



RISINGTIDE
CONSULTANTS — EST. 1988

October 27, 2025

Mayor Marianne Alto
And Members of Victoria City Council
City Hall
1 Centennial Square
Victoria, B.C. V8W 1P6

Dear Mayor Alto and Members of Council:

Re: Application for a new liquor primary licence
At: Glitch Bar and Games Room
759 Yates Street, Victoria, B.C. V8W 1K8.
Applicant: 1509428 BC Ltd

Thank you for the opportunity to provide additional comments regarding the above application. I will be available either in person or via Teams on Thursday November 20, 2025, the day the Committee of the Whole gives consideration to this application in case Council or staff have any questions or want to discuss the application.

The concept for this establishment is a liquor primary retro video games bar with both a sports element and a small dance floor. The establishment will be partnering with local chef vendors for fun casual food options.

It is important to reiterate, this is a bar and games room with a sports bar element and not a night club, so the ethos is to provide a friendly and relaxed atmosphere that caters to people who wish to enjoy local food and beverages in a bar, games room and sports bar environment.

The proposed establishment will support the hospitality/tourism development factors by adding a different type of establishment to Yates Street and the downtown core of Victoria and thus will contribute to the redevelopment and rejuvenation of this area.

This liquor primary licence application is essentially an application for a "replacement" licence for the previous liquor primary licenses at this location that were cancelled earlier this year by the Liquor Branch. The previous licences were not available to be transferred to this Applicant. Therefore, we had to file for new applications.

There will be many positive benefits to the community as the establishment will be a destination for patrons wanting to enjoy food and beverages in a relaxed setting.

The Applicant is also applying for a Family Food Service Endorsement on this liquor primary licence which will allow minors at the establishment until 10.00 pm when accompanied by a responsible adult, as permitted by the Liquor Branch Regulations when food service is available.

The target markets for this establishment include residents of the City of Victoria, business people and office workers along with many visitors to Victoria. The establishment will cater to a broad range of mixed occupations who may be there to enjoy a meal and/or drinks with friends and colleagues and enjoy a retro games room and sports environment.

The Applicant is requesting the liquor service hours of 9 am to 2 am, 7 days a week. These are the maximum hours of liquor service permitted by the City of Victoria. The Applicant may restrict the operating hours for certain days of the week depending on business. The Applicant wants to have the same licensed hours as the other liquor primary licensed establishments in Victoria.

It is our client's intention to bring to this location, a bar and games experience which will be of benefit to this area of Victoria and the residents, business community and tourists.

In closing, this establishment will be a wonderful new addition to the liquor primary licensed venue options in Downtown Victoria.

It is our submission that having this quality licensed establishment at this location will be of benefit for the community as it will provide more "eyes and ears" on the streets and cater to a responsible adult clientele. The Marilena Café and Raw Bar on Douglas Street, which is a food primary licensed establishment has substantially contributed to the surrounding area and it is our plan to also contribute to the area and the community.

We also want to thank your staff for their prompt processing of this application.

Please do not hesitate to contact me if you need further information.

Your truly,
RISING TIDE CONSULTANTS

Bert Hick
President & Founder