

## **Kawartha Lakes City Council**

Honourable Mayor and Councillors:

Bikefest Inc. is producing Bobcaygeon Bikefest which will take place on June 24, 2018. Bikefest is a one-day event wherein Bolton Street is closed to vehicular traffic. Residents and visitors are free to roam the streets, enjoy music, engage with vendors and visit the shops and restaurants of Bobcaygeon.

Bikefest is a proven success for the Kawartha Lakes. The event brings in approximately 15,000 people to the region. Over the course of Saturday night and Sunday Bobcaygeon and the surrounding area has benefitted by an injection of an estimated 267,000 tourism dollars. In an effort to add a further dimension to Bobcaygeon Bikefest, Bikefest Inc., has organized a concert. This event will take place on Saturday June 23, 2018 at 7pm at the Bobcaygeon-Verulam Arena. The concert will showcase two local bands, namely "Boots of Hazard" and "The Tragically Hits." We expect that the Saturday night concert will draw tourists to the Kawarthas on Friday and early Saturday. This will transform Bobcaygeon Bikefest to a weekend event attracting more people to the area for a longer period of time.

We wish to give concert guests the opportunity to purchase and consume alcohol. In order for Bikefest Inc. to obtain an AGCO Special Occassion Permit we must be designated an Event for Municipal Significance. According to the AGCO application process an event of municipal significance requires a municipal resolution or a letter from a delegated municipal official (e.g. municipal clerk) designating the event as "municipally significant".

We believe that the concert is municipally significant for the following reasons:

- it showcases local musical talent
- a portion of the funds will be donated to Bobcaygeon charities such as the food bank and the Royal Canadian Legion Branch 239
- It allows residents and tourists to socialize and enjoy a cultural event
- there will be increased tourism to the Bobcaygeon area June 22-June 24, 2018
- the concert promotes the social, cultural and economic development of the Town of Bobcaygeon while adhering to municipal By-laws and ensuring public safety at all times
- there will be a bonded security, Smart Serve Attendants and OPP Paid Duty Officers at the event to maintain order and compliance with all laws
- local businesses such as restaurants, hotels and campsites will benefit from increased tourism
- local businesses will directly profit from purchases related to the concert, including but not limited to Village Trophies, Laurie Belrose Graphics, 76North Street, Woods Paralegal, The Cart Guys, etc

In conclusion, for the reasons listed above we ask that the Honourable Council deem the Bikefest Concert Municipally Significant.

Doug Hellowell  
Bikefest Inc.