



The 17-acre parcel located at 2789 Hwy 97 South in West Kelowna was purchased in the fall of 2019 by Monette Farms with the intent to develop the underutilized farmland into a 12-acre estate vineyard and winery. Located adjacent to Goat's Peak Regional Park. The working name for the project is "Goat's Peak Winery" a name which pays tribute to the lands and park that have an important history in the community. Once complete, the project will consist of a producing vineyard, a wine manufacturing facility, a tasting room, lounge and special events area.

Located within the ALR, the project and site plan have been designed to maximize vineyard planting, and to meet the ALC's 5% site coverage policy related to wine manufacturing. Construction is expected to take 18 to 24 months to complete. Located within the ALR, Goat's Peak will be licensed as a Land-based Winery and will only sell wines made from 100% BC grown fruit. Goat's peak will focus on selling wine through its tasting room and wine shop with bottles ranging from \$18-\$55 in price. Varietal focuses will be: Pinot Blanc, Pinot Gris, Pinot Noir and Gamay.

At the time of purchase, there was no agricultural activity taking place on-site, existing as bare land for an extended period. Although the site has its' challenges and risks as a growing location, we feel it will be a successful winery property. As the vineyard is not expecting to produce until harvest of 2022/23, we are applying to the ALC for a non-farm use application to allow the development of Goat's Peak Winery to move forward. We are requesting 3-year relief from the requirement that our property be harvesting 50% of the PFP on the basis that we will secure a minimum of 50% of our annual production through leases on other properties and 3-year evergreen grape purchase agreements.

Below is an overview of our proposed annual winery production and grape sources over the next 5 years.

Varietal	2020	2021	2022	2023	2024	2025
Annual Production (Cases)	-	3,500	4,000	5,000	6,000	8,000
Grapes Required (Tons)	-	53	60	75	90	120
Grapes Grown	-	-	15	35	50	50
Sourced Under Lease		40	40	40	40	40

Grapes planted on-site will be: Pinot Gris, Pinot Blanc, Pinot Noir and Gamay.

Since the property was acquired, approximately \$75,00 has been spent towards dirt works and earth shaping to prepare the site for vineyard planting. The vineyard will be planted in two stages with 5-acres planted prior to construction in 2020 and an additional 5-7 acres planted in 2021. As of March 2020, \$25,000 has been spent on vineyard irrigation, \$40,000 to purchase root stock, and \$50,000 on trellis



system supplies such as posts and wire. Additionally, a deer fence will be installed in spring of 2020 to ensure the new plantings have the best chance of survival.

As shown on the attached Site Plan and Project Renders, the winery will consist of a 6,000 sq. ft. production building and 1,200 sq. ft. tasting room. Once complete, production will be able to handle all aspects of the wine making process from receiving the grapes on the crush pad, crushing and pressing into tanks, fermentation, and aging prior to bottling and packaging. Filtration and bottling activities will be done on-site by 3rd party vendors.

The tasting room has been conceptualized as a light house. The building has been designed with a small footprint to minimize the impact on farming land, but at 100ft tall will be a unique building that will add to the development of the community and create a destination for tourists to visit. As with other wineries, Goat's Peak plans to leverage its location in West Kelowna to generate sales. The on-site retail store will be situated on the highest point on the property, providing guests with a panoramic view looking across West Kelowna and North up Okanagan Lake. Beyond capitalizing on growing tourism traffic, we will be developing strong relationships with the local tour operators and expect Goat's Peak to be a new destination for guests to visit.



Out of everything that motivates us, the one thing that matters the most is our dream of building something that will create positive change for our community. West Kelowna is where we call home, and we love it here. When we first embarked on creating the hatch, we had a deeper vision of making the Westside Wine Trail and West Kelowna, a world destination for wine. In 2016, after it was clear to us that the hatch was going to be a success, we started to look for locations along the trail for yet another winery. We found an amazing location on Boucherie Rd near Friends Pub and started planning. Soon after that a location across the street became available and this too became a part of our plan, and not long after we also began working on building sister site to the hatch, a brewpub called "the hatching post" to go up near Volcanic Hills Winery. Our vision of making Boucherie road a dense and diverse tourist attraction was beginning to take form! But things haven't slowed for us, we recently acquired Truck 59 Cidery, located near the downtown core, and have begun building yet another winery destination right next door to that. We feel the opportunity for development in this area is ripe, and if managed properly the downtown could be the epicenter of the West Side Wine Trail (But maybe it will need to change its name to account for the diverse offerings we plan on creating).

Our dreams are big, and even though we have accomplished a lot, they don't stop there. We talk for hours on our long drives to vineyards and other possible locations. These talks cover a lot of topics, but we always seem to come back to the next "impossible" thing we want to do. The thing that would help build our home into the premiere destination we know it should be. We focused our attention on what any destination needs, an iconic landmark, something that stands out and defines the WK "silhouette". We have been working with Monette Farms, a family-run agricultural powerhouse based out of Saskatchewan, to do just that. We purchased a piece of land near Gorman's Mill on Goat's Peak, right at highway 97 "entrance and exit". We have also aligned ourselves with Bronag Contracting for all of our current and future winery projects. Our concept is centered around our original dream, creating a destination for people to be drawn to. We wanted this place to be a "beacon" for tourism and local pride and as it happens, sometimes the simplest version of an idea is the best one. We started developing the idea of building a "towering beacon" on the hillside of Goat's Peak, a new landmark that will show the world how great this town truly is.

We sat down with a paper and pen and started to flesh things out. We looked to famous towers from film and real-life to find inspiration, iconic lighthouses (100-250'), the Tower of Sauron from The Lord of the Rings (4500'), the Leaning Tower of Pisa (187'), Big Ben (314') and many more. There was one thing that started to become clear: scale matters. After we discovered that The Cap-des-Rosiers Lighthouse (the largest in Canada) was 112' feet it became clear that we needed to be larger, even if by just a few feet so we settled on a number: 115' tall. This meant we would need to push the boundaries of what was permitted under the zoning laws, but we felt was worth the effort to make happen.



So here we are today, it's a pivotable moment, one that will determine how far we let our dreams take us in the future. We are confident in the positives and unaware of any real negatives the requested zoning changes will create. We also know that many of you in the council support the direction we are heading, but we also know that no decisions are simple or easy to make and that each decision needs to be considered carefully.

I feel that it is important for me to say, that my dreams are not driven by money or profits, they truly come from a place of compassion and a need to contribute to this community. If there are unforeseen consequences that we haven't thought of, and they are the reason our proposal gets denied, then I support your decision 100%. I do think, however, that any negatives are dwarfed by the immense positives this project can bring to our community.