

March 1, 2019

Mayor Kennedy Stewart and Council  
Vancouver City Hall  
453 West 12th Ave  
Vancouver, BC  
V5Y 1V4

**Downtown Vancouver BIA Support for Cineplex's "The Rec Room" at 855 Granville Street**

The proposal to fill a vacant building at 855 Granville Street with a multi-level entertainment venue is wholly encouraged by the Downtown Vancouver BIA.

When we first learned about this project we knew it posed the opportunity to re-invigorate this historic block in the heart of the entertainment district.

A letter outlining our support for this project was sent to the General Manager of Development, Buildings, and Licensing on September 4, 2018, and re-sent on January 30<sup>th</sup> 2019 to the liquor comments e-mail address. Our position has not changed. In fact, we have since spoken with several nearby businesses and property owners, and the response to this application has been overwhelmingly positive. Many of these businesses have taken time out of their busy schedules to submit written support for this project. Bonnis Properties, Cadillac Fairview (Pacific Centre), John Fluevog Shoes, Nelson Square, and Blueprint Group are among the prominent neighbours to voice their strong support for Cineplex's project proposal.

Support from the neighbouring business community demonstrates the welcoming attitudes toward change on Granville Street. A positive shift is underway as a greater diversity of dining and entertainment options are opening in the area, along with new office spaces. The Caprice Nightclub space is being transformed into Colony Bar which will have both daytime and evening hours. The former Tom Lee Music building has been remodeled into office space soon to be filled by Deloitte employees. The Rec Room concept proposed by Cineplex compliments this shift towards a more inclusive Granville Street that is active both day and night.

The Rec Room will have a significant positive economic impact that is not to be overlooked. It is estimated that The Rec Room will employ 20-40 full-time managers and 175-250 staff. It is projected to have an annual attendance of up to 400,000 people, and several million dollars in annual sales.

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Charles Gauthier  
Downtown Vancouver BIA

In a June 2017 report on the Liquor Policy Review city staff describe a new vision for Granville Street: "The vision for the street is an inclusive shopping and restaurant district, with a variety of entertainment businesses attracting a wide demographic of day and night-time patrons." The Rec Room can be a catalyst toward realizing this new vision and attracting further investment in the area.

For the reasons noted above it is our recommendation that the liquor license and the project as proposed be approved.

Sincerely,

A handwritten signature in cursive script that reads "C. Gauthier".

Charles Gauthier, MCP  
President and CEO

c.c. Sadhu Johnston, City Manager