



August 26, 2024

City of Arroyo Grande
300 East Branch Street Arroyo Grande, Ca 93420

To Whom it May Concern,

We are submitting the items below for departmental review.

Arroyo Grande Beer & Wine Festival - Saturday, November 9, 2024

We request the use of the lawns and bandstand at Heritage Square Park from 6:00a.m. -8:00p.m. on Saturday, November 9. The event hours will be from 12:00p.m.-4:00p.m.

The net proceeds will be going towards Trick or Treating in the Village and we will be donating the remaining balance to help pay for Christmas lights on buildings in the village.

Cheers Arroyo Grande will provide the necessary insurance policy to the city at least 2 weeks prior to the event. We will also obtain the necessary "Daily License Application/Authorization" from the State of California Department of Alcohol Beverage Control.

We will compensate the City for any extra expenses incurred as agreed upon. We will abide by all rules and regulations that will be discussed and agreed upon. Cheers Arroyo Grande will provide and place all barricades and signs as necessary. The ABC requires that the Heritage Square area be fenced off with waist high fencing. This will be done by Cheers Arroyo Grande. Entry areas will be monitored and only persons over 21 years old will be granted admission. Cheers Arroyo Grande will provide security as approved by the City of Arroyo Grande Police Department. We will provide Swinging Bridge security as needed.

This is a community event which will be limited to 30 breweries and 15 wineries and distilleries, plus 3 food vendors. Attendance will be limited to 700 attendees. Cheers Arroyo Grande will provide music at the Rotary Bandstand for the event. Tickets for the event are \$70 for general admission and \$30 for designated drivers. There will be two different colored wristbands to differentiate between designated drivers and general admission tickets.

Thank you for your consideration.

Sincerely,
Laura Beth Amy and Mindy Calmenson
Cheers Arroyo Grande