

1. Discussion Objective:

Work Session Date: Aug 18, 2014

For the Town Council to discuss the proposal of a Craft Beer Festival at Bay Oaks Recreation Center.

2. Submitter of Information:

- Council
- Town Staff
- Town Attorney
- Other

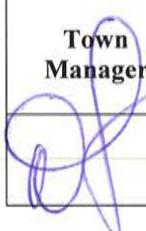
3. Estimated Time for this item:

15 minutes

5. Background:

Bay Oaks would like to host a Craft Beer Festival on Saturday, November 15th. Breweries in Fort Myers have already expressed interest in being involved in an event such as this. These small breweries, also known as “micro-breweries” are willing to participate and fully donate an adequate amount of beer for the festival. The festival will be held outside on the grounds of Bay Oaks Rec Center. We will provide security and entertainment for this event to make it safe and enjoyable for all.

These breweries would like to gain exposure while helping us raise funds for our teen and youth programs. We estimate this can raise up to \$15,000 in revenue for Bay Oaks as well as host a fun event that brings the whole community together. It will be a chance for island residents to check out specialty beers in the area as well as local restaurant owners to possibly get some local beers into their establishments.

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
					R.N.	

ACTIVITY PROPOSAL FORM

Activity: Craft Beer Festival

Coordinator: Kyle Karczewski

Program

Special Event

Trip

Activity

Activity Name: Fort Myers Beach Craft Beer Fest

Staff Involved: 1 Coordinator and 4-8 Recreation Aids

Staff Compensation: **Regular** Comp Time Overtime

Volunteers: Will be provided by local breweries and distributor. Bay Oaks will also reach out to some of our volunteers.

How does this activity help to fulfill the mission of Bay Oaks?

The revenue from this activity could pay for all the youth scholarships our grant does not cover. Also, will be good business to business relations for our local bars – as well as their relations with us.

Expected # of Participants: 400 Participation Fee: \$30 – may charge per ticket to control consumption. But everyone will pay around \$30

Donations: The beer and volunteers as well as all the materials will be donated by Red, White and Brew Beverage. A local beer distributor we will partner with for this event.

(Continue on separate sheet if necessary.)

Anticipated Expenditures		
Amount	Vendor	Description
\$200	Online Vendor	Souvenir cups for sampling
\$260	Suncoast Portables	4 Portable stations
\$600	Lee Co. Police Dept	4 hours - 2 officers
\$750	Embroidery Vendor	T-shirt sales

Anticipated Revenue		
Amount	Source	Description
\$10,000	Ticket Sales	Ticket sales for festival
\$1,500	T-shirt sales	T-shirt sales revenue
\$1,500	Vendors	Home brew & Food vendors

Total Anticipated Revenue: \$13,000
 Total Anticipated Donations: \$1,500
 Total Anticipated Expenses: \$1,810
 Net: \$12,690

Fort Myers Beach Craft Beer Festival

Bay Oaks Recreation Center would like to host a Craft Beer Festival that highlights breweries in the Fort Myers area. These types of events have become quite popular throughout Parks & Recreation departments across the country.

Here are a few:

Arizona Parks and Recreation Assn. – Craft Beer Tour

City of Fernandina Beach Parks and Recreation – Spring Music & Craft Beer Fest

Dauphin (PA) County Brew Fest

Wicomico (MD) Recreation, Parks & Tourism – Good Beer Festival

City of Newark – Food & Brew Festival

Providence Parks & Recreation – Rhode Island Brew Fest

City of Lenexa – Art, wine & craft beer festival

*Lucas County Rec Center - Glass City Beerfest

Whatcom County – Beer & Wine festival

Craft beer festivals are all over the country especially in Florida. In my research I found that Lee County hosts a craft beer festival at their venue, Hammond Stadium every year. They chose to make this an all you can drink event with a one-time ticket fee of \$35. Cape Coral also hosts festivals like this focused around wine and beer. Outside of southwest Florida, Lakeland, Sarasota, Pensacola, Fort Lauderdale, Tampa and Miami all host events like this every couple months. There needs to be more of a draw to bring people together aside from just music and a nice venue. Craft beer has that draw.

The event will be much more than just people drinking alcohol. The beer known as “craft-beer” has really become an art and the pourings will be sample, 4 oz. servings. One aspect we are excited about is having a home brewer’s competition. The idea of people brewing their own beer is something that has been becoming very popular as it

is an inexpensive, healthier alternative. This will give a chance for people in the area to show off and possibly get some exposure with their local, in-house operations.

Safety

An event such as this must have safety measures carried out thoroughly. After just a little bit of research I have realized that all of these festivals have a few things in common – food and police officers. I have contacted a few successful festivals in the area to see how they avoid problems with hosting an “all you can drink event”. They focus on the fact that food keeps people from getting too drunk. Food, a strong staff and police presence is key in this festival. We have the staff to do this, a strong volunteer base and can pay for police officers to be there for the entire duration of the event. We also have many local restaurants on the beach that would like the exposure in front of 300+ people.

This really is positive experience for all parties involved. The breweries donate beer for the exposure, the local restaurants get the exposure and revenue from serving, our beach residents get a great deal on a large sampling of local beers and get to attend a fun and safe event. The local youth, teen and senior programs all will benefit from this as the revenue will directly improve certain aspects of our programs and facility. The foot traffic advertising will be huge for Bay Oaks as well. We have programs for the 6-19 year olds as well as 60+ but this will draw people in the 21-50 year old age range. Since losing taste of the beach, Bay Oaks no longer hosts any large local events on the grounds of the campus. This is a perfect opportunity to host a craft beer festival while they are at the height of popularity.