



The Best Place on Earth

Job# 702068-74

March 31, 2011

Mr. Jim Day  
Manager, Event Staff & Security  
Orca Bay Sports & Entertainment  
800 Griffiths Way  
Vancouver, BC V6B 6G1

via fax: 604-899-7490

**Re: Temporary Change to a Liquor Licence Application – Discretion**  
**Establishment: Rogers Arena**  
**Liquor Primary Licence # 167879**

**Introduction**

This is in response to your application for a temporary change to your liquor licence to allow for liquor service during the televised presentation of all Vancouver Canucks road games during the Stanley Cup on the Daktronics Pro Star Video Screen at Rogers Arena.

**Decision/Analysis**

I have taken into consideration the following:

- Application for temporary change to allow for the liquor service during the televised presentation of all Vancouver Canucks Road games during the Stanley Cup Finals;
- The conditions proposed in your letter of February 28, 2011 under which the licence would operate during these games;
- Current conditions on licence, including a condition that the licence would not be in effect for televised events unless approved by the general manager on a case-by-case basis;
- Letter from W.M Johnston of the City of Vancouver dated March 17, 2011
- Letter from Rick McKenna of the Vancouver Police Department dated March 14, 2011
- Comments from Inspector Mark Lavallee, LCLB Inspector;
- Compliance history for Rogers Arena since 2001;
- The letter of May 8, 2003 from Mary Freeman, then Deputy General Manager, in which she denied a similar request.
- That Rogers Arena is the official home of the Vancouver Canucks

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Ministry of Housing and  
Social Development

Liquor Control and  
Licensing Branch

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I have considered that the application is for all televised games during the presentation of Vancouver Canucks road play-off games during the 2011 Stanley Cup Play-offs on your Daktronics Pro Star Video Screen. I have reviewed your responses to the points raised by Ms. Freeman in her denial of May 8, 2003. I have noted that the estimated attendance at the events is approximately 15,000 people with a cost of \$5.00 to \$10.00 per ticket and that you have a marketing strategy designed to attract fans and families. I have also taken into account your plans to control liquor at these events and your statement that you will work closely with the Vancouver Police Department to determine the appropriate staffing levels for each event. I have considered the fact that Rogers Arena is the official home of the Canucks and that this presents a unique circumstance for allowing broadcast events under a stadium licence.

I have considered that the liquor inspector, the City of Vancouver and the Vancouver Police Department support the application on the condition that the approval is immediately rescinded for the duration of the play-offs if there are disturbances or contraventions.

Based on the foregoing, I am approving the temporary change for the 2011 Play-off Season on the following conditions:

- Doors would open to the public 1 hour prior to the game.
- The estimated attendance would be up to 15,000.
- Rogers Arena would use assigned seating as opposed to General Admission for these events.
- Liquor service would begin at door opening and will conclude at the end of the 2<sup>nd</sup> period intermission.
- There would be a 1 beer limit per-person, per-service.
- The River Rock Club would be open, however there would be no in-seat service and spirits would not be available.
- The number of points of sale compared to a regular home play-off game would be reduced.
- A similar number of security guards, hosts and police would be deployed to work these events as would be deployed for a home play-off game. Rogers Arena would work closely with the Vancouver Police Department in designing an effective security plan for these events.
- In the event of any disturbances, police complaints, or contraventions, the temporary approval will be immediately rescinded for the duration of the Play-off games.

Yours sincerely,



Cheryl Y. Caldwell  
Deputy General Manager  
Licensing and Local Government Liaison

CC/dj

cc: Bruce Edmundson, Deputy General Manager, Compliance and Enforcement  
M. Lavallee, Inspector, Vancouver  
D. Lister, Regional Manager, Vancouver  
R. Villa-Arce, Manager, Licensing Administration  
Alex Clarke, Vancouver Police Department