

Request for an Indoor Liquor License Extension until 3am on Sunday July 31, 2011

**Submitted by Vas Cranis on behalf of Lula Lounge – 1585 Dundas St. West,
Toronto, ON –**

Over the 9 plus years that Lula Lounge has been open we have been celebrating the cultural diversity of our hometown by offering a stage to artists from across the global map. We showcase artists who have never previously set foot in Canada, artists who have made Canada their home and bring the sounds of their homeland with them, and artists who were born here, and channel the cultural roots of their family and peers into their art-form. We do this in the outskirts of Toronto's downtown core, in a community made up predominantly of immigrants – Dundas West.

As founding members of the Dundas West BIA we have worked hard at building up this community, both cosmetically and functionally. We have been working towards transforming our community from a thoroughfare on people's way to more established tourist attractions and business centres to a destination for tourists and local business alike.

As a live music venue of at least some notoriety, we have the ability to attract somewhat large groups of people into our community, thereby introducing them to our neighborhood and all it has to offer. During major festivals with notable tourist appeal this prospect is obviously even greater. However, we have found over the years that no matter how hard we work at programming events that cater to these festivals' particular niche markets, as official members of the particular festival or not, we have a very tough time drawing crowds. The irony of watching lines of tourists drive through our immigrant neighborhoods into the city centre to celebrate our cultural diversity is sometimes a little much to bare. Of course it is understandable that tourists and revelers would flock to areas with higher concentrations of bars, nightclubs and food service establishments, and on this front there is little that can be done. We hope, however, to counter this draw away from our end of the city by offering something unique, and it is in this capacity that we ask for your help.

An extension of our ability to serve alcohol within Lula Lounge by just one hour, making last call 3am instead of 2am, in conjunction with a night of quality, positive, roots reggae music on Sunday July 31, 2011 only, during Caribana long weekend, would greatly improve our appeal to tourists and local reggae enthusiasts alike.

As the former venue manager of Lula Lounge (for almost 4 years), current member of the Lula Music and Arts Centre Board of Directors and one of the promoters of the Sunday July 31 reggae shows to be held at Lula Lounge, I can say for certain that approval of this application would give this event a major 'shot in the arm' and will help draw a large, mature and extremely positive crowd to the venue and neighborhood. And I can also say with certainty that the event we have planned for this evening will do a great deal for the promotion of the original, 'old school' message of roots reggae music – one of peace,

unity and respect – a message that has unfortunately fallen by the wayside in much of the music's more recent incarnations.

Support for this application would be support for this particular event and the positive message it will bring, it would be support for Lula Lounge and the cultural diversity it promotes, and it would be support for the community of Dundas West.

Thank you very much for your time and thoughtful consideration. I would be more than happy to respond to any questions or concerns pertaining to the events we have planned on Sunday July 31, 2011, or pertaining to any other elements of this application. I can be reached through email at vas@lula.ca or by phone

Lula Lounge has a legal capacity of 250 people. Our liquor license number is 801445.

Truly,

Vas Cranis