

To the Members of London City Council & the Corporate Services Committee:

This letter is to request a designation of 'municipal significance' for the Forest City Beer Fest event scheduled to be held Saturday, August 16th at Covent Garden Market.

For your consideration, here is some information about the Forest City Beer Fest's track record, plans for the 2014 event, and why I am seeking this resolution from Council.



About Forest City Beer Fest

Forest City Beer Fest (FCBF) is a culinary festival centered around Craft Beer. The festival's mandate is to elevate beer culture. Forest City Beer Fest is dedicated to sampling and learning about craft beers in the company of friends. It is also a chance for Ontario's brewers to meet new customers and show off the best of their products.

The goal is to build a culinary tourism event that is centered around Craft Beer and brings people to the Downtown core.

Forest City Beer Fest was founded in 2012. In 2012, we had approximately 800 patrons attend over an eight hour period. We operated 13 different beer stations across two floors and an outdoor patio. We were able to represent beers from around Ontario, Canada and premium brands worldwide.

In 2013, FCBF successfully applied for a 'municipal significance' resolution for the first time. With the support of the City the event was able to move into Museum London.

The Festival's track record for safety and security is clean. We have had no fights, disruptions, or rowdiness. We continue to have a good relationship with the AGCO and do extensive planning to ensure public safety.

FCBF offers a friendly and lively atmosphere, but not a wild party. That just isn't what we do. Craft beer is about drinking *less* and drinking *better*.

Looking Forward - August 16th, 2014

Last year's success offered a tremendous opportunity for bringing the event to a new venue. Moving to the Market will open up the event to more patrons and brewers than ever before. The Market offers our patrons the chance to enjoy Craft Beer in the heart of Downtown, access to great food vendors, and the chance to do culinary demonstrations in the Market kitchen. In the past we have charged admission. This year the event will be 100% free.

Why I Seek a Resolution of Council

The need is simple: in order to sell beer at the event a Special Occasion Permit (SOP) is needed. Once a designation of 'municipal significance' is obtained in writing the application process for a Permit can continue.

I hope you will consider granting FCBF this resolution so the festival can continue to grow into a marquee event in the Downtown. Your support for FCBF's municipal significance is an important step towards long term success for an independent and locally run Craft Beer festival.

Learn More

Thank you for reading and for your consideration. Please visit our website if you would like to learn more about FCBF, see pictures of past events, or read our media coverage from 2012 & 2013.

I encourage you to contact me at any time for questions and feedback related to this letter.

Thanks and Cheers,

-- Aaron Brown
Head Organizer
Forest City Beer Fest



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