



**LEGISLATIVE AND COURT SERVICES
MEMORANDUM**

Page: 1
File: P09
Pending #:

TO: MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

FROM: T. MCARTHUR, COMMITTEE SUPPORT CLERK

**RE: LIQUOR SALES LICENCE APPLICATION REVIEW – FREAKY WIZARD – 130
BELL FARM ROAD, UNIT 13A**

DATE: SEPTEMBER 13, 2021

The purpose of this Memorandum is to advise members of Council that a Municipal Information Form and an associated City of Barrie Liquor Licence Application Questionnaire was received from an establishment named Freaky Wizard located at 130 Bell Farm Road, Unit 13A, Barrie. The documents were circulated to City Departments and community stakeholders upon receipt.

Concerns regarding zoning, non-compliance with by-laws, or general objections to the application may be directed to the Alcohol and Gaming Commission of Ontario (the issuer of liquor sales licences) through the City Clerk by September 17, 2021, as follows:

Alcohol and Gaming Commission of Ontario
c/o Wendy Cooke, City Clerk/Director of Legislative and Court Services
The City of Barrie
P.O. Box 400
70 Collier Street
Barrie ON L4M 4T5
Fax: (705) 739-4243
Email: cityclerks@barrie.ca

All comments received as of the deadline, will be compiled and submitted to the Alcohol and Gaming Commission of Ontario for its review and consideration as part of the Commission's liquor licence issuance process.

APPENDIX "A"

MUNICIPAL INFORMATION FORM
CITY OF BARRIE LIQUOR LICENCE APPLICATION QUESTIONNAIRE



Alcohol and Gaming Commission of Ontario
90 Sheppard Avenue East, Suite 200
Toronto ON M2N 0A4
Tel.: 416-326-8700 • Fax: 416-326-8711
Toll free in Ontario: 1-800-522-2876
Inquiries: www.agco.ca/iagco
Website: www.agco.ca

**Municipal Information
for Liquor Sales
Licences**

The information requested below is required in support of all applications for a new Liquor Sales Licence or outdoor areas being added to an existing Liquor Sales Licence.

Section 1 – Application Details

Premises Name

Freaky Wizard

Premises Phone Number (include area code)

226-979-8827

Premises Address

130 Bell Farm Road, Unit 13A

City/Town

Barrie

Province

ON

Postal Code

L4M 6J4

Contact Name

Jamie Doran

Contact's Phone Number (include area code and extension)

Contact's Email Address

Does the application for a Liquor Sales Licence include indoor areas and/or outdoor areas?

Indoor Areas Outdoor Areas

Section 2 – Municipal Clerk's Official Notice of Application for a Liquor Sales Licence in your Municipality.

Municipal Clerk:

Please confirm the "wet/damp/dry" status below.

Name of village, town, township or city where taxes are paid.

(If the area where the establishment is located was annexed or amalgamated, provide the name that the village, town, township or city was known as.)

City of Barrie

Is the area where the establishment is located "wet", "damp" or "dry"? Please select one.

Wet (for spirits, beer, wine) Damp (for beer and wine only) Dry



**LEGISLATIVE AND COURT SERVICES
MEMORANDUM**

Page: 3
File: P09
Pending #:

Note: Specific concerns regarding zoning or non-compliance with by-laws must be clearly outlined in a separate submission or letter within 30 days of this notification.

Address of Municipal Office
70 Collier Street, Barrie, Ontario L4M 4T5

Date (dd/mm/yyyy)

Title

Signature of Municipal Official



Liquor License Application Questionnaire

GENERAL INFORMATION

Name of Establishment: (Registered name and Operating name, if different)	Freaky Wizard
Street Address of Establishment:	130 Bell Farm Rd. Unit 13A, Barrie, ON, L4M 6J4
Closest Intersection:	Duckworth and Bell Farm Rd
Mailing Address: (If different from the location of the establishment)	
Name of Owner: (Indicate individual sole proprietor, partnership or corporation, as appropriate) If partnership or corporation, provide names and contact information for all shareholders	Freaky Wizard Inc. Joem Figueroa, President Jamie Doran, Vice President
Name of Applicant: (if different from owner)	
Mailing Address for Applicant:	
Applicant Business Phone/Fax Number:	226-979-8827
Applicant Business E-mail address:	info@freakywizard.com

Purpose of the Liquor License Application:

New establishment

New owner/operator of existing establishment

Name of previous business _____

Change to indoor occupant load/seating capacity (including addition or alteration to interior)

Change to outdoor occupant load/seating capacity (including addition or alteration to outdoor patio)

Other. Describe below



LEGISLATIVE AND COURT SERVICES
MEMORANDUM

Page: 5
File: P09
Pending #:



Liquor License Application Questionnaire

SIZE AND LOCATION

What is the size (floor area) of the establishment?	<u>CURRENT Indoor Area</u>	<u>PROPOSED Indoor Area</u>	<u>CURRENT Outdoor Area</u>	<u>PROPOSED Outdoor Area</u>
	4117/382.5 ft ² /m ²	2275/211 ft ² /m ²	_____ ft ² /m ²	_____ ft ² /m ²
What is the occupant load and/or seating capacity of the Establishment?	<u>CURRENT Indoor Area</u>	<u>PROPOSED Indoor Area</u>	<u>CURRENT Outdoor Area</u>	<u>PROPOSED Outdoor Area</u>
	30 Occupant load	30 occupant load	_____ occupant load	_____ occupant load
	30 Licensed capacity	30 licensed capacity	_____ licensed capacity	_____ licensed capacity
	30 Seating capacity	30 seating capacity	_____ seating capacity	_____ seating capacity

Is the entire operation enclosed? (i.e. the operation is interior space only)
Yes No

An accurate diagram/scaled floor plan indicating the proposed location of the licensed area(s) (ALL licensed areas including indoor and outdoor areas) is required to be attached to this form.

What is the distance to the closest other establishment(s) serving alcohol? 20 ft ft/ m

Please provide the operating name(s) and describe the target market of other establishments serving alcohol within a 120 m (approximately 400 ft) radius of the proposed location:

Desi-licious (Indian Resaurant)

Note: If you require more space please attach additional documentation to this form.

What is the distance to the closest residential dwelling unit? 50 ft ft/ m

Does the subject property contain residential units?
Yes No



Liquor License Application Questionnaire

OPERATING HOURS, TARGET MARKET, NATURE OF BUSINESS

Hours of Operation of the business: Indoor Area 10am to 10 pm Outdoor Area

Hours associated with alcohol sales Indoor Area 6pm to 10pm Outdoor Area

What is the primary nature of the establishment? (i.e. family restaurant, fine dining, lounge/nightclub, bar/tavern, coffee house, etc)

Before 10 PM:

Coffee Shop Toystore and board game lounge

After 10 PM:

Not open past 10 pm

Describe your target market:

Local residents and tourists;

Families and young people (college students)

Describe the proposed security both internally and exterior to the establishment (i.e. total number of staff, training or experience of staff, number of security persons):

Before 10 PM:

Freaky Wizard staff & management (minimum of 2 present)

After 10 PM:

n/a

Note: If you require more space please attach additional documentation to this form.

Are all security personnel trained and licensed? Yes _____ No _____ Describe (i.e. in-house or hired service)

N/A

Note: If you require more space please attach additional documentation to this form.

Are exterior line ups (queues) anticipated for your establishment? Yes _____ No



Liquor License Application Questionnaire

Is either internal or external video surveillance planned for the establishment?
Yes No Describe

Freaky Wizard has four video cameras in our surveillance system. These are wifi enabled and accessible
by management 24 hrs per day.

Note: If you require more space please attach additional documentation to this form.
Describe your plans for crowd management:
Before 10 PM:

~~We do not anticipate any crowds. The establishment is generally quiet where small groups play board games. They stay for 1 to 3 hours typically. The establishment is very large so guests are spaced out well in our cafe area. Crowding does not occur.~~
~~If we had a situation where a large number of people gathered outside our store while we were at capacity, we would have a staff member monitor the door. We have precedent for this because during COVID our capacity was as low as 5 people. We easily managed entry with a staff person monitoring the entry door.~~

Note: If you require more space please attach additional documentation to this form.

After 10 PM:
N/a

Is a cover charge to enter the premises proposed? Yes No (routinely / special events)

What is the anticipated percentage of liquor sales to gross sales? 19%



Liquor License Application Questionnaire

Describe the nature of the proposed seating for the venue (i.e. dining tables, cocktail tables, stand up bar):	Indoor Area Tables with 4 chairs; tables with 2 chairs; 3 bar stools; lounge area with 2 chairs and a loveseat; and a rentable area with seating for 6-10 (max).
	Outdoor Area N/A
Describe any food preparation facilities for the venue:	Indoor Area Coffee bar and small food preparation area; secondary kitchenette that is only used occasionally.
	Outdoor Area N/A
Describe any other type of business to be operated from the establishment on a permanent basis, or from time to time (i.e. bakeshop, variety store, grocery store, billiard hall, take-out restaurant, adult entertainment, non-motorized refreshment vehicles, etc?):	Indoor Area Escape room game: we have assembled an escape room game in an unused portion of our space; not part of the licensed area. We will be partnering with another entrepreneur who will run this game.
	Outdoor Area N/A
If yes, are the businesses physically separated from the licensed area(s) so that access or exits to and from the other business are not through the licensed area(s)? Provide full details:	Indoor Area The escape room game would be accessed by passing through Freaky Wizard's cafe and retail zones.
	Outdoor Area N/A
Describe any ancillary entertainment (i.e. video games, pool tables, etc):	Indoor Area Board games
	Outdoor Area N/A



Liquor License Application Questionnaire

Describe any musical entertainment to be provided (i.e. dance floor, live/recorded music, amplified sound, etc)	<u>Indoor Area Only</u>
	Dance Floor Yes _____ No <u>x</u>
	Live Music Yes _____ No <u>X</u>
	Recorded Music Yes <u>X</u> No _____
	Amplified Sound Yes <u>X</u> No _____
	Unamplified Sound Yes <u>X</u> No _____
	<u>Outdoor Area Only</u>
	Dance Floor Yes _____ No _____
	Live Music Yes _____ No _____
	Recorded Music Yes _____ No _____
	Amplified Sound Yes _____ No _____
	Unamplified Sound Yes _____ No _____

N/A



Liquor License Application Questionnaire

OWNERSHIP/MANAGEMENT INFORMATION

Describe the owner or operator's performance record including any by-law violations, building, health, fire code deficiencies noted on an inspection report, and any pending charges or convictions or liquor license offences within the last 3 years:

None

Has a principal officer of the business or a manager of the business been charged with or convicted of a liquor license related offence? Yes _____ No If yes, provide details of any pending charge or conviction

Do any of the principal officer(s) or managers of the business have a criminal record? Yes _____ No If yes, provide a copy of the criminal records check

Is there a pending charge or conviction against the business related to a liquor related offence? Yes _____ No

List the names and addresses of any other licensed establishments in Canada owned or operated by the same operator or owner:

None

Note: If you require more space please attach additional documentation to this form




Liquor License Application Questionnaire

I, Jamie Doran (name of applicant/owner), hereby certify that the information provided pursuant to this liquor license application questionnaire is true, accurate and complete to the best of my knowledge and ability. I understand and acknowledge that if the information with respect to the establishment changes materially, I am responsible for completing and submitting an updated questionnaire. I further understand and acknowledge that the submission of an incomplete questionnaire or the inclusion of false statements is deemed to be a breach of any business license issued by the City and may be grounds for such license to be revoked


Signature of Applicant

Sworn (Affirmed) before me at The City of Barrie,
in the Province of Ontario on the 28 day

Sept 3
~~August 30~~, 2021


A Commissioner, etc.

Monique Anne Kovacs,
a Commissioner, etc.,
Province of Ontario, for the
Corporation of the City of Barrie
Expires May 9, 2024

NOTE: This is a sworn (affirmed) affidavit of the deponent only. No investigation has been conducted by this authority to confirm or verify the above sworn information.

The CRIMINAL CODE OF CANADA provides that: everyone commits perjury who, with intent to mislead, makes before a person who is authorized by law to permit it to be made before him a false statement under oath or solemn affirmation by affidavit, solemn declaration or deposition or orally, knowing that the statement is false, is guilty of an indictable offence and liable to a term of imprisonment not exceeding fourteen years (Section 131, 132), or by summary conviction (Section 134).

Personal information on this form is collected to determine any concerns with zoning, non-compliance with any by-laws or general objections to the application by City Council, the municipality, residents, and/or organizations within the municipality. The document and any associated submissions will be made available on the City's website and distributed to various stakeholder organizations and resident associations as well as the Alcohol and Gaming Commission of Ontario. This document is a public record, despite anything in the *Municipal Freedom of Information and Protection of Privacy Act (1990)*, and, until its destruction, may be inspected by any person at the City Clerk's Office at a time when the office is open. Questions about this collection can be directed to the City Clerk, 70 Collier Street, Barrie, Ontario L4M 4T5 (705) 739-4220 Ext 4421.