

Attachment 3

Project Summary Letter and Letter of Intent



April 20, 2022

Re: Revised Rezoning Project Summary Letter – Text Amendment to the Zoning Bylaw allowing Event Driven Liquor Primary Licensing at Massey Theatre and Complex

Dear Ms. Huang,

On behalf of the Massey Theatre Society, we request the property zoned be amended with a text amendment in order to obtain a Liquor License from the Province.

The Massey Theatre was designed and built in 1948 with a capacity of 1,260 seats making it a key large proscenium theatre in the Metro Vancouver area for nearly 75 years. The theatre has two levels and is located at the heart of a larger stand-alone facility. The orchestra seating capacity is 867 including 20 wheelchair positions and the balcony holds 393 seats. The balcony is not always used for performances. A number of rooms of varying types and sizes surround the theatre chamber and are used to support theatre events as well as an active community and rental program of use. Food and Beverage and other services are provided for facility users and have been offered throughout the Society 40 year operational history in the theatre concession and lobbies.

The Massey Theatre is a Specialized Art Centre/Theatre. The capacity is approximately 2183 persons (1,819 in various licensed areas with an additional 364 permitted solely in the Studio 1C gymnasium on the main level). Included with the application is a copy of the preliminary floor plan for this venue.

Liquor sales and service at this establishment will be 11 am to 2 am seven days a week. Liquor sales and service will commence 1 hour prior to an event and end 1 hour after an event.

The Massey Theatre Society has operated the theatre since 1982. In October 2021, the City of New Westminister took ownership of the Complex and land from School District 40 In November 2021 following the school's move to its new high school facility. The Society entered into a 25-year operating lease with the City of New Westminister to operate the civic complex described for the benefit of the community. The relationship between the City and the Society is aligned in goals and values to enable a thriving arts, cultural and community program of activities. We are committed to working together to improve and sustain the facility for the use and enjoyment for the City and region and activate and develop the facility to its fullest potential artistically, culturally and socially. The programs that MTS brings to the neighbourhood, local and regional community, and underserved populations are in alignment with municipal policies and strategic initiatives. The experience and track record of good relationships of Massey Theatre Society as a responsible long term operator of the large theatre has garnered the confidence of the City and the community.

Presently, the MTS society has been applying for individual special occasions liquor licenses for events at the complex. The new ownership and partnership model provides the opportunity to establish a more



consistent service model in regard to liquor service at performances, exhibitions and special events in the complex. The community regularly gathers at the venue and the majority of adult patrons request bar service in the periods prior to and following performances. Bar and concession service is a standard service model for most performance and event spaces. In addition, the complex will allow for greater diversity of public activities which will often be made more viable and enjoyable if bar service is available. The long standing relationship to the school community has ensured the Massey Theatre Society is sensitive to providing a safe space for minors at all times. This will continue as long established school activities as well as new children, youth and family activities continue in the facility. There is an exceptional track record of good citizenship and positive relationships with minors spanning 40 years which will continue to be a key priority for the Society in its vision and strategic plans for the complex.

Thank you for processing our request. Should you have any questions please do not hesitate to contact me personally.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Jessica Schneider". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jessica Schneider, Executive Director
Massey Theatre Society
604-517-5900
Jessica@masseytheatre.com



RISINGTIDE
CONSULTANTS — EST. 1988

APPLICATION FOR A LIQUOR PRIMARY LICENSE

**AT: MASSEY THEATRE
735 8TH AVENUE,
NEW WESTMINSTER, B.C.
V3M 2R2**

APPLICANT: MASSEY THEATRE SOCIETY

**LETTER OF INTENT
FOR THE APPLICATION FOR A LIQUOR PRIMARY LICENCE**

Submitted to:

**Liquor & Cannabis Regulation Branch
4th Floor, 645 Tye Road
Victoria, BC V9A 6X5**

Submitted by:

**Rising Tide Consultants Ltd.
1620-1130 West Pender Street
Vancouver, BC V6E 4A4**

Phone: (604) 669-2928

Fax: (604) 669-2920

PRIMARY FOCUS OF THE BUSINESS

This Letter of Intent is provided in support of the application submitted to the Liquor and Cannabis Regulation Branch by the Massey Theatre Society for a new liquor primary license to be located at the 735 8th Avenue, New Westminster, B.C. V3M 2R2. The proposed licensed establishment will be a new event-driven liquor primary licensed theatre establishment.

The Massey Theatre was designed and built in 1948 with a capacity of 1,260 seats making it a key large proscenium theatre in the Metro Vancouver area for nearly 75 years. The theatre has two levels and is located at the heart of a larger stand-alone facility. The orchestra seating capacity is 867 including 20 wheelchair positions and the balcony holds 393 seats. The balcony is not always used for performances. A number of rooms of varying types and sizes surround the theatre chamber and are used to support theatre events as well as an active community and rental program of use. Food and Beverage and other services are provided for facility users and have been offered throughout the Society 40 year operational history in the theatre concession and lobbies.

The Massey Theatre Society (MTS) has operated the theatre since 1982. In October 2021, the City of New Westminster took ownership of the Complex and land from School District 40 In November 2021 following the school's move to its new high school facility. The Society entered into a 25-year operating lease with the City of New Westminster to operate the civic complex described for the benefit of the community. The relationship between the City and the Society is aligned in goals and values to enable a thriving arts, cultural and community program of activities. We are committed to working together to improve and sustain the facility for the use and enjoyment for the City and region and activate and develop the facility to its fullest potential artistically, culturally and socially. The programs that MTS brings to the neighbourhood, local and regional community, and underserved populations are in alignment with municipal policies and strategic initiatives. The experience and track record of good relationships of Massey Theatre Society as a responsible long term operator of the large theatre has garnered the confidence of the City and the community.

The Massey Theatre is a Specialized Art Centre/Theatre. The capacity is approximately 2183 persons (1,819 in various licensed areas with an additional 364 permitted solely in the Studio 1C gymnasium on the main level). Included with the application is a copy of the preliminary floor plan for this venue.

The approval of this application will allow the licensee the ability to serve liquor in conjunction with live performances and film screenings as well as into various studio (bookable) rooms in the building. The sale and service of liquor will be an added amenity to this theatre building.

The proposed areas to be licensed with a liquor primary license are the theatre auditorium, Plaskett Gallery, the lobby (pre-function area), various studio rooms, the stage, backstage and the green room. We would also ask that the hallways leading to each of the Studio rooms on each level be pre-function areas to allow liquor service prior to use of the rooms

and travel between rooms when they are booked together. The occupancy for the pre-function areas would come from the interior licensed areas. The applicant is seeking a minor's endorsement for minors to be present in the theatre lobby during liquor service.

The community regularly gathers at the venue and the majority of adult patrons request bar service in the periods prior to and following performances. Bar and concession service is a standard service model for most performance and event spaces. In addition, the complex will allow for greater diversity of public activities which will often be made more viable and enjoyable if bar service is available. The long-standing relationship to the school community has ensured the Massey Theatre Society is sensitive to providing a safe space for minors at all times. This will continue as long-established school activities as well as new children, youth and family activities continue in the facility. There is an exceptional track record of good citizenship and positive relationships with minors spanning 40 years which will continue to be a key priority for the Society in its vision and strategic plans for the complex. The applicant is requesting liquor service for this event-driven theatre.

Liquor sales and service at this establishment will be 11 am to 2 am seven days a week. Liquor sales and service will commence 1 hour prior to an event and end 1 hour after an event.

This event-driven liquor primary license at the Massey Theatre will be an added amenity to the theatrical performance, etc. being offered.

ENTERTAINMENT

Massey Theatre hosts musical theatre hits, international music and dance forms, children's entertainers, orchestras, choirs, ballets and stars of music like Jann Arden and The Brothers Landreth.

FOOD SERVICE

The Applicant has a delicious choice of options for meals from its concession type food service counter in the Licensed areas or can be brought in by outside vendors and prepared for each event in the on-site kitchen.

TARGET MARKET

The target market for this venue will be for the public attending a live theatrical or film screening, gallery exhibitions, cultural and other community events. It is not proposed that this venue will operate as an ongoing licensed establishment like a pub or lounge.

It will be an event driven venue with a focus on arts and culture and community gatherings.

BENEFITS TO THE COMMUNITY

The applicant's establishment will benefit the community in the following ways:

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- Employment opportunities for residents in the surrounding areas;
 - The establishment will contribute to the Community by providing an added amenity for the New Westminster residents, visitors and guests.
 - Provide a source of additional tax revenue for the Local Government, the Provincial and Federal Governments;
 - Provides an additional venue for community events, fundraisers and special events;
 - Involvement in community sponsorships and activities;
 - Provide a venue for local actors and artists to perform and therefore supporting local artists.
 - Adds additional earned revenue to sustain the charitable mandate and work for the Society.

COMPOSITION OF THE NEIGHBOURHOOD

The site of the proposed event-driven liquor primary licensed establishment is located on the corner of 8th Street and 8th Avenue in New Westminster.

There appears to be only one other liquor selling establishment within 300 metres of the establishment which is as follows:

- *IHOP 514 8th Avenue, New Westminster.*

Attached is a map of the area showing the site.

NOISE IN THE COMMUNITY

This establishment is a quintessential arts/theatre facility with no proposed exterior areas at this time. Exterior areas may be considered in the future but are not part of this application. The applicant will be required to comply with the City of New Westminster noise by-laws.

OTHER FACTORS

The applicant also submits the following additional factors for consideration:

- A liquor primary license for this event-driven theatre would be of great benefits to the residents of New Westminster as well as the general public.
- This venue will be strictly event driven.
- There is a need for an event-driven liquor primary license for this theatre in this area.
- The Massey Theatre has been operating under Special Event Permits in the past but with the purchase by the City and expanded lease area, feel it is the appropriate time to get full licensing for the venue.
- The sale and service of liquor is an added amenity to the primary business which is the operation of the theatre.

All of which is respectfully submitted this 23rd day of February, 2022.

Edna Lizotte
Manager of Licensing
Rising Tide Consultants Ltd
Suite 1620 – 1130 West Pender Street
Vancouver, B.C.
V6E 4A4