

From: Andy Wilson
Sent: Tuesday, August 27, 2013 1:04 PM
To: Westlake-Power, Barb
Subject: RE: LondonLicious being add to the agenda

I would like to be considered and heard at the next available committee meeting to present my case for putting up signage around the city that would otherwise not be allowed in the current bylaw, for the various "Licious" festivals within the City of London. The type of signage would be two to three temporary banners (i.e. The Terry Fox Run banner on Wonderland Rd.), and three to five mobile signs in strategic areas of the city. The time frames for the permission I will be seeking are only approximates right now but LondonLicious mid December until the end of January, Beauty-Licious the full month of February. On to the spring for BurgerLicious – May until mid June with the BIG gala event to be at the Western Fair's Beer & BBQ show. Into summer for LondonLicious – mid June until end of July and Beauty-Licious mid July until the end of August. The events end until the winter months again.

LondonLicious is a festival that benefits the entire city, allowing Londoners to get out and experience our amazing cuisine. Not only do the restaurants experience a well need and deserved boost in their bottom line but cab, LTC, hotels, flower shops etc. also benefit from LondonLicious. More and more, LondonLicious is attracting people from outside our area to visit our city and spend their hard earned money here with us.

LondonLicious started this culinary adventure almost 7 years ago with only a dozen restaurants and we have grown to 40 + and a following of approximately 90,000 people who view nearly 500,000 pages of the site.

The Licious festivals are based on people indulging in life, taking care of themselves for a change and that is why we have expanded our festivals to include Beauty-Licious.ca which operates in the same manner as LondonLicious just in the beauty industry and the newest festival – BurgerLicious, the hunt for the best burger in town!

What we do is take these industries in their slow periods and promote them and the city also getting people to spend money locally. This adventure is a true win-win. Hard to find now a days. The company does better, the staff earns money and is NOT laid off , other industries benefit and the city gets its well deserved recognition as a major player in the culinary and beauty industries. I have really big plans for BurgerLicious that should put London on the national stage.

I thank you in advance for your time and consideration

Andy Wilson
Licious Festivals Inc.

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Version: 2013.0.3392 / Virus Database: 3211/6579 - Release Date: 08/15/13

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