



Mike Boyle
506 Pandora Ave
Victoria, BC
gm@swanshotel.com

January 26th, 2021

Ryan Morhart
City of Victoria
1 Centennial Square
Victoria, BC

Dear Ryan Morhart:

Thank you for providing a copy of the report for review and allowing me the opportunity to comment.

Being a long-standing corporate citizen of the City of Victoria, we take pride at Swans in trying to provide a welcoming space for all residents, families and tourists looking for a great craft beer & food experience in classic pub setting. With an increasing population density in our area we are consistently striving to refine our food program to suit the needs of our residents and family patrons.

Welcoming families to our pub is a large part of our business which is why we have a separate family endorsement for our LP license. We serve both the families of our community and those that are here traveling in Victoria as well.

Swans Suite hotel is located directly above our pub and we are a great destination for family travel. With our hotel rooms in such close proximity to the pub we are acutely aware of any potential noise generated from the pub and manage our business accordingly. Our goal is provide a great experience for both our neighbours and hotel guests.

During the year leading up to COVID-19 we routinely found ourselves with a lineup on Friday and Saturday evening which would start around 7pm. We would have families staying in the hotel wanting to come down for dinner, local families, downtown residents, tourists, and members of the business community in our line waiting for seating to open. This increase of capacity would help by allowing us to move these patrons inside the building and further reduce any potential noise.

As our business has continued to evolve throughout the years we found that the stage and dance floor area in the pub that was previously used for live music was occupying a large amount of space. With the renovation of the pub last year we were able to re-claim this space for family friendly, booth seating which along with other changes allowed us to create the physical space for the proposed capacity increase we are discussing.

In our ongoing effort to support the arts community and provide space for live music, the night club space below the pub was converted to a small boutique live music venue. Swans has supported local artists in Victoria for many years which is why it was important to re-locate the music downstairs. In the previous two years the live music venue operated on a limited amount of evenings during the year, providing a venue to showcase local artists, and for events such as the TD Jazz Festival.

In the past six years that I have been associated with Swans Brewery, Pub & Hotel we have continued to operate as a good corporate citizen. I believe that our reputation as a good operator is reflected by the lack of any BC Liquor Law or City of Victoria Bylaw infractions during these past six years. Our goal is to promote our area of the city in a responsible manner while also providing meaningful employment for our staff.

We look forward to continuing to provide hospitality to our guests both local and visiting.

Cheers

A handwritten signature in black ink, appearing to read 'Mike Boyle', with a long horizontal stroke extending to the right.

Mike Boyle