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June 10, 2019

VIA EMAIL

Mr. Ryan Morhart  
Manager of Permits & Inspections  
Sustainable Planning and Community Development Department  
City of Victoria  
1 Centennial Square,  
Victoria BC V8W 1P6

Dear Mr. Morhart:

**Re: Letter of Rationale**  
**Application for a Permanent Change of Hours to the**  
**Liquor Primary Club License**  
**At: Union Club of British Columbia, 805 Gordon Street, Victoria, B.C.**  
**Licensee: Union Club of British Columbia**  
**Liquor Primary Club License Number 059830**

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The writer is assisting the above Applicant with this request to the City of Victoria and the Liquor & Cannabis Regulation Branch for a permanent change of hours to the Liquor Primary Club License at the Union Club of British Columbia, 805 Gordon Street, Victoria, B.C. In this application, the Union Club of British Columbia is requesting the earlier commencement of liquor service hours of 9 am from 11 am Monday to Sunday. There will be no change to the current closing hour of liquor service as stated on the license.

The Union Club of British Columbia is a landmark institution in downtown Victoria founded in 1879. The Club has consistently attracted a diverse and impressive membership which has been at the heart of the business, political and cultural life of Victoria from its early colonial beginnings.

This earlier commencement of liquor service will better serve the Members of the Club and their Guests. It will give greater operational flexibility to the Union Club particularly for special events, such as 9 am brunches/champagne breakfasts on New Year's Day, Easter, Mother's Day, Father's Day and Christmas Day. It would also provide greater operational flexibility for other Celebratory events as well as Sporting and Corporate

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events.

The earlier commencement of liquor service hours of 9 am will also have benefits to the community in that it will provide employment opportunities and also provide a source of tax revenue for Local Government, Provincial and Federal Governments. It will further diversify this luxurious hospitality venue in the City of Victoria.

The Applicant has a very positive record with the Liquor & Cannabis Regulation Branch and the Victoria Police Department.

The Union Club of British Columbia does not envisage any adverse impacts on the community with earlier commencement of liquor service hours. Indeed, it will have very positive impacts and benefits as mentioned above.

We are respectfully requesting the approval of the City of Victoria for the earlier commencement of liquor service hour of 9 am for the Union Club of British Columbia on this Liquor Primary Club License.

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

Thanks kindly for your assistance.

Yours truly,  
**RISING TIDE CONSULTANTS**



Susan Mander  
Licensing Specialist