

Hello City of Beacon!

My name is Kenny Gould and I'm a young entrepreneur and the founder of Hop Culture, the nation's fastest growing craft beer magazine and events company. Just a bit about us -we're based in New York City and have three full-time employees. Over the course of the year, we'll throw 12 curated craft beer events around the country. We'll also consult on half dozen more including a several thousand-person event for the Pro Football Hall of Fame. Our next in-house event will be in Portland, Maine, on 6/29. After that, we'll be in Chicago, Illinois on 7/20 and Brooklyn on 8/10. Then we're hoping to be in Beacon on 9/28!

Given the rest of our schedule, Beacon might seem like an odd choice for one of our events. However, I have both a personal and professional relationship with the town. Its natural beauty and connection with Hudson Valley Brewery make it the perfect place for one of our events. When I lived in New York City in 2014, Beacon was my getaway, and I visited nearly every weekend to go hiking or enjoy the town. And just last year, we nominated the Hudson Valley as one of the 5 places in the country our team is most excited about - you can see that article at <https://www.hopcultme.com/the-be-t-a-me-ric-an-beer-cities-2018/>.

When I tell people about our events, I'm careful to juxtapose them with "traditional" craft beer festivals, which we're definitely not. Our events have a much more artisanal ethos. We curate our invite lists extremely carefully, and pay for product, shipping, and lodging for all of our brewers, who are generally the ones pouring the beer. The target market for our events are connoisseurs from around the country who truly appreciate the product and the community. This target market is the primary differentiator between us and other craft beer events like the Hudson River Craft Beer Festival, which exist in the same ecosystem but aren't really competition.

In the past year and a half, we've thrown 16 events across the country, all without incident. Our consumers are reasonable, respectful, and genuinely interested in learning more about the region, product, and brewers. We expect 500 to 700 people at this event, which is fairly typical for our festivals. The largest event we've done was a 2,000-person event in San Diego, California, but we like the intimate, more personal nature of smaller events, so we've intentionally chosen to downsize.

Our team is reasonable and cooperative and would be more than happy to work with the City of Beacon and its staff to support the community and mitigate any concerns.

Thank you in advance for your consideration and [look forward to bringing this event to Beacon!

Sincerely,
Kenny Gould
Founder, Hop Culture

HUDSON VALLEY BREWERY

April 30th 20, 2019

To Whom It May Concern,

My name is Jesse Vadala, General Manager of Hudson Valley Brewery here in Beacon, NY. As a well respected craft beer media partner, Hop Culture and their events division, *Juicy Brews*, have been creating some truly unique experiences around the U.S. for the last several years. Our brewery has had the pleasure of attending numerous Juicy Brews events, both in New York and Pennsylvania.

Based on previous experience, Kenny and his team will offer clear communication and a responsible sense of accountability on all fronts. This past March we attended one of their events in Pittsburgh where the crew orchestrated a smooth festival while partnering with local business resources to ensure all out-of-town guests were welcomed to the city. It is with the utmost confidence that we offer our support of this upcoming Juicy Brews: Beacon event in September.

Please feel free to reach out to me directly if any further clarification is required. We thank you all in advance for your consideration.

Cheers!

Jesse Vadala
Hudson Valley Brewery