

Dear Honourable Members of Burlington City Council,

On behalf of the Rotary Club of Burlington Lakeshore's Board of Directors, we are writing to you to request a special events grant and permission to extend the hours of Canada's Largest Ribfest on Thursday, August 30th from 11 pm to 12 or 1 am .

This year marks the 50<sup>th</sup> anniversary of the closing of the Brant Inn hotel. The Brant Inn, which as you know was located on Lakeshore on lands that now form part of Spencer Smith Park, once hosted timeless music and dance concerts, and much of that history is now forgotten. In the tumultuous times after World War II, the Brant Inn put Burlington on the map with epic all night dance parties with world famous artists including Duke Ellingh, Guy Lombardo, Louis Armstrong, Sophia Tucker, Lena Horne, Liberace and Ella Fitzgerald to name only a few. In a world and time where many of these artists were marginalized for their race and sexuality, Burlington welcomed their diversity with open arms, love and acceptance.

Please see these links for further information regarding the Brant Inn and its legacy in Burlington's history.

<http://www.dancescape.com/brantinnhistory>

[https://www.google.ca/search?q=the+brant+inn&rlz=1C1GCEA\\_enCA749CA749&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjn6qyxyO7ZAhUCpYMKHVKsA6gQ\\_AUICygC&biw=1920&bih=974#imgsrc=XsHql0xT9I0NiM:](https://www.google.ca/search?q=the+brant+inn&rlz=1C1GCEA_enCA749CA749&source=lnms&tbn=isch&sa=X&ved=0ahUKEwjn6qyxyO7ZAhUCpYMKHVKsA6gQ_AUICygC&biw=1920&bih=974#imgsrc=XsHql0xT9I0NiM:)

### **Purpose of the event**

The Rotary Club of Burlington Lakeshore would like to bring back some of that magic, and build on the history of the Brant Inn in Burlington. This year, the Rotary Club of Burlington Lakeshore would like to launch a very special event on the Thursday night of our annual Ribfest weekend. We would like to kick off the weekend with a new "Sky Club" (original name of the Brant Inn music venue). The theme of the event is based upon gathering and uniting people from our own community and from abroad to celebrate diversity, acceptance and dialogue. The world is a stressful place with so much unrest, violence, discrimination, sexism, racism, and trade wars. Everyone would benefit from a good dance party down at the Burlington waterfront.

### **How will it work?**

A broad advertising campaign beginning in June 2018 will be designed to get people talking about the event and once again putting Burlington on the map. The event will be framed as a fun dance party that will celebrate Burlington's rich history and kick off Ribfest 2018. We will have extensive radio and print advertising to promote the message and the event within the community and abroad. The goodwill this can create, along with

the economic benefits for the City of Burlington and downtown businesses, could be very significant.

**The Event:**

Grounds will be opened up to welcome guests starting at 6 pm. Our hope is that people will come down to Spencer Smith Park after work and enjoy dinner in the park and stay for the dance party. From 7 – 9 pm – we will host emerging new artists and musicians from all genres. From 9pm to 12 midnight – DJ Danny D and Z103.5 will host the music, which would be comprised of Top 40 as well as classics. Alcohol will be strictly controlled in the area that is licensed, and will NOT be permitted outside of this area (in keeping with the Alcohol and Gaming Commission of Ontario guidelines and permit requirements).

**What success looks like:**

We anticipate a great turnout, and will be prepared to accommodate and serve these patrons. If the weather cooperates, it is possible that we could reach the maximum capacity permitted in the park pursuant to our Permit. We estimate up to \$200K of additional fundraising dollars from the Thursday event, most of which come back to charities in Burlington. We also hope to create a new legacy for people to unite and have a great time together.

We confirm that we can address the security and safety considerations involved in hosting this type of event. The RCBL has an excellent track record of managing large crowds and controlling access to alcohol to only those who are of age. This is slated to be a safe, well organized and incredibly fun community event that will be a win win for everyone, including the City of Burlington and its citizens. This is an event that is worthy of your consideration and support in order to benefit your constituents.

**The Ask:**

The RCBL Board of Directors recognizes that the extension on the close down time from 11pm to 12 or 1am on the Thursday of Ribfest would be on an exceptional basis and outside of the parameters of existing bylaws. However, we seek the support of the Honourable members of City Council to allow our well respected organization to bring a celebration to the people of Burlington to mark the history of the Brant Inn and to celebrate the citizens of this City. The Sound of Music Festival has been granted this permission for their event and it has helped make Burlington be recognized as being the seat of one of the best music festivals in Canada. We seek the same permission to allow us to celebrate a milestone in our history and to kick off Canada's Largest Ribfest – right here in Burlington.