



Rationale Letter – Patron Participant Entertainment Endorsement

Coast Prince George Hotel by APA

770 Brunswick Street
Prince George, BC V2L 2C2

Date: [Insert Date]

City of Prince George – Liquor Licensing

Prince George, BC

Subject: Rationale for Patron Participant Entertainment Endorsement Approval

To Whom It May Concern,

I am writing on behalf of **Coast Prince George Hotel by APA**, located at **770 Brunswick Street, Prince George, BC**, to respectfully request approval for a **Patron Participant Entertainment Endorsement** in accordance with municipal requirements and the Liquor and Cannabis Regulation Branch (LCRB) guidelines.

Our establishment operates under:

- **City of Prince George Business License No. 29529** (Issued: Dec 2, 2025 – Expires: Dec 31, 2026) [[Business License 2026 | PDF](#)]
- **Food Primary Licence #053419 (Inn of the North)** issued to Coast Hotels Limited, expiring **April 30, 2026**, authorizing liquor service from **11:00 to 01:00 Monday–Saturday**, and **11:00 to 00:00 on Sundays**, within approved service areas. [[Food Primary License | PDF](#)]

Our primary business remains the provision of food service, supported by professionally managed liquor service in accordance with all terms and conditions outlined in the LCRB Terms and Conditions Handbook.

Purpose and Rationale

1. Enhancing Guest Experience and Community Engagement

We aim to introduce supervised, low-risk **interactive entertainment activities** such as karaoke, trivia, dance participation, and similar forms of entertainment that align with our Food Primary licensee conditions. These activities are intended to enrich the guest experience, provide community value, and support our role as a major hospitality venue in Prince George.

2. Operational Capacity and Safety Compliance

Our facility includes multiple licensed patron areas as approved by the LCRB, with capacities ranging from small rooms to larger banquet and patron spaces (including capacities of **127**, **128**, **182**, and **570**, among others).

These capacities enable us to host entertainment safely without overcrowding, and all activities will occur only in spaces approved within our official floor plans. [\[Food Primary License | PDF\]](#)

We maintain:

- Clear emergency access routes
- Active staff supervision
- Controlled participation limits
- Strict adherence to responsible alcohol service

3. Strong Record of Regulatory Compliance

Coast Prince George Hotel by APA operates in full compliance with:

- The City of Prince George Business License Bylaw
- All LCRB regulatory requirements
- Mandatory display and operational rules associated with both licenses

Our management team, including all serving staff, is trained in *Serving It Right*, and fully understands the responsibilities tied to patron-participation activities.

4. Alignment With City and Tourism Objectives

As one of Prince George's central hotel and hospitality providers, our goal is to support local economic activity by offering high-quality, safe, and engaging experiences for residents, visitors, and event attendees.

The requested endorsement aligns with the City's objectives for fostering community vibrancy and enhancing the hospitality sector's contribution to tourism.

Commitment to Responsible Operation

We are committed to:

- Safely managing all patron-participation entertainment
- Ensuring no activity interferes with food service, emergency egress, or liquor service rules
- Immediately suspending entertainment should any safety or compliance concern arise
- Operating fully within the conditions of our Food Primary Licensee and Business Licensee

Thank you for considering our request for the **Patron Participant Entertainment Endorsement**. We welcome the opportunity to provide any additional documents, floor plans, operational safety procedures, or further clarifications as required.

Sincerely,



Kelli Steer
Vice President, Hotel Operations
Coast Hotels