

DATE: August 19, 2008

TO: The Lawrence City Commissioners

FROM: The Lawrence Originals

RE: Request for temporary license to sell beer and wine at the
The LAWRNCE ORIGINALS FOOD FESTIVAL October 8, 2008 @
South Park 5pm-9pm

WHO ARE THE LAWRENCE ORIGINALS?

Introducing the Lawrence Originals...a group of local and independent restaurateurs that combine resources and collaborate to improve and promote their restaurants, all in an effort to provide the local dining public, and visitors alike, with unique, hospitable, and high-quality dining experiences that appeal to your sense of adventure as well as your palette and price points. www.lawrenceoriginals.com

WHAT'S THE PURPOSE – WHO AND WHAT ARE THEY SELLING?

The Food Festival event is designed to introduce the newly formed group of local restaurants (The Lawrence Originals) to the dining public for an evening of culinary tastes from the member restaurants. We plan to provide a nice evening of locally prepared foods (each restaurant will have a booth – tickets will be sold for food), live entertainment and the sale of beer and wine. The live music and sale of beer and wine is an accompaniment to the food, not the focus of the event, rather, both are to be enjoyed secondarily...the focus of this event is **food**. In fact, we have extended invitations to farmers from the farmers market to set up booths of their own for the sale of their locally produced goods.

Additionally, we are extending invitations to 5-6 local charities to set up tables or booths with information about their service in the community. This is because one of the benefits of dining at the Lawrence Originals restaurants is that as part of their rewards program (called the Give Back Card), they will donate 5% of every dollar that is spent through their program to these 5-6 charities. Additionally, diners that are enrolled in this program will collect points for each dollar spent, which results in rewards. Details regard the Give Back Card are available upon request from Constance Wolfe of the Dining Card Group and administrator for the Lawrence Originals.

HOW MANY PEOPLE DO WE EXPECT TO ATTEND?

We are currently in the process of planning the details and the promotion this event. As of now, we plan to work with the 5-6 charities that are a part of this program to try to engage them to actively promote this event and possibly even sell tickets so that we can get a better idea of how many people will attend. Additionally, we plan to get sponsors to help us print flyers and posters to be distributed thru the restaurants and other venues. We hope to get some PR thru the LJW and local radio station. Our estimate is between

500-1,500 but until we move forward and try to sell advanced tickets, we don't have an accurate estimate. Additionally, we do have in our budget to hire one security person.

CONTACT INFORMATION:

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