

City of London Corporate Service Committee
300 Dufferin Street
London, ON

June 7, 2017

Dear Committee Chair & Members:

Re: AGCO Special Occasion Permit – An Event of Significance

We are writing to you today to respectfully request your support with respect to a requirement of the Alcohol and Gaming Commission's licensing procedure for special events. We are approaching our first anniversary of operation and would like to celebrate by treating our customers to a special day that requires outdoor licensing. We are extremely grateful to our local community for the support that we have received throughout the year. In fact, we are currently out-performing our targets and have recently expanded our brewing capacity by more than 50%. This is largely due to our customers that live and work in London and the Old East Village.

We regularly host special events that occur inside the brewery and continue to be amazed by the support. We often feature local musicians or food vendors on a small-scale. For our anniversary party, we would like to be able to increase the scale, and as such require a special occasion permit. The concept is that we would license a portion of our parking lot (in consultation with our neighbours the Junction Climbing Gym to ensure their parking is not negatively affected) and set up overflow parking across the street just as the Junction climbing Gym had done when it hosted the Provincial Climbing competition. We also plan to set up many more taps that we currently have indoors. This would allow us to create some special anniversary beers or casks. We plan to invite other London craft breweries to attend. We would engage local musicians and food vendors to provide entertainment and food during the day. In short, we are planning to put on an event very similar, perhaps slightly smaller in scale, to that which Forked River was just granted permission for on their anniversary. For your consideration, the details are as follows:

Event Name: Anderson Craft Ales 1st Anniversary Celebration;
Address or location of the Event: 1030 Elias Street parking lot;
Purpose of the Event: to show appreciation to our customers and potentially engage other London craft breweries to create an event of significance for the City;
Target audience: existing customers, as well as beer lovers from within the City;
How the event will benefit the community: we believe that our presence and commitment to the Old East Village continues to make a positive impact on the neighbourhood. We have raised over \$20,000 for community causes and will continue to give back to our community in various ways. We would like the ability to host a party that demonstrates our gratefulness to our supporters within the City of London;
Date of the Event: Saturday, August 19th, 2017;
Time: the Event will begin no earlier than 11 am and end no later than 10 pm;
Contact Information: Gavin Anderson, 506-253-9440.

Thank you for your consideration. We understand that the Ministry requires a letter from the City showing support for this function and confirming that this event is of Municipal Significance. We look forward to receiving this letter from the City as soon as possible.

Yours truly,

Jim Anderson
Anderson Craft Ales