaluable to us, and we continuously strive to adapt our policies to meet the needs of our guests and community.

During events we will have licensed security on site, specifically trained in de-escalation techniques, harm reduction, and first aid. Our security team will remain present throughout events which include a security member outside to monitor noise levels, prevent disturbances that could affect our neighbors, clean sidewalks from debris, and assist guests with accessing taxis.

Since taking over the lease in November 2024, we have dedicated ourselves to revamping and refreshing the space to ensure it meets the high standards our community deserves. We are in contact with many previous promoters and are excited to welcome them back. In fact, initial events include Viva Victoria Latin Fest, Cuban Night, Gouda Gabor Pride Show, and Salsa classes for June, among others we are in discussion with.

We believe Encore by Paparazzi has the potential to be a transformative addition to our community. As such, we kindly ask you to support our liquor primary application. Together, we can create a vibrant, artistic, and inclusive space that benefits everyone in our city.

Thank you for your time and consideration. We look forward to your support.

Sincerely,

Ron Boyce
Operations Manager

Terry Bex
Owner/Operator

Encore by Paparazzi
1415 Broad Street
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