



March 22, 2024

MEMO TO : Park Board Commissioners

FROM : John Brodie – Director, Business Services

SUBJECT : **Alcohol Service at Pitch & Putts and Park Board Concessions – Update – Board Briefing Memo**

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Dear Commissioners,

The purpose of this memo is to provide an update on the implementation of alcohol service at Stanley Park and Queen Elizabeth Pitch and Putts and Park Board concessions.

### **Background**

Following the Park Board's adoption of [the Concessions Strategy](#) on October 29, 2018, and subsequent approval of the motion for [Alcohol Consumption at Vancouver Parks & Beaches](#) on December 17, 2018, significant steps have been taken towards allowing public consumption of alcoholic beverages in designated park areas. This initiative, piloted in the summer of 2019 and accelerated by increased park and beach visitation during the Covid-19 pandemic, led to the expansion of designated areas for alcohol consumption.

On July 27, 2020, the Park Board approved the Liquor Consumption in Parks By-law & Pilot Program, expanding to 22 pilot sites across Vancouver. Legal authority for this expansion was secured with amendments to the BC Liquor Control and Licensing Act in June 2021. Following a successful pilot in 2021, the Board approved a motion on February 7, 2022, for a second Alcohol in Parks Pilot for 2022, focusing on lessons learned and planning for future expansion.

On April 24, 2023, the Board approved plans to expand the Alcohol in Parks program and designate selected park and beach sites as places where liquor may now be consumed, on a permanent or temporary basis.

In line with the [Think Big Revenue Strategy](#) motion passed on January 16, 2023, staff were directed to incorporate a revenue-generating perspective in concession operations and the development of the Alcohol on Beaches Pilot.

### **Stanley Park and Queen Elizabeth Pitch and Putt: Liquor Primary Licence Update**

In January 2023, staff submitted Food Primary liquor applications for the pitch and putt facilities at Stanley Park and Queen Elizabeth Park. These applications have progressed swiftly and are now entering the public input stage, as mandated by the BC Liquor and Cannabis Regulation Branch (LCRB). Per LCRB requirements, signage will be displayed on-site for 30 days, with the LCRB overseeing the public input process. This stage is expected to be completed by mid-May, facilitating the licencing for a late Spring 2024 service launch.

Staff are proactively collaborating with City trades to improve the usability of kiosk spaces by allowing for additional storage and additional refrigeration. In addition, development is underway to create patio spaces with picnic tables and fencing to enhance the overall guest experience. Partnerships with local breweries have been established, with Stanley Park Brewery and



Steamworks product offerings to be sold at Stanley Park Pitch and Putt and Queen Elizabeth Pitch and Putt respectively. Single serve wine, coolers, non alcoholic beer and mocktails will also be available.

### **Park Board Concessions**

During the winter of 2023, the Park Board faced challenges with the Food Primary licence applications needed to sell alcohol at park concessions due to a business classification issue. Following advice from City of Vancouver licencing and permits, an application for a Liquor Primary licence is now recommended. This approach simplifies the process, allowing for a projected 8 to 10-month timeline to secure the licence, targeting a Spring 2025 launch for alcohol sales at park concessions.

### **Conclusion**

The ongoing efforts to introduce alcohol service at Vancouver Park Board concessions and pitch and putt facilities are part of a broader strategy to enhance visitor experiences, support local businesses, and generate revenue. Staff remain committed to navigating regulatory processes, informing the public, and preparing for the successful implementation of these services. Further updates will be provided as milestones are achieved in this initiative.

Regards,

A handwritten signature in black ink, appearing to read "John Brodie". The signature is fluid and includes a long horizontal flourish at the end.

John Brodie (he/him)  
Director, Business Services – Vancouver Parks and Recreation

/mh/cl

Copy to: PB Leadership Team  
PB Communications