



May 12 2022

Via Portal

Liquor Cannabis Regulation Branch
4th Floor 645 Tyee Road,
Victoria BC

Re: LCRB Letter of Intent: Northern Swing Golf Corp
Proposed Address: 2626 Vance Road, Prince George BC V2N 7A7

Background

Northern Swing Golf is proposing to add a Liquor Primary to their Golf simulator business. As part of their business plan, they wish to provide an added amenity to guests as they practice their swing within the business. Simulators are very much like real golf. Patrons will use clubs and balls, and as they hit their shots into beautiful 17-foot-wide screens, smart cameras work with computer vision technology to accurately replicate the shot. HD Golf simulators offer unparalleled realism and accuracy. Northern Swing Golf is planning to add liquor services to enhance this experience.

Hours of Operation

The applicant is seeking hours of operation from 9am – 11pm Monday through Sunday.

Site Layout & Proposed Service Area

The proposed liquor primary is at 2626 Vance, British Columbia. The site is approximately 2,188.55sqft and is an open plan layout. Guests access via the front door and check in with staff. They are assigned their designated swing area. The applicant is seeking liquor services throughout the entire space to allow for movement and group practice.

Entertainment

The applicant wishes to offer the community of Prince George an interactive golf space. The focus of the business is for guests to work on their golf game. Guests can also book corporate events, special events such as birthdays or other celebrations. There will be no dance floor. There will be no space allocated for dancing. There will be background music, but no live entertainment is proposed.

Proposed Capacity

The applicant is seeking the capacity of 50 Persons.

Food Services

The applicant does not have a kitchen on site, but will have full appetizers, entrees and deserts available to guests. The intent is to work with Boston Pizza who is located within the same complex and has hours that extend past the proposed business hours. Guests can place an order

and quickly be served direct to the business once an order is placed. There will also be a mixture of snacks on hand as well as non alcoholic beverages.

Composition of Neighbourhood

Northern Swing Golf is proposed to be in the heart of Prince George's Highway corridor. The proposed liquor primary would be located to a mixed-use commercial area adjacent to Boston pizza, near Harley Davidson, restaurants, as well as some residences. The nearest school is about a four-block walk away, approximately 1 km away.

Noise Disturbance Mitigation

Northern Swing has all intentions of being a strong community advocate. They will have standard operating procedures to mitigate noise including staff training and a safe ride program. The applicant is not proposing any exterior service areas and are intentionally keeping the hours limited to before midnight to be a good neighbour and focused on their core business.

Endorsement

Northern Swing Golf will also be applying for the Family Food Service. Minor service will be permitted until 10pm when accompanied by a parent or guardian. Food service will be available when minors are present and will be available for order from the restaurant on the property.

Yours truly,

Rebecca Hardin

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Liquor and Cannabis Advisor