

To the Members of London City Council:

This letter is to request a designation of 'municipal significance' for the Forest City Beer Fest event scheduled to be held Saturday, August 3rd at Museum London.

For your consideration, here is some information about the Forest City Beer Fest's track record, plans for 2013's event, and why I am seeking this resolution from Council.



About Forest City Beer Fest

2012 was the inaugural year for Forest City Beer Fest (FCBF), launching on August 11th and hosted at APK Live. 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.

The festival's mandate is to elevate beer culture. We elevate beer culture through the atmosphere we provide, through opportunities to learn about beer, the quality of the food we offer and the variety of beer selection we have on hand. 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.

In 2012 we were successful in appealing to a wide variety of ages and interests. Most of our patrons were between 25 - 45 years old. Positive comments about the diversity of the crowd was our most common piece of feedback. I met people visiting London from Chicago, Port Huron and Pittsburgh enjoying the festival and getting a favourable impression of the city.

The Festival's track record track record for safety and security is clean. Despite almost 400 people showing up at the door to buy tickets on the day of the festival we controlled crowds effectively and had no rowdiness or ejections. The premises were closely watched by AGCO inspectors without incident.

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 3rd, 2013

Last year's success offered a tremendous opportunity for bringing the event to a bigger venue, opening up the event to more patrons and brewers than ever before. Museum London offers our patrons the unique chance to enjoy Craft Beer with a view of the Forks of the Thames River. The Museum's facilities allow us to expand on our educational seminars with beer industry experts

and to make offer a venue fully accessible to all patrons.

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. Use of the space at Museum London is contingent on obtaining this SOP. Once this designation 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.

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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