



May 8, 2003

By facsimile only to: 604 899-7401

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

Dear Mr. Day:

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 Western Conference Finals and Stanley Cup Finals.

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 Western Conference Finals and Stanley Cup Finals;
- The conditions identified on the application 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 otherwise approved by the general manager on a case by case basis;
- E-mailed comments from Paul Teichroeb of the City of Vancouver;
- Letter from Al Niedtner of the Vancouver Police Department;
- Memorandum from Norm Stackhouse, Ministry Inspector.
- October 1994 British Columbia Police Commission Report on the riot that occurred in Vancouver on June 14-15, 1994;
- Previously approved application for temporary change to allow for the liquor service during the Olympic Men's Hockey Final;

I have considered that the application is for all televised games from May 07 to June 15, 2003 and I have reviewed your outline of how you would operate during the games. I have noted that the estimated attendance at the events is between 12,000 to 15,000 people with the cost of tickets between \$5.00 and \$10.00, and that the security would be the same as for a home play-off game.

.... / 2

**Ministry of Public Safety
and Solicitor General**

Liquor Control and
Licensing Branch

Mailing Address:
PO Box 9292 Stn Prov Govt
Victoria BC V8W 9J8
Telephone: 250 387-1254
Facsimile: 250 387-9184

Location:
Second Floor, 1019 Wharf Street
Victoria BC
[http:// www.pssg.gov.bc.ca/lclb](http://www.pssg.gov.bc.ca/lclb)

I have taken into account that Paul Teichroeb of the City of Vancouver does not support the request due to the potential negative impacts on the community after the game is over and the lack of sufficient police resources to deal with the event; that the Vancouver Police Department references the 1994 Stanley Cup Riot and the potential detrimental impact on the community from over consumption and subsequent patron behaviour, and does not support the request. As well, I have taken into account that Norm Stackhouse, Ministry Inspector, does not support the request based on concerns that this event is similar to the 1994 Stanley Cup and that the limit of one beer per-person would not be a deterrent to over-consumption by patrons.

The following issues associated with the application give cause for concern:

- the current amount of enforcement required to monitor the current at home games and the need to provide significant additional enforcement to cover the televised games;
- the low cost of tickets at between \$5.00 and \$10.00 potentially attracting a different patron base from the season ticket holder fans;
- the estimated attendance of up to 15,000 people;
- the lack of significant restriction to the availability of liquor at the event;
- That this is leading to and may become a Stanley Cup playoff, with a potential for a similar situation as the 1994 Stanley Cup riot;
- the lack of demonstrable support from the City of Vancouver, the Vancouver Policy Department or the Ministry's Compliance and Enforcement Division;

Based on my consideration of the above, the history of violence and misbehaviour associated with certain types of sporting events, the need for restrictions on the service for liquor, and the requirement to consider public safety issues, I am denying your application to serve liquor at the televised events. This does not preclude you from applying in the future for other events which may not have the same emotional force and the subsequent significant impact on the community.

Please do not hesitate to contact me should you have any questions regarding the above.

Yours truly,

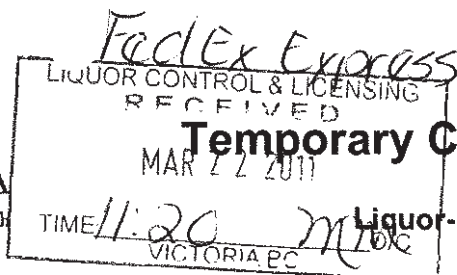


Mary Freeman
Deputy General Manager
Licensing and Local Government Liaison

Cc: Lee Murphy, Regional Manager
City of Vancouver
Vancouver Police Department



BRITISH COLUMBIA
The Best Place on Earth



Temporary Change to a Liquor Licence

Food-Primary, Liquor-Primary,

Liquor-Primary Clubs & Winery Endorsements

Liquor Control and Licensing Form LCLB 023

INSTRUCTIONS:

Complete all applicable fields and then submit with payment as outlined in Part 11 of this application form. You may complete this form online and then print.

- If you have any questions about this application, call the Liquor Control and Licensing Branch (LCLB) toll-free at: **1 866 209-2111**.
- LCLB forms and supporting materials referred to in this document can be found at: www.pssg.gov.bc.ca/lclb

NOTE: This application should be submitted at least two weeks before your proposed change. To apply to suspend your Food-Primary Licence, use the Temporary Suspension Request - Food-Primary Licence (LCLB022). To apply to suspend your Liquor-Primary Licence, use the Temporary Suspension Request - Liquor-Primary Licence (LCLB021).

Licensee Information

Office use only

Job No. (C3-LIC)

702068-74

Licence number: 167879 Type: ☐ Food-Primary ☒ Liquor-Primary ☐ Liquor-Primary Club ☐ Winery

Licensee name [as shown on licence]: Vancouver Arena Limited Partnership

Establishment name [as shown on licence]: Rogers Arena

Establishment Address: 800 Griffiths Way Vancouver BC V6B 6G1
Street City Province Postal Code

Contact Name: Day, Jim Title/Position: Manager Staff Services & Security
(last / first / middle)

Business Tel with area code: 604-899-7720 Business Fax with area code: 604-899-7490

Business e-mail: jim.day@canucks.com

Business Mail address (if different from above):
Street City Province Postal Code

PART 1: Temporary Change Requested

Please check the appropriate boxes below. You may complete more than one change section on this form as long as the changes are for the same licence number. **IMPORTANT NOTE:** These categories (*) require local government/First Nations comment.

TYPE OF CHANGE REQUESTED

COMPLETE SECTIONS

☐ TEMPORARY CHANGE TO HOURS OF SALE

Liquor-Primary and Liquor-Primary Club licences, and Winery lounge or special event endorsements – any hours changes* 1, 2, 3, 10, 11, 12
Food-Primary licences – requests for hours of sale later than midnight* 1, 2, 3, 10, 11, 12
Food-Primary licences – requests for hours of sale before midnight 1, 2, 3, 10, 11

☐ TEMPORARY PATRON PARTICIPATION ENTERTAINMENT ENDORSEMENT* Food-Primary licences only

1, 2, 4, 10, 11, 12

☐ TEMPORARY EXTENSION OF LICENSED AREA Food-Primary licences only

1, 2, 5, 10, 11

☐ TEMPORARY EXTENSION OF LICENSED AREA*

Liquor-Primary and Liquor-Primary Club licences, and winery lounge or special event endorsements 1, 2, 6, 10, 11, 12

☐ TEMPORARY LOCATION CHANGE* Liquor-Primary and Liquor-Primary Club licences only (no increase in patron or person capacity)

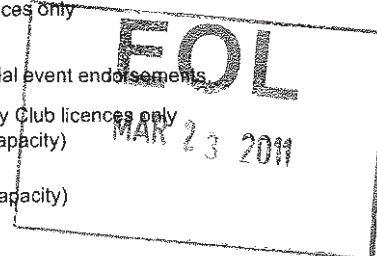
1, 2, 7, 10, 11, 12

☐ TEMPORARY LOCATION CHANGE Food-Primary licences only (no increase in patron or person capacity)

1, 2, 8, 10, 11

☒ OTHER Applies to all change requests other than these listed above

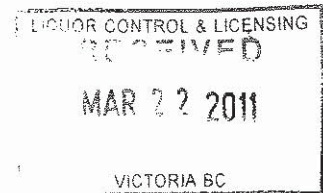
1, 2, 9, 10, 11



PART 2: Reason Temporary Change is Requested

Describe event details including who is holding the event, the hours of the event and its purpose:

This application is to request a temporary change of the terms and conditions of our Liquor Primary license to allow us to provide liquor service during the presentation of all Vancouver Canucks Road Play-off games. Please see the attached documentation to support this request.



DATE(S) FROM: (mm/dd/yy) 04/13/2011 TO: (mm/dd/yy) 06/19/2011 (inclusive)

PART 3: Temporary Change to Hours of Sale

- Liquor-Primary and Liquor-Primary Club licences, and Winery lounge or special event endorsements – any hours changes *Fee: \$330
- Food-Primary licences – requests for hours of sale later than midnight* Fee: \$330
- Food-Primary licences – requests for hours of sale before midnight (local government/First Nations comment not required) Fee: \$110

***IMPORTANT NOTE:** These categories (*) require local government/First Nation comment.

Licensees may apply for a temporary change in hours of sale for a limited period, subject to any restrictions within the Liquor Control and Licensing Act, Regulations, branch policies and/or original terms and conditions of licensing.
See Part 12 for more information on obtaining local government/First Nations comment.

Please provide the following information:

Current hours of sale:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
OPEN							
CLOSED							

Requested hours of sale: (Maximum hours permitted by regulation are between 9:00 am to 4:00 am of the same business day)

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
OPEN							
CLOSED							

PART 4: Temporary Patron Participation Entertainment Endorsement

Fee: \$330

(Food-Primary licences only)

Licensees may apply for a patron participation entertainment endorsement for a limited period, subject to any restrictions within the Liquor Control and Licensing Act, Regulations, branch policies and/or original terms and conditions of licensing.

Important Note: This application process requires comment from your local government/First Nation.

See Part 12 for more information on this process.

Describe the type of entertainment you are requesting:

	<div>LIQUOR CONTROL & LICENSING RECEIVED MAR 22 2011 VICTORIA BC</div>
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Patron participation must end by midnight unless approved by LCLB and local government/First Nations. There are restrictions related to forms of entertainment, sound systems, etc. If you are uncertain about any of the details of your proposal, please consult with licensing staff at LCLB in Victoria (see contact information in Part 11).

PART 5: Temporary Extension of Licensed Area (food-primary licences only)

Fee: \$110

This change enables licensees to apply for a temporary extension of their establishment's licensed areas for a limited period, subject to any restrictions within the Liquor Control and Licensing Act, Regulations, branch policies and/or original terms and conditions of licensing. Approval of this temporary change request permits the licensee to operate only at the capacity on the face of their current licence plus the capacity of the extension area. If in doubt, consult with licensing staff at LCLB in Victoria (see Part 11 for contact info).

This application process does not require comment from your local government/First Nation.

Please provide the following information and documents:

- ☐ Current total capacity, including patios (as shown on licence);
- ☐ Identify the area (person/patron as shown on licence) to be extended;
- ☐ Floor plan of the extended area showing how perimeter is defined, dimensions and its physical relationship to existing licensed areas, where the extension is indoors or within a permanent structure.
 - Floor plan must have occupant load of the extended area marked/stamped on the plans by provincial fire or building authority (or designate).
 - Provide proposed capacity of extended area if extension is outside; and
- ☐ Where the extension area is not on property owned or controlled by the licensee, provide written approval for such use from the property owner.

PART 6: Temporary Extension of Licensed Area

(liquor-primary, liquor-primary club licence and winery lounge and special events endorsements only)

Fee: \$330

Licensees may apply for a temporary extension of their licensed areas for a limited period, subject to any restrictions within the Liquor Control and Licensing Act, Regulations, branch policies and/or original terms and conditions of licensing. Approval of this temporary change request permits the licensee to operate at the capacity on the face of their current licence plus the capacity of the extension area.

Important Note: This application process requires comment from your local government/First Nation.

See Part 12 for more information on this process.

Please provide the following information and documents:

- ☐ Current total capacity, including patios (as shown on licence);
- ☐ Identify the area(s) to be extended;
- ☐ Floor plan of the extended area(s) showing how perimeter is defined, dimensions and its physical relationship to existing licensed areas:
 - Floor plan must have occupant load of the extended area marked/stamped on the plans by provincial fire or building authority (or designate) where the extension is indoors or within a permanent structure.
 - Provide proposed person capacity of extended area(s) if extension is outside; and
- ☐ Where the proposed area is not on property owned or controlled by the licensee, provide written approval for such use from the property owner.

PART 7: Temporary Location Change (liquor-primary and liquor-primary club licences only)
(no increase in patron or person capacity)

Fee: \$330

Licensees may apply for a temporary change of location of one or more licensed areas in their establishment, to accommodate special events but this change permits no increase in licensed capacity. Proposed changes must comply with occupant load limitations.

Important Note: This application process requires comment from your local government/First Nation.

See Part 12 for more information on this process.

Current area capacities, as shown on licence:

Area #1 Area #2 Area #3 Area #4 Patio #1 Patio #2

Proposed temporary changes in capacity (no increase in total capacity permitted):

Area #1 Area #2 Area #3 Area #4 Patio #1 Patio #2

Please attach the following documents:

- ☐ Floor plan of the proposed area(s) showing how perimeter is defined, dimensions and its physical relationship to existing licensed areas.
 - Floor plan must have occupant load marked/stamped on the plans by provincial fire or building authority (or designate), where the extension is indoors or within a permanent structure.
 - Provide proposed capacity of the new area if outdoors.
- ☐ Where the proposed area is not on property owned or controlled by the licensee, provide written approval for such use from the property owner.

PART 8: Temporary Location Change (food-primary licences only)
(no increase in patron or person capacity)

Fee: \$110

Licensees may apply for a temporary change of location of one or more licensed areas in their establishment, to accommodate special events but this change permits no increase in licensed capacity. Proposed changes must comply with occupant load limitations.

Important Note: This application process does not require comment from your local government/First Nation.

Current area capacities, as shown on licence:

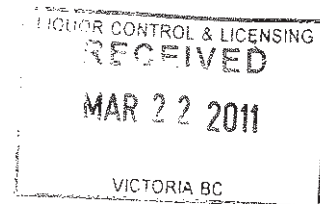
Area #1 Area #2 Area #3 Area #4 Interior lounge

Patio #1 Patio #2

Proposed temporary changes in capacity (no increase in total capacity permitted):

Area #1 Area #2 Area #3 Area #4 Interior lounge

Patio #1 Patio #2



Please attach the following documents:

- ☐ Floor plan of the proposed area showing how perimeter is defined, dimensions and its physical relationship to existing licensed areas.
 - Floor plan must have occupant load marked/stamped on the plans by provincial building or fire authority (or designate), where the extension is indoors or within a permanent structure.
 - Provide proposed capacity of the new area if outdoors.
- ☐ Where the proposed area is not on property owned or controlled by the licensee, provide written approval for such use from the property owner.

Proposed temporary changes in capacity (no increase in total capacity permitted):

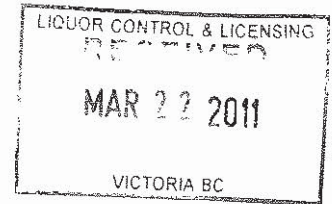
PART 9: Other

Fee: \$110 for each request

Complete this section if you are requesting a change other than those listed in Part 1, page 1.

Describe your request in detail, using additional pages if required. Review of the application by the general manager of the Liquor Control and Licensing Branch will be necessary when discretion to policy is required. **Please note:** Applications **requesting discretion should be received two months prior to the proposed event.** Please consult with licensing staff at LCLB in Victoria for further details (see Part 11 for contact information).

Please see attached documentation to support this request.



DATE(S) FROM: 04/13/2011 TO: 06/19/2011 (inclusive) TIME(S): TBD
(mm/dd/yy) (mm/dd/yy)

PART 10: Declaration

My signature (the licensee's) below indicates I understand and acknowledge:

All of the information given is true and complete to the best of my knowledge. Section 15(2) of the *Liquor Control and Licensing Act* states, "A person applying for the issue, renewal, transfer or amendment of a licence who fails to disclose a material fact required by the form of application or makes a false or misleading statement in the form of application, commits an offence".

Signature of applicants (signature of signing officer of a company or society, sole proprietor or all partners in a partnership. An agent or lawyer acting on behalf of the applicant **may not** sign the application on behalf of the applicants.):

Name: Day, Jim Position: Manager, Staff Services & Security Date: 03/06/2011
(last / first / middle) (mm/dd/yy)

Signature: _____

Name: _____ Position: _____ Date: _____
(last / first / middle) (mm/dd/yy)

Signature: _____

Name: _____ Position: _____ Date: _____
(last / first / middle) (mm/dd/yy)

Signature: _____

Name: _____ Position: _____ Date: _____
(last / first / middle) (mm/dd/yy)

Signature: _____

PART 11: Application Fees - Payment Options

Fees may be paid by cheque, money order, debit or credit card and are non-refundable. Debit transactions can only be made in person at the Victoria Head Office. Submit the payment with the application form. Do not mail cash.

Fee (non-refundable):

TOTAL FEE Submitted: \$ 110.00

Payment is by (check ☒ one):

☐ cheque, payable to Minister of Finance (if cheque is returned non-sufficient funds, a \$30 fee will be charged)

☐ money order, payable to Minister of Finance

☐ VISA ☐ MasterCard ☒ AMEX

If paying by credit card, please provide credit card details below . . .

Credit card Number: s.22 / Expiry Date: s.22 / s.22

Name of cardholder (as it appears on card): s.22

s.22

Signature of cardholder: _____

Or you may send in the application without credit card information, but you must telephone LCLB Head Office directly to provide the credit card number details. If so, please confirm by checking the box below:

☐ I will call Victoria Head Office at 250-387-1254 or 1-866-209-2111 to provide credit card information and understand that no action can proceed with my application until the application fee is paid in full.

Ministry of Public Safety and Solicitor General Liquor Control and Licensing Branch

Location: 4th Floor, 3350 Douglas St., Victoria BC V8Z 3L1

For Mail Only: PO Box 9292 Stn Prov Govt Victoria, BC V8W 9J8

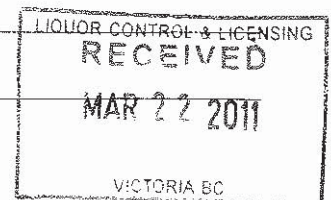
Phone: 250 387-1254 Fax: 250 387-9184 Web: www.pssg.gov.bc.ca/lclb E-mail: liquor.licensing@gov.bc.ca

PART 12: Local Government/First Nation Comments

☐ OBJECTION

☐ NO OBJECTION

Comments:



Name of Municipality/Regional District/First Nations:

Name (print) _____ Phone: _____

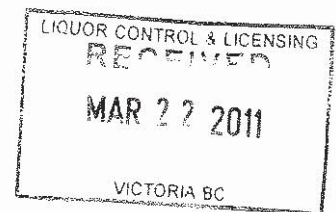
Title: _____ E-mail: _____

Signature: _____ Date: _____

PART 13: What Happens Next?

The temporary change application process:

1. If the requested temporary change(s) require local government/First Nation comment, the applicant must take the completed application form and all required documents to their local government/First Nation and request that the local government/First Nation complete and sign Part 12.
2. The applicant will submit the signed application, all required documents and application fee to the Victoria Head Office (LCLB). **Note: Applicants should ensure they submit their completed application two weeks before the proposed change.**
3. The LCLB licensing staff will review the application package and advise the applicant by phone, mail or fax, of any information or documents required before the application can be processed.
4. LCLB licensing staff will request comments from the local liquor inspector.
5. If required, the local liquor inspector will work with the applicant on security and related issues.
6. LCLB licensing staff will review the comments from the local government/First Nation (if applicable) and local liquor inspector.
7. LCLB staff will contact the applicant by, fax or mail to let them know whether or not the change has been approved. The applicant will receive LCLB's decision in writing.



Freedom of Information and Privacy Act - The information requested on this form is collected for the purpose of obtaining or making changes to a liquor licence application. All personal information is collected under the authority of Section 15 of the Liquor Control and Licensing Act (RSBC 1996, c.267). Questions should be directed to: Liquor Control and Licensing Branch, Freedom of Information Officer, PO Box 9292, STN PROV GOVT, Victoria, BC V8W 9J8. Ph: In Victoria, 250 387-1254 Outside Victoria, 1 866 209-2111. Fax: 250 387-9184

February 28, 2011

Karen Ayers
Assistant Deputy Minister & General Manager
Liquor Control & Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, BC
V8W 9J8

Dear Ms. Ayers:

Re: Request for Temporary Change to Terms and Conditions of Liquor License
Establishment: Rogers Arena
Liquor Primary License #167879

This letter and the enclosed documentation is the application by Vancouver Arena Limited Partnership for a temporary change of the terms and conditions of our Liquor Primary License. This change would allow us to provide liquor service during the presentation of all Vancouver Canucks road play-off games during the 2011 Stanley Cup Play-offs at Rogers Arena. This request is similar to the one last year that was approved by your office in a letter dated April 15, 2010.

I have included the following information to support this application:

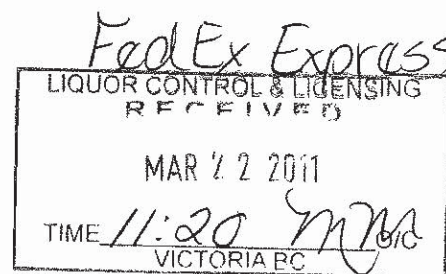
- A completed application for a temporary change to a liquor license
- A summary outlining our operational plan and marketing strategy
- A letter of discretion stating the reasons why we should be able to have the requested change, and to address the reasons for denial in Mary Freeman's letter of 2003.
- The letter from Cheryl Caldwell dated April 15, 2010 granting approval to a similar change requested last year.

If further information is required please do not hesitate to contact me directly at 604-899-7720. Thank you in advance for your cooperation with this matter.

Sincerely,



Jim Day
Manager, Staff Services & Security
Canucks Sports & Entertainment





February 28, 2011

Karen Ayers
Assistant Deputy Minister & General Manager
Liquor Control & Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, BC
V8W 9J8

Dear Ms. Ayers:

This letter of discretion is written in support of the application of Vancouver Arena Limited Partnerships for a temporary change to the Terms and Conditions of the Liquor Primary License at Rogers Arena. The temporary change would permit the sale of liquor during the presentation of all Vancouver Canucks road play-off games during the 2011 Stanley Cup Play-offs.

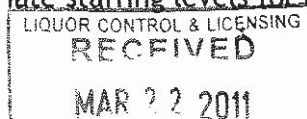
Ticket prices and a growing season ticket base have made it increasingly difficult for us to provide an "in game" experience for families and fans that cannot afford to attend a live Canucks game. The most effective way for us to reach Canucks fans is to have them experience the energy of cheering on their favourite team along with thousands of other fans. We believe that events such as these have a positive impact on a fans perception of the team and go a long way in our efforts to grow and retain our fan base.

This has never been more apparent to us then with the overwhelming response we received at our Super Skills event held on Sunday, February 27th 2011. This event attracted 15,000 fans and was a huge success in helping connect our team with the community.

We also view these types of events as a great opportunity to raise money for our many charitable endeavors. The presentation of these events would afford us the opportunity to donate all net proceeds of ticket sales to the Canucks For Kids Fund.

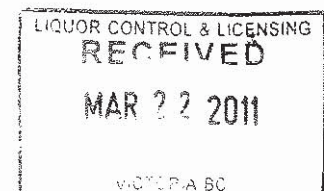
The following is a response to the concerns listed in Mary Freeman's letter dated May 8, 2003:

1. "the current amount of enforcement required to monitor the current at home games and the need to provide significant additional enforcement to cover the televised games";
 - Each game and the expected attendance would be monitored closely and we would staff the building accordingly. If an event such as this was to attract a full building we would staff the event with the same number of security, hosts and
 - police as we would for one of our home play-off games. We would work closely with the Vancouver Police Department to determine the appropriate staffing levels for each event.



vanCOUVER 2010
OFFICIAL SUPPLIER

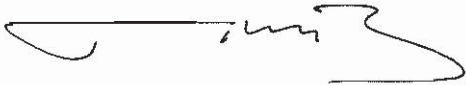
2. "the low cost of tickets at between \$5.00 and \$10.00 potentially attracting a different patron base from the season ticket holder fans";
 - The purpose of this event is to attract fans and families who cannot normally afford to attend a live Vancouver Canucks game. We do not view this as a negative. We do understand the concern expressed and have put in place a marketing strategy to distribute tickets to true Canucks fans. For example; sending e-mails advertising the event to our season ticket holders, invite all Lower Mainland Minor Hockey teams and grassroots hockey groups through the Canucks Centre for Hockey, invite all our charitable organizations, and invite teachers who participate in the Fin's Friends Literacy program to promote the event to their classrooms.
3. "the estimated attendance of 15,000 people";
 - In 2002 we were granted approval for a similar event when we showed the Men's Gold Medal Hockey Game at the Salt Lake City Olympics between the United States and Canada. We had 15,000 people at that event and had no behavioural problems or disruptions. It was a great event which allowed fans to come together to cheer Canada on to the Gold Medal. We believe the same kind of excitement and energy will be created when fans come together to cheer on the Vancouver Canucks.
4. "the lack of significant restriction to the availability of liquor at the event";
 - As outlined in our attached Event Summary we will be restricting the service of alcohol. Liquor service will end at the end of the 2nd period intermission; normally we would sell alcohol until the 12 minute mark of the 3rd period. We will only allow a 1 beer limit per-person, per-service; at live hockey games we have 2 beer limits. We would also reduce the number of points of sale that would be available at a regular hockey game.
5. "that this is leading to and may become a Stanley Cup playoff, with a potential for a similar situation as the 1994 Stanley Cup riot";
 - We are aware of the concerns that the City of Vancouver and the Vancouver Police Department have in regards to avoiding a repeat of the events that took place after game 7 of the 1994 Stanley Cup Final. As an organization we are planning to launch a campaign before the play-offs that will encourage fans to "celebrate responsibly". This campaign will include player Public Service Announcements encouraging fans to celebrate responsibly. There will be in game messaging as well as other members of our organization speaking about this campaign with the media. We will be working closely with the Vancouver Police Department in getting this message out to our fans.
6. "the lack of demonstrable support from the City of Vancouver, the Vancouver Police Department or the Ministry's Compliance and Enforcement Division";
 - We have sent letters to the City of Vancouver and the Vancouver Police Department seeking support for this application and I will forward their response to this application to your office. They have supported this application in previous years and expect they will do so again. I would be happy to meet with representatives from the Ministry's Compliance and Enforcement Division to further discuss this application.



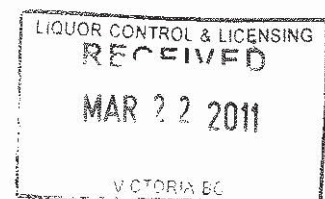
Along with this letter I have attached an event summary which explains our marketing strategy and clearly outlines how we will operate the building for the presentation of Canucks road games.

If you require further information please do not hesitate to contact me directly at 604-899-7720.

Sincerely,



Jim Day
Manager, Staff Services & Security
Canucks Sports & Entertainment





14 March 2011

Karen Ayers
Assistant Deputy Minister and General Manager
Liquor Control and Licensing Branch
PO Box 9292 Stn Prov Govt
Victoria, BC
V8W 9J8

Via Fax: (250) 387-9184

Dear Ms. Ayers,

Re: Rogers Arena – Temporary Change of Liquor License for NHL Playoff Road Games

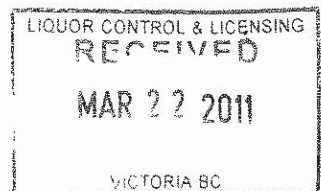
The Vancouver Police Department has reviewed the application for a temporary change in terms and conditions submitted by Mr. Jim Day on behalf of Canuck Sports and Entertainment.

We are willing to support this application subject to the conditions set out for the 2011 NHL Playoffs as detailed in the April 20, 2007 letter from Cheryl L. Caldwell, Deputy General Manager of the LCLB, including the condition that approval would be immediately rescinded should any disturbances or contraventions occur. Our support is also contingent on the continued deployment of Vancouver Police Department officers as described in Mr. Day's application at both home and away games.

Sincerely,

Rick McKenna
Inspector 1037
Emergency and Operational Planning Section

cc: Jim Day, Canuck Sports and Entertainment FAX (604) 899-7490



Event Summary For Presentation of Canucks Road Games 2011 Stanley Cup Play-offs

Vancouver Arena Limited Partnership is applying for a temporary change of its Liquor Primary License to provide alcohol service during the presentation of Vancouver Canucks road games during the 2011 Stanley Cup Play-offs. The following summary outlines how we would operate during these games:

- Doors would open to the public one hour prior to the game (this is consistent with a live home game)
- The estimated attendance would be 12,000 - 15,000
- We 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 2nd period intermission. (Our normal cut-off time for a live hockey game is the 12 minute mark of the 3rd period)
- There would be a 1 beer limit per-person, per-service (at live games we have 2 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 (at live games we do provide in seat service and spirits would be available both in seat and at the bars located within the Club)
- The number of points of sale compared to live home play-off game would be reduced
- A similar number of security guard's, host's and police would be deployed to work these events as is deployed for a live home play-off game
- We would work closely with the Vancouver Police Department in designing an effective security plan for these events

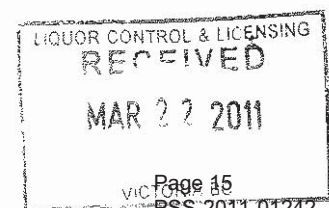
The following outlines our marketing strategy in order to target families and community groups for this event:

- Print ads in the forward news section of the Vancouver Sun and The Province
- Provide our season ticket holders the opportunity to pre-purchase tickets
- Invite Lower Mainland minor hockey teams and grassroots hockey groups through the Canucks Centre for BC Hockey
- Invite all or our charitable organizations (including families from Canucks Place, Canucks Autism Network, Canucks Family Education Centre)
- Invite teachers who participate in the Fin's Friends program to communicate to their classrooms.
- Use our social media outlets (twitter, facebook) to get the message out to our fans

Overview:

We see these road broadcasts as the perfect way to welcome a broader base of Canucks fans to Rogers Arena, the home of the Vancouver Canucks, to cheer on their team. These may be fans that would otherwise not have the chance or means to attend a game.

Promotion of the games will focus on the fun and affordable nature of the event, encouraging families to come together to experience the 2011 Canucks run for the Stanley Cup. A relatively low ticket price (\$10.00 - \$15.00) will be offered in order to support the positioning of the games as a memorable, yet inexpensive family event. We will also consider special reduced prices or promotions for families and children.



March 17, 2011

Jim Day
Canucks Sports & Entertainment
800 Griffiths Way
Vancouver, BC V6B 6G1

Dear Mr. Day:

RE: Temporary Change to Liquor Licence #167879
Canucks Sports
800 Griffiths Way

This letter is in response to your request for a temporary change of the terms and conditions of your Liquor Primary Licence. The temporary change would permit the sale of liquor during the presentation of all Vancouver Canucks Road Play-off Games during the 2011 Stanley Cup Play-offs from April 13 - June 19, 2011 on the Daktronics Pro Star Screen at Rogers Arena.

Liquor service would begin at door opening and will conclude at the end of the 2nd period intermission. A one beer limit per person, per service will apply.

I support these changes on a temporary basis as outlined above and have no objection to the licensed area outlined in the attached application.

This support is subject to the concurrence of the Liquor Control and Licensing Branch and the Vancouver Police Department.

If you have any questions, please contact Lucia Cumerlato, Licence Coordinator at 604.871.6461.

Yours truly,



W.M Johnston, P. Eng.
Director, Licences and Inspections &
Chief Licence Inspector

WJ/ss

cc: Det/Cst Alex Clarke, Liquor Coordinator, VPD
Al Kirk, Captain, Events, Fire Prevention
Cheryl Caldwell, Deputy General Manager, LCLB

