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Event of Municipal Significance

August 2, 2017

Re: Feast Fest London - Victoria Park, September 22-24, 2017

Deputy City Clerk,

This letter is in request of a designation letter to deem Feast Fest London as a Municipally Significant Event, for the purpose of applying for a three-day Special Occasions Permit.

Feast Fest is a multi-city food, drink & music festival that has now visited Sudbury & Midland, Ontario, and will visit Victoria Park London, September 22-24, 2017. Admission is free to the public allowing entry to all areas of the festival during hours of operation. The festival program is funded by The Ministry of Tourism Culture & Sport.

Each day will offer family friendly outdoor programming, featuring a large dining court, beer gardens, multiple food vendors, exhibitor vendor strips, a kids zone and main stage entertainment. Friday night will feature a free evening country concert with Jojo Mason, presented by BX93 FM. Saturday night will feature a free evening rock concert with Honeymoon Suite, presented by Classic Rock Free FM.

See attached for more company information and festival history. Additional festival details can be found at www.FeastFest.ca

If you require any further information, please feel free to contact me at any time.

Regards,

A handwritten signature in black ink, appearing to read "Paul Fairley", written in a cursive style.

Paul Fairley
705-242-1067 x 201
paul@admiralgroup.ca

FEAST FEST

**A Celebration of Food, Drink & Music.
Victoria Park, London, ON
Sept 22-24, 2017**

PROJECT SUMMARY

Revised: Aug 1, 2017

FESTIVAL DIRECTOR

CO: Paul Fairley

(705) 242 1067 x 201

paul@admiralgroup.ca

EVENT SUMMARY

Feast Fest is a new multi-city food, drink & music festival that has now visited Midland & Sudbury Ontario, to visit Victoria Park, London, September 22-24,2017.

Admission is free to the public allowing entry to all areas of the festival during hours of operation. Each day will offer family friendly outdoor programming, featuring a large dining court, beer gardens, multiple food vendors, exhibitor vendor strips, a kids zone and main stage entertainment.

Each festival will feature a mixture of programming around food, music & art. Between 11am-8pm on Friday & Saturday each festival will offer family-friendly outdoor programming that will feature three main outdoor sections being a large Dining Court, Vendor Strip and Entertainment Gardens.

The festival program is funded by The Ministry of Tourism Culture & Sport.

MAIN STAGE ENTERTAINMENT

The festival will include a steady lineup of top quality artists programmed throughout each day. Friday night will feature a free evening country concert with Jojo Mason, presented by BX93 FM. Saturday night will feature a free evening rock concert with Honeymoon Suite, presented by Classic Rock Free FM.

HOURS

Friday Sept 22 - 11am-11pm

Saturday Sept 23 - 11am-11pm

Sunday Sept 24 - 11am-8pm

LOCAL CHARITY

Feast Fest will be accepting cash & non-perishable food donations at the main gates with prizes incentives for patron donations. The local London Food Bank charity organization has been invited to manage collections of these donations.

FOOD MANAGEMENT

All food management will be handled independently by food vendors. Festival organizers will ensure that all vendors adhere to the proper permitting, municipal inspections and that they each individually provide their own Food Safety Plans & Procedures to festival organizers and the City Health Department.

BAR MANAGEMENT

Bar management within the Entertainment Gardens will be handled by festival organizers through the use of a Special Occasion Permit. The respective City will be required to provide a letter deeming the event of 'Municipal Significance' for Festival organizers to present to the AGCO at least 30 days before the event.

WASTE MANAGEMENT

We will include as many garbage disposal units as the city will provide and permit. It will be the responsibility of Festival assigned Disposal Managers to empty and re-bag all garbage/recycling units throughout the weekend. Garbage and recycling containers will be provided by local waste management, and picked up following the festival weekend.

Cardboard will be broken down, tied together and stacked between the garbage and recycling containers. Our Disposal Manager will remove all cardboard from the grounds immediately following completion of the festival.

SECURITY & EMS

We will employ the services of local police, EMS & licensed security services each day within the hours of duration, along with overnight security of the event grounds. Typical number of guards is 1 guard for every 200 people. The number of scheduled licensed guards will depend on expected occupancy at certain times of the day.

VOLUNTEERS

A limited amount of volunteer positions will be made available and hired through local job placement & recruitment agencies. Volunteer positions will include local street promotion, set-up hands, festival runners, waste management, and clean up.

PARKING

Parking is readily available within walking distance of each venue location. Parking will be the sole responsibility of patrons. Transportation vehicles can arrange pick up and drop off within nearby lots.

THE TEAM

PAUL FAIRLEY, B.A.

Festival Partner

Oversees accounting, finance, sponsorships, concessions, marketing, event production, insurance and talent procurement.

Qualifications

- Founder and Partner of Admiral Creative Group Inc, a live events management company whom has represented brands, events & venues including; Budweiser New Music Fest, Enbridge Music On Main Festival, Fallback Music Festival, CMT Music Festival (Oro, 2011), various events for Best Buy, The Mansion Nightclub, Roxy Theatre, Oshawa Music Hall & many concerts, tours and special events.
- Bachelor of Arts in Commercial Music from the University of Paisley - 2007 (now the University of the West of Scotland).
- Recording Arts Management diploma (Harris Institute, Toronto) - 2005
- Drummer and Manager of Mississauga based indie-rock group Undone (2000-2005), one of 10 Canadian bands signed to Sony Music's and Labatt's "Budweiser True Music" program in 2004. The band toured extensively in support of two nationally released singles. Singles were also included on Budweiser Radio's Nationally syndicated radio show.

KIT ANDREW

Business Development Partner

- Kit Andrew is a creative, prolific entrepreneur whose position is to provide ongoing business development resources and consultation.

Qualifications

- 22 years experience in Hospitality, Events and Venue Management.
- CEO of 13Thirteen Entertainment, producer of the CMT Music Festival 2011.
- Owner of Werndnawk Investments a property and project management firm.
- CEO and CO-Founder of Barmetrix Canada 2005, a software driven inventory control and staff training solution to the bar and nightclub industry. Under his guidance, Barmetrix created a "trusted advisor" relationship with over 100 of the top bar and nightclub operations in Toronto and across Canada including Liberty Group, Uniq Lifestyle, INK and many more. Kit sold his interests in 2009.
- Founder of TAPS Magazine a hospitality magazine with provincial distribution of 21,000 copies and national exposure through Chapters, Indigo and Gateway.
- At 20, Kit began chain of pubs that grew to be the largest independent retailer of draught and bottled beer for Molson Canada outside the GTA. The group sold in 2006 and included Dr Dillane's Pub (Schomberg), Edgars Muddy Water Hotel (Beeton), The Guzzling Goose Pub (Cookstown), Salty Dog Saloon (Kleinburg).

LISA GROVES

Festival Partner

- Oversees vendor concessions, parking, camping and venue management.

Qualifications

- Lisa was the vice president of the former Burl's Creek Family Event Park, which hosted a variety of events annually ie. The Barrie Automotive Flea Market, Big Rig Show & Shine, Highland Games, and many music related festivals and events. This was a family owned/operated 350-acre special event park in Oro-Medonte, which was sold in 2014 and is now known as Burl's Creek Event Grounds.
- Lisa created other successful business including a ticket company, a portable restroom company and developed an exclusive database program to support the registration of large amounts of vendors and campers.
- Lisa continues to operate the Barrie Automotive Flea Market, which has received the designation of one of the Top 100 Festivals in Ontario for the last 5 years. It averages 2000 vendor sites, 1200 campsites and attendance of 80,000 people.

RHAILI CHAMPAIGNE

Events Manager

- Advances and manages venue logistic requirements for all large-scale events
- Assists the company President in talent procurement, contract administration, hospitality deliverables and vendor/sponsorship management.

Qualifications

- 8 years experience in events management.
- 5 years experience in events marketing.
- Cambrian College (Sudbury) Student Admin Council President (2015-2017).

EMILY MARSHALL

Bar Management

- Onsite bar management and execution for large festivals and events.

Qualifications

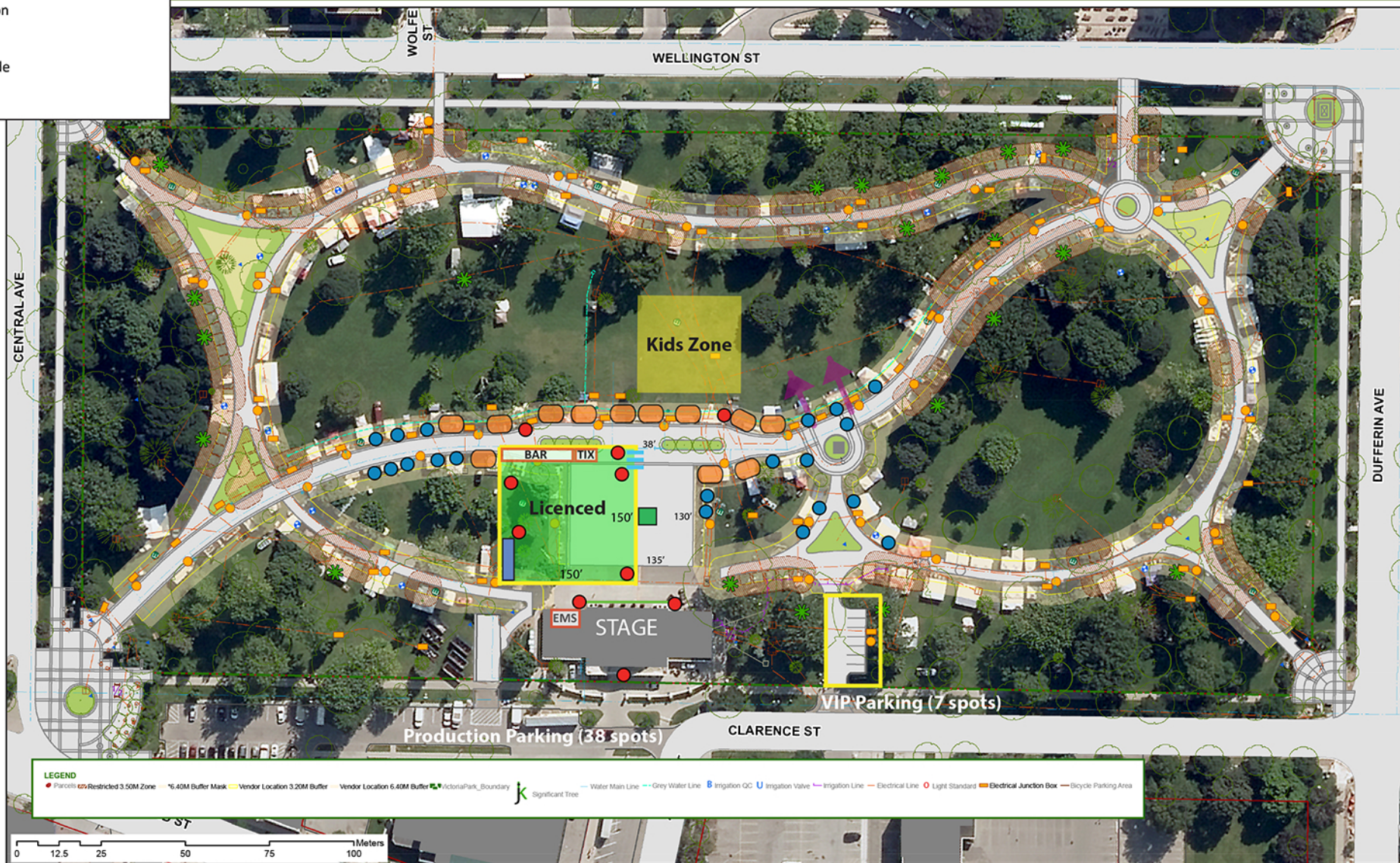
- 5 years experience in restaurant and large-scale nightclub operations.
- Has managed bar operations for Admiral Live festivals since 2014.

FEAST FEST LONDON - Legend

- 10 Security Posts plus 4 roamers (for evening)
- Food & Beverage Vendors
- Arts & Craft Exhibitors
- Front of House
- 9 Porta Potties, 1 Accessible & Hand Sanitize Station
- 6ft high fast fencing
- 4ft high Mojo Barricade
- 3ft high crowd fence

FEAST FEST LONDON 2017 DRAFT SITE PLAN

VICTORIA PARK - EVENT MANAGEMENT PLAN



LEGEND

- Parcels Restricted 3.50M Zone
- 6.40M Buffer Mask
- Vendor Location 3.20M Buffer
- Vendor Location 6.40M Buffer
- VictoriaPark_Boundary
- Significant Tree
- Water Main Line
- Grey Water Line
- U Irrigation QC
- U Irrigation Valve
- Irrigation Line
- Electrical Line
- Light Standard
- Electrical Junction Box
- Bicycle Parking Area

