

Letter of Intent

Lounge Endorsement for Whistle Buoy Brewing Company

To Whom It May Concern:

Whistle Buoy Brewing Company Ltd. proposes to be a craft microbrewery and taproom, located in Market Square at the heart of the old town district, in downtown Victoria, BC. The primary focus will be producing and supplying a unique craft beer experience to all patrons, allowing them to drink the freshest beer from the source. Whistle Buoy's indoor taproom will have a capacity of 51 patrons at any one time, allowing the service of taster flights, 14 oz and 20 oz glass options. Whistle Buoy will also serve a local cider, and a few select cocktails for patrons that don't enjoy beer and also those with gluten allergies, along with a variety of local craft non-alcoholic beverages including soda, kombucha and coffee. Whistle Buoy will also provide retail options from the taproom providing pre-bottled beers and fill on demand growler options.

Whistle Buoy will not have a full kitchen, but we will provide pre-packaged food options from local vendors. Our food options will be pre-packaged sandwiches, soft pretzels, baked goods, chips, nuts and meat jerky. The food service will be based on simplicity and sustainability, where we provide only napkins, so waste products are limited. Also, Whistle Buoy will allow patrons to bring their own hot or cold food from outside, we will try and cultivate this behavior by providing local eatery menus as part of the Whistle Buoy's table collateral. There are some great restaurants situated right in market square from a Mexican restaurant "Café Mexico" to a pizzeria "Famoso" providing full menu options for our patrons. Also, we will encourage the food share mobile application "Skip the Dishes" by placing app download information on the table, so customer can have hot or cold food delivered directly to their table.

Whistle Buoy Brewing company will operate seven days a week from 11am to 11pm Monday to Wednesday, and 11am to 12 midnight Thursday to Sunday.

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Whistle Buoy will have a rectangle patio which will be Approximately 720 Sq. Ft, with an occupancy load of 57. The patio will be fenced in by a 3' aluminum railings fence and will have an entrance width of 5'. The patio will be 12 ft from the main entrance and run parallel with the brewery and taproom. We will operate with point of sale bar service, serving within the main licensed interior taproom. At the point of sale, a staff member will request the desired seating destination and if the patio is requested one of our staff members will transport the beverages to the patio area. Through our staff members high frequency of transporting drinks to the patio and bussing glasses back to the taproom, and due to the clear line of site to the patio from the taproom our staff will be able to maintain and monitor the patios condition at all times. To maintain these desired behaviors and ensure our customers don't bus their own drinks to the patio will take some education, which we intend on delivering through verbal communication at the point of sale, signs at the main entrance and through our table menus. This will ensure a safe and enjoyable experience for all our patrons on the patio and in the taproom.

Whistle Buoy Brewing will play upbeat and contemporary music at a mild decibel level to create ambiance but not to detract from conversation and patron connectivity. We aim to create Whistle Buoy as a real community hub, so we will occasionally put on live music by local solo artists to promote their music and provide the patrons with an authentic experience. We will also occasionally show independent films or documentaries on a projector screen for special events.

The old town district is an architectural gem of the down town Victoria core, made up of primarily commercial space, but with an ever-growing presence of mixed-use multifamily condominiums. The Market Square complex is an enclosed commercial center, made up of retail, bars, restaurants, a small college and office units.

Whistle Buoy Brewing will go to great lengths to avoid any level of disturbances to other commercial tenants and residents in the area. We purchased an additional piece of equipment called a condenser stack which prevents any malt odors from leaving the unit to avoid effecting the surrounding area. We have engineered vents from our boiler to the roof to ensure all combustible gas odors are clear of any and all local pedestrians. Due to our brand and culture, the music genres we will be playing lend themselves to a lower decibel, which is perfect because we wish to encourage conversation and connectivity between our patrons. Our operating hours end at 11pm Monday to Wednesday, and 12 midnight Thursday to Sunday. We intend for Whistle Buoy's patrons to have left the premises, with little to no noise disturbance at a reasonable time. Also, craft beer patrons are well known for enjoying quality over quantity of beer and are more likely to be polite and respectful about noise restrictions.

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The closest residential building to our location is a 4 story, mixed use multi-family condominium at 595 Pandora. This building is located due East, 70 ft to the rear, through our back wall, so distance, and both our wall and their wall will act as an effective sound barrier. After 9pm we will be diverting all traffic entering and exiting our establishment through the north east exit onto Pandora Ave restricting our patrons from passing directly next to that residential building until they are out on Pandora Ave. Market Square also hires security guards to be on site while businesses are open to prevent noise and mischief.

We believe Whistle Buoy Brewing Company would make a perfect addition to the old town district and to Market Square. Craft Micro Breweries with lounge endorsements have been proven to drive micro economic activity all across British Columbia, with little to no issues. This business could help breath additional life back into the market square complex, creating a greater sense of community.

Thank you very much.

Best regards,

Iwan Williams



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