

Jessiah Dame
Wind Cries Mary
103 – 45 Bastion Square
Victoria, BC

Appendix H

Jan 28th, 2020

To: City Council

I have reviewed the report from the city staff and the public concerns with regards to my application for an extension to my liquor service hours and have providing comments below:

Wind Cries Mary is a restaurant, we are a pacific north-west inspired farm to table restaurant that focus on local suppliers, fish mongers and foragers. We are located right in the middle of many neighbouring “pubs” that serve a liquor primary focus. We are not that type of establishment. We are currently offering our entire hearty menu right up until closing (midnight). We sell 75% food sales and 25% beverage sales from 5-10pm , after 10pm we maintain at least 65% food sales. Our intent is to increase the hours from midnight to 2am thus allowing to keep the kitchen and bar open right up until closing.

Bastion Square (and the rest of the Downtown area) have extremely limited options of late night eating , I feel more options to eat in the area and less places that just promote drinking alcohol after 10pm is what the neighbourhood needs. I want to cater to the large demand of hospitality workers that are looking for somewhere to eat past midnight.

We are a small restaurant that also offers a great venue to host smaller wedding receptions up to 50 ppl . We already have a few weddings booked this summer that are looking to have liquor service extended with their celebratory dinner. This extension would help reduce the costs of these special permit extensions which are very tough on small business like myself.

With the public concerns of two establishments in the area with the same closing time: My intention is not to be open until 2am every night. If staggering closing times is preferred by council I would be fine with a 1:30am extension that would still allow me to cater to the local “late night eating “ demand.

Rising rent rates in the area mean local business like myself need to ensure we are maximizing revenue opportunities . Lunch business in Bastion Square in the winter is a very tough market and not a huge demand. We are often closing at midnight to some of the busiest time of day. This extension supports my business plan and the long-term viability of my restaurant.

Thank you for considering my application and accept my sincere thank you for your time.

Sincerely ,
Jessiah Dame