



June 10, 2024

By E-Mail Only clerk@hamilton.ca

Mayor and Members of Council
City of Hamilton
Hamilton City Hall
71 Main Street West
Hamilton, Ontario L8P 4Y5

Attention: City Clerk

Dear Madam Mayor and Members of Council:

Re: Agenda Item 7.8 - Access to the Waterfront Pathway through Pier 4 Park During Special Events (Ward 2)

We are writing on behalf of Sonic Unyon Records regarding the use of Pier 4 Park for the upcoming Because Beer Craft Beer Festival (July 12-14, 2024). This letter is in written in response to the motion being brought forward by our ward councillor Cameron Kroetsch. We are providing written input as delegations are not permitted in response to a motion brought before Council, a choice by the motion's author that stifles public debate. The facts are as follows:

- Heading into its 11th year with the same layout and location it has offered since 2014, Because Beer has seen no official complaints filed with the City of Hamilton. We understand that the councillor's office has received some complaints, though these concerns were never communicated through any official channels where we would have been notified in writing.
- This year's Because Beer will be the most robust tourist draw to date, with an estimated attendance of 10,000 to 12,000 over three days, delivering significant positive economic impact.
- Because Beer's event application has, as always, been extensively scrutinized and thoroughly vetted by the Special Events Advisory Team (SEAT).
- As detailed in our SEAT application, we require the entire area of Pier 4 Park to meet the needs of festival infrastructure, the requirements of our liquor license, to ensure attendee safety, and enable successful execution of the event.
- Because Beer's event layout and square footage has also been reviewed and approved by the Alcohol & Gaming Commission of Ontario (AGCO). Reductions to said event layout would directly and negatively impact the event's liquor license.
- It is unreasonable to unilaterally alter the perimeter of the festival just four weeks from an event that has been planned for most of the last year, and which has been on sale for months.
- There is considerable risk to both residents and attendees in opening a narrow perimeter around the festival that will effectively be a dark alleyway, as fencing will necessarily be blackout to eliminate the view into the ticketed festival. This creates a danger to residents: there cannot be enough security and staff hired to police the perimeter in an effective manner to manage risk around the water, and emergency services similarly have no easy means to protect the public. It is our understanding that the City's Risk Management Office has similar feelings on this matter.



- As we have done every year since 2014, we will ensure that Pier 4 Playground north of the Leander Boat Club will also remain open to the public during the festival weekend, as will access to the 350-meter trail loop to Pier 4 Park Point, directly beside the Pier 5 marina.

- Throughout the weekend of Because Beer, Harbour Front Drive and Leander Drive will always remain open to pedestrians, cyclists, and the trolley, allowing easy east-west travel across the waterfront, connecting to Bayfront Park and Princess Point to the west and Pier 8 to the west.

Our ongoing commitment is to maintain a positive relationship with the Hamilton community, and we will always address any concerns that arise promptly and respectfully.

Yours sincerely,

Tim Potocic

Tim Potocic
President, Sonic Unyon Records