



**Re: Request for Event Designation as Being of Municipal Significance :
Kootenay Ale Fest 2026 - 20 June 2026**

Hello Tina:

Thank you for your e mail, and your time in further reviewing this event.

To address your queries I can confirm the following information on behalf of the organizers - Coy's Par 3 & Bistro. For ease of reference I have classified this under the appropriate sub headings. The relevant points as to how our Community will benefit from this event are included in each section.

Licensing of the Event, and Safety:

Coy's currently operate their business pursuant to a Food Primary Liquor Licence that covers their Bistro, and attached patios - Food Primary Licences cannot be used for Liquor Showcase or Tasting events of this nature.

They also operate a Liquor Primary Licence specifically aimed at liquor service on the Golf Course during play - Again this licence does lend itself to a Liquor Showcase / Tasting event outside the Golf Course.

The event will be taking place in an unlicensed barn facility (with adjacent corral) which is Located next to the Golf course, on Coy's property.

The normal type of licensing for a Liquor Tasting Event is via Special Event Permit - In this case it is the only avenue open for this event under current LCRB Regulations and Policy. Please note that in certain circumstances Tasting Events are allowed in Licensed areas, unfortunately this is not the case for this site.

The event will be staffed by trained servers, and Liquor Manufacturer's staff. Hosts will be on site to ensure that patrons comply with LCRB Regulations (ID Checking re minors, and control of the movement of liquor).

Safe transport arrangements are in place through the Event Partnering with 2 local transport companies, which will also generate additional employment and revenue for them

Food will be available on site from Coy's, and from 2 additional local vendors

Intent of the Event:

The focus of the event is as follows -

Create an event of Cultural and Social importance to the Community

Showcasing of the District to additional visitors

Positive attraction for tourism

Providing a show case for District based liquor manufacturers that provide employment / drive revenue within the Regional District, and in adjacent Districts.

Although the event is being organized by a business, it is not intended as part of their business venture, albeit that their business and venues should garner positive attention as a result. The area previously was host to a 'Beer Festival' staged at a local Resort - In recent years it has not taken place. That event was an 'all day event', and was a commercial venture; whereas the intended event is a true liquor manufacturer's showcase, taking place during limited day time hours.

The organizers obviously will need to generate revenue in order to cover the costs of staging, promoting, and managing the event. The aim is to grow the event as an annual occurrence - In the event that any additional revenue is derived, this could then be used to develop and promote future occurrences of the event.

Essentially the Ale Fest will showcase craft beverages from local and regional brewers, highlighting the growing agricultural and artisanal traditions of the Kootenay's. Beer and wine culture, when celebrated responsibly, fosters community gathering, local pride, and supports small-scale producers who are part of our region's heritage.

Potential Attendance:

Being an inaugural event it is intended to cap the numbers attending at 300 in order to identify level of support, and best manage costs. The Special Event Permit will specify a maximum capacity of 300. This includes staff at the event, so patron numbers are expected to be between 200 and 260 - This will be managed by number of tickets sold.

These numbers may appear modest, but the opportunity to grow the event through the positive experiences of those attending is unprecedented.

The Ale Fest is expected to draw visitors from across the RDEK, and beyond, supporting not only the event, but also local accommodation, transportation, and retail businesses. This inaugural event also positions the RDEK as a destination for responsible, curated craft beverage tourism, aligning with regional economic development goals."

As the event is a liquor tasting event, LCRB Regulations prohibit minors from attending.

Commercial Attendance at Time of Writing:

(Number of employees on Site)

Event Staff (Coy's Staff) : 11

(This includes Coys Par 3 Staff, as the Golf Course will close for the afternoon to avoid conflict with the event)

Liquor Manufacturer Staff: 24

Food Vendors : 6

(Number of Businesses Represented)

Liquor Manufacturers 12 - From: Fernie, Nelson, Radium, Cranbrook, Golden, Kimberley, Vancouver, Creston (2), Invermere (3)

Food Vendors : 3 - From: Invermere, Fairmont (2)

Transportation: 2 - From Invermere (2)

Conclusion:

It is respectfully submitted that this event has a significant potential to showcase BC Liquor Manufacturers based primarily within the RDEK (and municipalities within the RDEK catchment area; as well as those from adjacent Districts - This will serve to drive not only additional employment for their staff on the day, but to expose more customers to their products, potentially driving further business. The spread of these manufacturers across the Interior and beyond, ensures that the event will be well promoted across a large area of BC - This will help draw tourism to our area. Events of this nature are historically well attended, and popular, with many drawing customers from further afield, providing an ideal opportunity to showcase our Community and District.

Additional employment for transport workers, and the staff of the hosts is also generated on the day of the event.

It is important to note that Coy's provide an unlicensed venue on their property - This is a venue that can host other events like weddings etc. This is key to our community which has lost 2 such venues in recent times. This event will also showcase their event space, driving opportunities for additional events to be held there, potentially drawing customers from other areas. Coy's will have to close their golf course during the event, but have provided alternative employment for their staff (and additional staff) at this event.

Designation of the Event as being of municipal importance means, in real terms, that LCRB will allow the organizers to charge \$6 per full serving (or for the appropriate number of sample sizes) rather than restricting it to \$5 per serving. This will provide a significant boost to covering the cost of the event, and assuring its success both now, and in the future.