

**CITY OF PEORIA, ARIZONA
CITY MANAGER REPORT**

RCM #: 3d

Date Prepared: October 12, 2010

Council Meeting Date: October 19, 2010

TO: Carl Swenson, City Manager
THROUGH: Susan J. Daluddung, Deputy City Manager
FROM: J.P. de la Montaigne, Community Services Director
SUBJECT: Peoria Beer Festival

SUMMARY:

Peoria North Rotary and Peoria Diamond Club will host the first-ever Peoria Beer Festival fund raising event on the field at the Peoria Sports Complex on Make a Difference Day, Saturday, October 23, 2010 from 6 p.m. to 10 p.m.

The public is invited to partake in fun-filled evening of sampling local craft beer and food from area establishments; live music and entertainment; and a silent auction. Tickets for the event are \$75 each and may be purchased online at Tickets.com. Admission includes tickets for beer and food samples; an event gift bag and a Peoria Beer Festival shirt. Special designated driver tickets are also available at \$25 each.

The Peoria North Rotary and Peoria Diamond Club are pleased to recognize the presenting sponsor, RBC Wealth Management, and are welcoming additional sponsors to support the charitable event at several different sponsorship levels.

Proceeds from the event will benefit Northwest Valley youth charities and organizations, literacy advocacy, and international humanitarian projects. Peoria North Rotary possesses a passion for inspiring literacy among Peoria youth. The Peoria Diamond Clubs mission is to raise funds for Northwest Valley Youth Charities and Organizations.

The current lineup of participating brewers include New Belgium, Blue Moon, Anderson Valley, Skaw Brewing, Big Sky Brewing Co., Oskar Blues Grand Canyon, Breckenridge Brewing Co, SKA Brewing, Smaltz, Sun Up, Santan, Papago, Sonoran, Thunder Canyon and He'brew. Other brewers are still welcome to join in the event.

Attendees will have the opportunity to sample culinary creations from area restaurants including Firebirds, Arrowhead Grill, Skye, Texas Roadhouse and more. Any restaurants wishing to show-off their tasty masterpieces are welcome to participate.

While attendees mingle their way to the each brewer's or restaurant's station, they will enjoy the classic rock and blues of Satellite Feed, become wowed by Magician Robert Ray, and relish in the artistic talent of a caricaturist.

For further information please visit PeoriaBeerFestival.com.

CONTACT: Chris Calcaterra, Sports Facilities Manager 623-773-8700