



Board Members

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July 2, 2017

Dear Lower Merion Township Board of Commissioners:

As you are keenly aware, there's a big bike race coming to town on August 20th to benefit Narberth Ambulance. The Ardmore Bike Race is expected to draw a crowd of about 1,500, or more, and I'm writing you today for special permission to help make this both a great bike race and a great opportunity for our local businesses.

The Ardmore Business Association has been asked by race organizers Narberth Ambulance and Human Zoom to help promote the event and to organize activities that will both entertain the public and benefit the business community.

With this in mind, the ABA board respectfully requests the use of Schauffele Plaza that day, from the hours of 7 a.m. to 5 p.m., to host a beer garden and family fun zone, as well as an exhibition area for local businesses and organizations to promote their products, services and good causes.

The ABA board is working together with Iron Hill Brewery to make sure the beer garden is properly staffed to control the legal sale of their beer, to contain consumers acquiring beer that day within the confines of the beer garden, and to make sure there are sufficient public rest facilities and trash receptacles to handle the anticipated crowd.

Specifically, Iron Hill Brewery will set up and maintain a tented area towards the front of the plaza where they will serve their signature beers. Patrons of the beer garden will each be carded, and will be required to stay within a roped-off area of the plaza while enjoying their beverages. The ABA will provide tables and chairs to allow for seating of 100 to 125 individuals, as well as portable restrooms positioned along the southeast wall of Mahoney Realty Group, where there are currently four parking meters atop a cement sidewalk. This, we believe, would be an ideal spot to position the portables.

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Iron Hill Brewery will secure a special permit from the PA State Liquor Control Board to serve beer off-premises that day, and will also secure liability insurance for the event, naming Lower Merion Township, The Ardmore Business Association, Narberth Ambulance and Human Zoom as additional insureds. Iron Hill Brewery will secure the permit and necessary insurance once they know Lower Merion Township will allow the beer garden in Schuffele Plaza that day, and Iron Hill will present the Board of Commissioners and the ABA, Narberth Ambulance and Human Zoom with proof of both the license and the insurance within any time frame required by the Board of Commissioners. According to Iron Hill Brewery management, the LCB license can easily be obtained within a few days, and the insurance can be issued within 24 hours.

Iron Hill has asked us to petition the township for help that day by staffing an on-duty police officer or two in and around the beer garden area. We've assured Iron Hill that Narberth Ambulance and Lower Merion Township have had extensive discussions regarding public safety for the event, and we're confident Police Superintendent Michael McGrath will properly staff the event. We will make sure Superintendent McGrath is apprised of all aspects of the beer garden and family fun zone.

The ABA has plans to provide light fare within the plaza that day, and are in talks with several local restaurateurs to sell pizza, hot dogs, hamburgers, soft pretzels, funnel cake, water ice and the like for visitors of the beer garden and family fun zone. The food concessions will be set up near the beer garden so patrons can use the seating area.

The ABA is also working with the Ardmore Music Hall to provide a staging area to feature live musical entertainment throughout the day. The stage will be positioned in the mid-section of Schuffele, alongside Mahoney Realty Group.

To complete the family fun zone, the ABA is also contracting for three bounce houses for the kids, a miniature golf course, face painters and a balloon artist.

Further back in the municipal lot, facing Cricket Terrace, is where we plan to set up an exhibition area for local business owners who would like to display and sell their products and services. We would also like to use this area to showcase some of our non-profit organizations in town who would benefit greatly from exposure to all of the walkers-by that day.

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Preparation and clean up following the event will be top priorities for the ABA that day, and we will be eliciting the help of our business community and local volunteer groups to help stage Schauffele prior to the event, to staff the bounce houses and mini-golf course, and to help clean up during and after.

We envision the Ardmore Bike Race becoming a signature annual event for the township – an event that will create a great recreational and promotional outlet for our residents and business community, and one that will grow in scope and stature in years to come. We hope that you will grant our request to use Schauffele Plaze for our beer garden and family fun zone on August 20th, we will adhere to any requirements you need us to meet, and we welcome any suggestions and recommendations you may have to make this day the best it can be.

Thank you for your time and consideration.

Sincerely,



Paul Baker, President
The Ardmore Business Association
610-662-5111
pbaker@farmersagent.com

cc: Chris Flanagan, Narberth Ambulance

P.S. PLEASE SEE PROPOSED LAYOUT MAP ATTACHED

PROPOSED LAYOUT FOR BEER GARDEN
& FAMILY FUN ZONE - SCHAUFFELE PLAZA
SUNDAY, AUGUST 20TH, 2017

W. LANCASTER AVE.

E. LANCASTER AVE.

BELLA
ITALIA

PLAZA 16

TILED HANDS FERMENTARIA

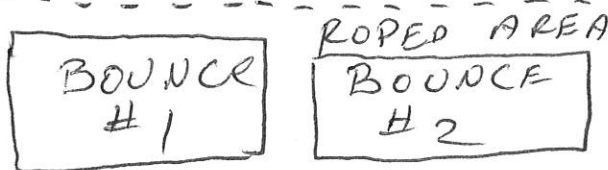
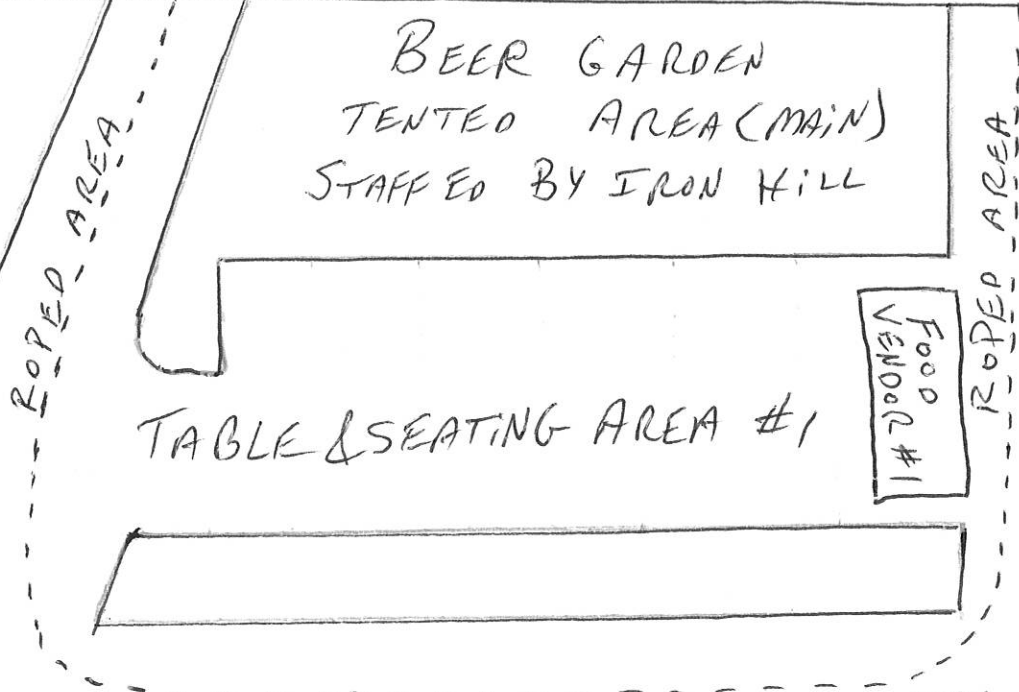
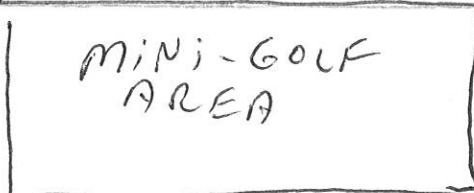
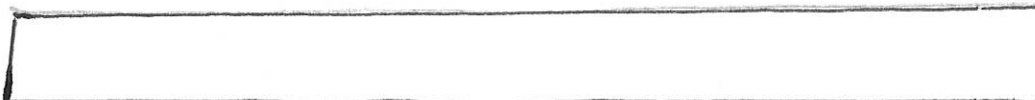


TABLE & SEATING
AREA #2

FOOD
VENDOR #2

FOOD
VENDOR #3



WATER ICE
VENDOR

BUSINESS EXHIBITION AREA

CRICKET TERRACE

PORT-O-JOHN'S

MUSIC
STAGE

MATTHEW REATY GROUP