



5/21/2019

To Rochelle City Council and City Manager,

City of Rochelle staff members are seeking Council approval to hold the annual "Ale on Lincoln" event on Saturday June 29th from 4-10pm Downtown Rochelle.

The goal of the event is to introduce our region to a variety of ales while attracting visitors to local businesses. We plan to feature ale, food vendors, local merchants and music in downtown Rochelle. Along with Kennay Farms Distilling and Aldo's Red Brick Pub, Prairie Street Brewhouse, Generations Brewing Company and Hairy Cow Brewing have agreed to partner with us for this event and will apply for a One-Day Liquor License from the City and a Special Event Retailer's License from the Illinois Liquor Commission. The breweries will provide tastings and sell beer by the glass for consumption at the event.

Wristbands will be issued to all attendees over 21. Tickets for 5 tastings and a commemorative tasting glass will be available for purchase in advance at Rochelle City Hall, online at enjoyrochelle.com for \$10 in advance and \$15 closer to the event with a total of 500 tickets available for sale.

The Ale on Lincoln Planning Committee respectfully requests the closure of the following street on June 29th from 3pm to 11pm.

Lincoln Highway from Cherry Avenue north to 5th Avenue (5th Avenue will be open for traffic)

We are excited about the opportunity to host this event in the downtown and appreciate your consideration.

Sincerely,

Jenny Thompson
City of Rochelle
Director of Marketing, Public Relations & Tourism

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