



Committee of the Whole

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Committee of the Whole

to be held at the City of Penticton, Council Chambers
171 Main Street, Penticton, B.C.

To view the live broadcast and recordings, visit www.penticton.ca

Tuesday, October 3, 2023

Recessed from the Regular Council Meeting at 1:00 p.m.

1. **Call Committee of the Whole to Order**
2. **Adoption of Agenda**
3. **Delegations:**
 - 3.1 Proclamation "Penticton Beer Week" October 13-22, 2023
Kim Lawton, Cannery Brewing and Darren Binnema, Yellow Dog Brewing
4. **Adjourn to Regular Meeting of Council**

1-4



Request to Appear as a Delegation

Preferred Council Meeting Date: October 3, 2023

Second choice(s): _____

Subject matter: Declaration of Penticton Beer Week 2023

Name of person(s) making presentation:

TBC - 2 delegates from the Penticton breweries, likely Kim Lawton and Mike Coghill

Address: C/O Cannery Brewing
198 Ellis Street, Penticton

Phone: _____
Email: Marketing@cannerybrewing.co

Please provide details of your presentation or request of Council here: (or provide a detailed attachment)

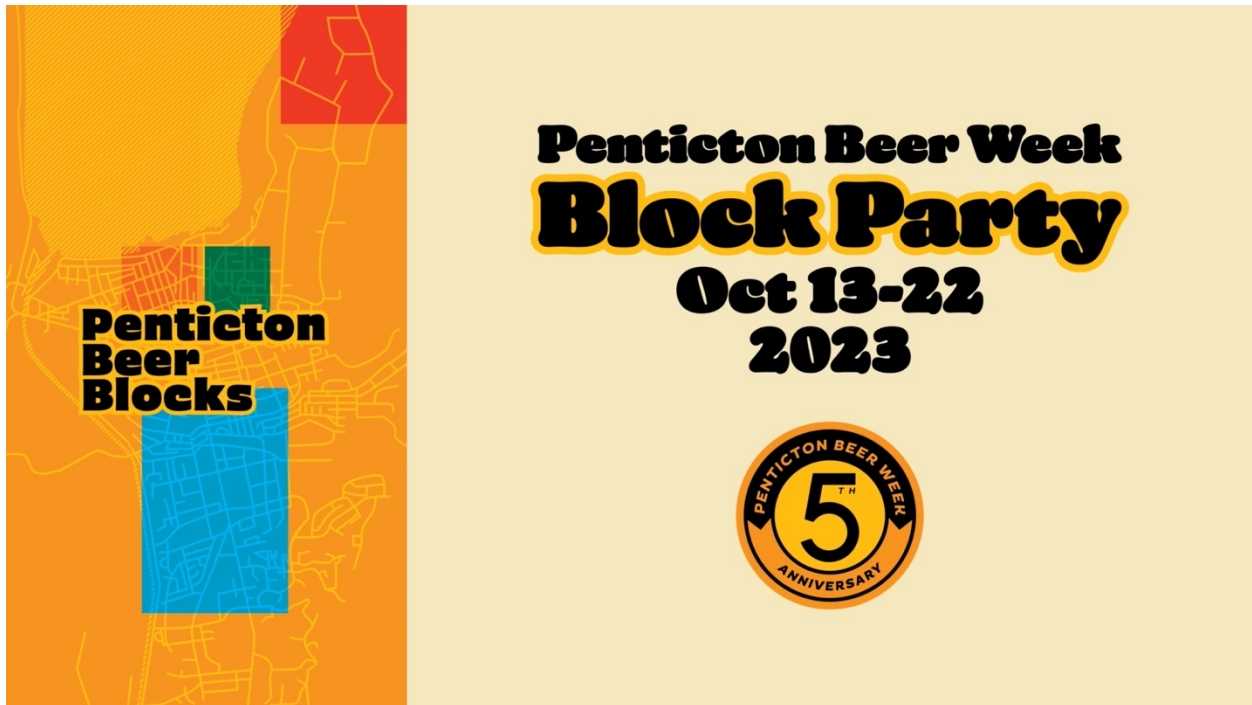
Please see attached

Please note:

- Meetings may be held electronically. Participation details will be confirmed with you prior to the meeting.
- This form and submissions will become part of the public record.
- The Mayor has the authority to determine if the subject matter warrants the delegation to appear before Council and may determine at which meeting.
- Please submit this completed form at your earliest convenience. Written Requests to Appear are to be received by the Corporate Officer, no later than noon Monday, one week prior to the Council meeting. Please include a copy of all materials that will be discussed.
- If you'd like to share a PowerPoint with Council, email it to the Corporate Officer by 9:30 a.m. Wednesday prior to the Council meeting to be included with the Agenda. If presenting via zoom, please be prepared to share your screen.
- **Delegations are limited to 5 minutes.**

Corporate Office
Angie Collison, Corporate Officer
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August 24, 2023

Dear Mayor and Council -

On behalf of the 8 breweries in Penticton, we would like to request that you proclaim October 13-22, 2023 as Penticton Beer Week. This will be the fifth annual Penticton Beer Week. It will include a celebration of Penticton's local craft beer industry.

Our collective of 8 craft breweries in Penticton, known as the Penticton Beer Blocks, will be hosting this Block Party with craft beer related events at breweries and local restaurants around Penticton. Plus there will be additional community events like Penticton Beer Run on Oct. 14th and BrewHaHa, an Oktoberfest themed event at the Penticton Lakeside Resort on Oct. 21st.

Penticton's craft beer scene is exciting and continues to grow year after year. After travel giant Lonely Planet named Penticton as Canada's Craft Beer Capital in 2020, we have received considerable attention and excitement around our craft beer destination. Our breweries continue to brew award-winning beers while gaining local, provincial, national, and international recognition.

As we have done in prior years, we will again be making a special collaboration beer called "Do Good". Do Good is brewed in collaboration with Penticton's 8 craft breweries to celebrate Penticton Beer Week and the community we live in. The fundraiser collaboration beer is called Do Good because it helps us to do good in our community. A

portion of the proceeds from this fundraising beer will be donated to a local charity or non-profit. Each year, the beneficiary changes. For 2023, the beneficiary will be the South Okanagan/Similkameen branch of the BC SPCA.

In addition to much awareness for Penticton, our fifth annual Penticton Beer Week will provide exposure and opportunity to travel to Penticton during our shoulder season. We are working hard to promote our craft beer city as a year-round tourism destination, as our breweries are open all year long. Travel Penticton is working with us to get the word out about Penticton Beer Week and sip and stay packages at accommodators in Penticton.

We look forward to meeting with Mayor and Council on Tuesday, October 3, 2023 for this proclamation. We thank you Mayor and Council, and we look forward to seeing you soon.

If you have any questions or would like any additional information, please let me know.

Thank you,
Kim Lawton

on behalf of
Abandoned Rail Brewing Co.
Barley Mill Brew Pub
Cannery Brewing
Highway 97 Brewery
Neighbourhood Brewing
Slackwater Brewing
Tin Whistle Brewing
Yellow Dog Brewing
The Penticton Ale Trail
Penticton Beer Blocks

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For additional background info:

- Penticton Ale Trail video can be viewed here: <https://bcaletrail.ca/ale-trails/penticton/>
- 2022 Penticton Beer Week video can be viewed here: <https://www.youtube.com/watch?v=1ZAJQ4nzlGI>

Proclamation

"Penticton Beer Week" October 13 - 22, 2023

- WHEREAS** the City of Penticton has a vibrant and dynamic year-round craft beer scene. Penticton Beer Week is a celebration of Penticton's local craft beer industry; and
- WHEREAS** Penticton's craft beer scene continues to grow year after year. Penticton has received considerable attention and there is much excitement around our craft beer destination after travel giant Lonely Planet named Penticton as Canada's Craft Beer Capital; and
- WHEREAS** All eight of Penticton's craft breweries, known as the Penticton Beer Blocks, work together to host this annual celebration of craft beer. For this 5th annual Penticton Beer Week, it will be called Block Party and there will be craft beer related events at breweries and local restaurants around Penticton; and
- WHEREAS** The eight Penticton breweries made a special collaboration beer that will be released during Penticton Beer Week. This limited release collaboration beer is called Do Good. It is a fundraiser beer, and it is designed to help the breweries to do good in Penticton. A portion of the proceeds from the sale of this beer will be donated to the South Okanagan/Similkameen branch of the BC SPCA.

NOW, THEREFORE I, Mayor Julius Bloomfield, **DO HEREBY PROCLAIM** October 13 – 22, 2023 as "**Penticton Beer Week**" in the City of Penticton.

A handwritten signature in black ink, appearing to read "J. Bloomfield".

Mayor Julius Bloomfield