



## **The Corporation of the Town of LaSalle**

**To:** Members of the Parks, Recreation & Events Committee

**Prepared by:** Patti Funaro, Recreation Manager

**Department:** Culture & Recreation

**Date of Report:** January 3, 2020

**Report Number:** CR-2020-01

**Subject:** Event Update – LaSalle Craft Beer Festival Enhancement

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### **Recommendation**

That the report of the Recreation Manager dated January 3, 2020 (CR-2020-01) regarding an event to replace and enhance the former LaSalle Craft Beer Festival BE RECEIVED.

### **Report**

The Department of Culture and Recreation has been working on developing an event to replace and enhance the former LaSalle Craft Beer Festival. Details of the event to date are as follows:

#### **Event Name**

Last Call Before Fall Fest (LCBF)

#### **Dates & Times**

Friday, September 11 from 5:00 pm until 12 midnight

Saturday, September 12 from 2:00 pm until 12 midnight

#### **Event Description**

A celebration featuring local craft breweries, wineries, distilleries and food trucks. A mix of DJ and live entertainment.

#### **Location**

Location is yet to be determined. Options being considered are the Westport Building and Parking Lot 3 at the Vollmer Complex.

#### **Vendors**

The goal is to recruit 10 local craft breweries/distilleries, 3-4 wineries and 3-4 food trucks. The cost for vendors to participate is \$400-\$450 for the two-day event.

**Admission**

\$10 early bird rate (until Wednesday, Sept 9)

\$15 regular rate (September 10, 11 & 12)

Includes keepsake mug without tokens.

**Promotions**

The former LaSalle Craft Beer Festival logo will be repurposed and edited for the new event to build upon the established brand. Promotions for the event will begin in early July.

**Budget**

A budget will be available at the February meeting of the Parks, Recreation and Events Committee, once an event location has been confirmed.

**Partners**

Tourism Windsor-Essex Pelee Island (TWEPI) will be working with the town as a partner on this event.

**Consultations**

Finance Department

Communications Department

**Financial Implications**

To be determined

**Prepared By:**

Manager of Recreation and Culture

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Patti Funaro

**Link to Strategic Priorities**

	Expanding and diversifying our assessment base
	Effectively communicating the activities and interests of the Town
	Managing our human and financial resources in a responsible manner
Yes	Promoting and marketing LaSalle
	Promote a healthy and environmentally conscious community

**Communications**

	Not applicable
	Website
	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

**Notifications**

<b>Name</b>	<b>Address</b>	<b>Email</b>

**Report Approval Details**

Document Title:	CR-2020-01-Craft Beer Festival Enhancement Update.docx
Attachments:	
Final Approval Date:	Jan 13, 2020

This report and all of its attachments were approved and signed as outlined below:



Director, Council Services/Clerk

Agatha Robertson