



Date: September 5th, 2011

TO: Board Members – Vancouver Park Board
FROM: General Manager – Parks and Recreation
SUBJECT: Liquor License Revision - Golf Courses

RECOMMENDATION

THAT the Board approve an application to the Liquor Control Licensing Branch to revise our present liquor license at our three major golf courses from a food primary to a liquor primary license.

BACKGROUND

The Park Board operates Fraserview, Langara and McLeery Golf Courses. All courses have a liquor license allowing the consumption of alcoholic beverages under a food primary license. This provides the ability for alcoholic service within the clubhouse and patio's areas. The current license does not allow the service or consumption of alcoholic beverages (primarily beer and wine) on the actual playing course. This minimizes our ability to maximize the guest experience and puts us at a competitive disadvantage compared to other golf courses in the greater Vancouver and lower mainland area.

DISCUSSION

After researching a number of courses in the greater Vancouver and lower mainland area including University Golf Course, Musqueam, Northlands, Morgan Creek, Green Acres, Mylora and Riverway, it has been determined that all courses permit alcohol consumption on the course.

Our current service method does not meet customer expectations by allowing them to purchase alcoholic beverages which can be consumed on the course and is a basic expectation that many customers have. The only area where alcohol can presently be consumed is within the clubhouse and patio areas.

SUMMARY

The revision from a food primary license to a liquor primary license will allow us to expand our current service offering to our customers and become similar to other courses in the greater Vancouver area. This revision enables expansion of service to an on course kiosk, beverage cart or takeout window improving our guest experience. Further to this,

it will ensure compliance to current liquor licensing regulations by expanding the license area to the entire course as apposed to the present clubhouse and patio areas only.

The formal application process includes the following;

1. Formal application completion and submission
2. Personal History Summary from signing authority
3. Criminal record check from signing authority
4. Legal description and plans submission
5. Signage submissions
6. Potential community assessment through media advising of intent

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