

To the members of 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 15<sup>th</sup>, at Covent Garden Market. For your consideration, here is some information about the event's track record and plans for 2015.

I am applying for this resolution because this designation is an essential requirement. Without it we are not able to approach the LCBO/AGCO for a Special Occasion Permit (SOP) that is needed to run the event legally. Council has previously passed this resolution in 2013 and 2014.

About Forest City Beer Fest (FCBF):

- Craft beer education and sampling event founded 2012
- Past locations include APK Live (2012), Museum London (2013) and Covent Garden Market (2014)
- Attendance has grown steadily each year and we are on track to become a significant presence on the cultural scene
- Projected attendance in 2015 in over 2500 people

Our goal is to elevate craft beer culture and give Londoners a chance to gather with friends and family. This is a place where you can relax, get a good bite to eat, and discover your new favourite beer. Increasingly, we are emphasizing the role of food and our long-term goal is to become a fully-rounded culinary tourism event that elevates good beer as well as good eats.

I urge you to contact me directly if you have any questions.

Thanks & Cheers,

-- Aaron Brown  
226-700-1809  
info@forestcitybeerfest.com

