



Committee of the Whole

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Committee of the Whole

to be held at the Penticton Trade and Convention Centre
273 Power Street, Penticton, B.C.

To view the Council Meeting, visit www.penticton.ca

Tuesday, October 5, 2021

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 15-23, 2021
Kim Lawton and Mike Coghill 1-3
 - 3.2 Proclamation "World Teachers' Day" October 5, 2021 4
4. **Adjourn to Regular Meeting of Council**

Dear Mayor and Council -

On behalf of the 7 (soon to be 8) breweries in Penticton, we would like to make a request of you to proclaim October 15-23, 2021 as Penticton Beer Week. This will be the third annual Penticton Beer Week. It will include a celebration of Penticton's local craft beer industry.

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.

During the third annual Penticton Beer Week, there will be a number of COVID-appropriate small craft beer related events at breweries and local restaurants around Penticton.

In addition, all 8 Penticton breweries are again making a special collaboration beer, which we just brewed on Friday, Sept. 10th. This limited release beer will be launched in draft format at the breweries and local restaurants in Penticton and area for Penticton Beer Week. We will also package some of this beer into cans so that it can be sold at private liquor stores in Penticton and around BC. This limited release collaboration beer will also be a fundraiser beer, where a portion of the proceeds will be donated to a local non-profit/charity. Each year, the beneficiary will change. For 2021, we have just selected the beneficiary. It will be the Ooqnakane Friendship Centre here in Penticton. They will use the funds to help with their food service program. The funds will go towards their food hamper program which helps out people in the community who are in need of food.

It would be ideal if the proclamation could be made at the upcoming Penticton City Council meeting. In addition to much awareness for Penticton, our third 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 all of our breweries are open all year long.

If you have any questions or would like any additional information, please let me know. We thank you, Mayor and Council for considering our request and we look forward to hearing back from you.

Thank you,

Kim Lawton

on behalf of

Abandoned Rail Brewing Co.

Bad Tattoo Brewing

Barley Mill Brew Pub

Cannery Brewing

Highway 97 Brewery

Neighbourhood Brewing

Slackwater Brewing

Tin Whistle Brewing

The Penticton Ale Trail

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Kim Lawton

Marketing Director

Cannery Brewing

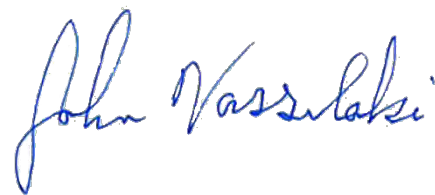
250.488.0878

www.CanneryBrewing.com

Proclamation

“Penticton Beer Week” October 15 - 23, 2021

- WHEREAS** Penticton's craft beer scene is exciting and growing;
- AND WHEREAS** Penticton's craft beer scene is exciting and continues to grow year after year. Penticton has received considerable attention and excitement around our craft beer destination after travel giant Lonely Planet named Penticton as Canada's Craft Beer Capital in 2020
- AND WHEREAS** During the third annual Penticton Beer Week, there will be a number of COVID-appropriate small craft beer related events at breweries and local restaurants around Penticton.
- AND WHEREAS** To celebrate the third annual Penticton Beer Week, all 8 Penticton Breweries came together to make a special collaboration beer titled “Golden Sour with Honey” which was released in October;
- AND WHEREAS** This limited release beer is a fundraiser beer where a portion of the proceeds are donated to the OoKnakane Friendship Centre to support the incredible work they are doing on their food service program helping those in need in our community.
- NOW, THEREFORE I, Mayor John Vassilaki, DO HEREBY PROCLAIM** October 15 - 23, 2021 as **“Penticton Beer Week”** in the City of Penticton.

A handwritten signature in blue ink that reads "John Vassilaki". The signature is written in a cursive, flowing style.

Mayor John Vassilaki

Proclamation

“World Teachers’ Day” October 5, 2021

WHEREAS The United Nations has declared that October 5 is World Teachers’ Day, held annually to celebrate all teachers around the globe since 1994;

AND WHEREAS One and a half years into the COVID-19 crisis, the 2021 World Teachers’ Day will focus on the support teachers need to fully contribute to the recovery process under the theme “Teachers at the heart of education recovery”;

AND WHEREAS Teachers in British Columbia contribute not only to student achievement but also to the health of our communities and the prosperity of our province.

NOW, THEREFORE I, Mayor John Vassilaki, DO HEREBY PROCLAIM October 5, 2021 as “World Teachers’ Day” in the City of Penticton.

A handwritten signature in blue ink that reads "John Vassilaki". The signature is written in a cursive style and is positioned above a horizontal line.

Mayor John Vassilaki