

July 19, 2018

Board of Selectmen  
Town of Natick  
13 East Central St.  
Natick, MA 01760

Dear Members of the Natick Board of Selectmen:

On Sunday, September 9, 2018, the MetroWest Chamber of Commerce would like to host a festival at Natick's Belkin Family Lookout Farm and we are respectfully requesting both (a) a one-day entertainment license (for live entertainment and perhaps broadcast of the N.E. Patriots game) and (b) a one-day pouring license (to accommodate local members of the MA Brewers Guild who will provide samplings of locally-brewed beer and hard cider).

The event will be scheduled to coincide with the farm's regular "U-Pick" business hours in early September, so we do not anticipate any extraordinary noise or traffic compared to a typical weekend day at the farm's peak season in October. The farm will manage all of the on-site logistics, including its car/parking service, running the "trains" to shuttle patrons, and offering all the farm amenities to all visitors that day.

The goals of the Lookout Farm Festival are to:

- 1) Raise funds in support of the Chamber and its MetroWest Chamber Educational Foundation, a 501c3 charitable organization focused on providing workforce- and entrepreneurial-related educational programming and resources to members of the 23 MetroWest communities we serve, including Natick;
- 2) Promote and celebrate businesses that are transforming and adapting to the demands of a 21<sup>st</sup> century, and rapidly changing economy; and,
- 3) Celebrate the interdependence of commerce and community on our quality of life by showcasing Natick's oldest, continuously operating business and community asset, Belkin Family Lookout Farm.

The proposed event will be held at the farm's Harrison Field, toward the top of the property, proximate to the farm's food stand and recreation area and away from abutting residents, with entertainment setup to minimize noise and with a beer sampling area appropriately sectioned off and monitored by police details and featuring servers with in-person, not "e-certified," TIPS (or equivalent) training. Proposed details are as follows:

**Entertainment:**

- 1) Stage area featuring not more than 3 acts spanning not more than 3-4 hours – a "headliner" and up to two local bands providing live music (Country/Folk covers and folk/rock/popular

covers). Our stage design will keep volume level to reasonable levels (approx. 90 decibels @ 100 ft); according to [www.industrialnoisecontrol.com](http://www.industrialnoisecontrol.com), 90 decibels is the equivalent of a motorcycle at 25 feet (96 dB) or a power lawn mower (96dB).

- 2) Given the date coincides with opening day for the New England Patriots, we are also exploring the possibility of broadcasting the game on a large screen at the picnic tent area. This will only occur if we are able to secure both (a) broadcast rights from the NFL/licensing authority and (b) a giant projection screen from a sponsor.

#### **Beer and Hard Cider samplings:**

In partnership with Lookout Farm Brewery and Hard Cider, and other members of the MA Brewers Guild, there will be a sectioned-off area (with adequately protected perimeter) totaling not more than 10,000 s.f., which will feature not more than 15 local/regional brewers providing samples of their product in a “beer fest/tasting” format – the plan includes two separate “sampling times” (Session 1: 12 noon – 2:30 p.m. and Session 2: 3:30p.m. – 6 p.m.).

There will be a premium charge to patrons wishing to sample the brewed products, and there will be a strict limit on the number of tickets available for each Session – not to exceed 600 guests per session to help maintain a comfortable and safe serving atmosphere. Admissions will work as follows:

- Regular farm patrons are welcome to attend the festival without paying a premium over their regular Farm admission (\$15/adults, \$12 for kids). These patrons will NOT have access to the beer sampling area, but may enjoy the music, exhibits, and purchase BBQ from the food vendor;
- Those wishing to sample beers can purchase a wrist band and can be served ONLY within the protected area (where all alcoholic beverage consumption will be contained and will be 21+ only) during the designated sampling time for which they’ve purchased a wrist band. The drinking area will be cleared of patrons for sampling Session 1 (noon-2:30 pm) prior to permitting entrance to those patrons of sampling Session 2 (3:30-6pm).
  - o Appropriate construction of an “enter only” and “exit only” design of the sampling area will be developed with input from Lt. Lauzon and we will abide by all requests for sufficient police detail staffing and TIPS (or the like) training requirements of servers.

#### **Exhibitor Spaces:**

Consistent with the mission of the Chamber and its Educational Foundation, the Chamber will offer 10 x 10 “booths” – vendor spaces for local businesses to educate and perhaps sell locally made/locally sourced products to patrons. This amenity will be a key feature of our festival as we would like to showcase businesses and organizations that either/both:

- a) Demonstrate reliance on local agri-business: for example, beyond the brewers showcasing their products, we might have soaps, hydroponic ally grown produce, homeopathic and naturopathic health products/services, clothing made from hemp-based fabrics, educational booths featuring information about marijuana,

solar/renewable energy, etc. to name some examples.

- b) Demonstrate/educate festival attendees about “industries and infrastructure in transformation” and/or which are sustainability-focused – for example, a business like Wegmans might exhibit to demonstrate how locating a grocery store in a shopping mall (and sourcing locally!) can have a transformative impact on suburban retail; or, members of the Friends of Natick Trails can talk about the impact of a trail connecting the Natick Ctr. and the “T” station to major Natick employers, bus stops and bike share programs; Boston Solar might talk about “Solarize Natick” or Keep Natick Beautiful might promote its local cleanups and impact on the quality of life and economic well-being we enjoy in Natick, etc.

Included in this request for a one-day entertainment and one-day pouring license is a rendering of the proposed event location (Exhibits 1 and 2), identifying the proposed layout: food service area, picnic tent, stage location and contained beer sampling area, as well as your required one-day permit forms.

Finally, I plan to review all relevant information and requirements with Lt. Lauzon in advance of your meeting on Monday, July 23<sup>rd</sup> so that you should have all relevant information, including his feedback in advance.

Thank you for your consideration of this request, and I welcome you to follow-up with me at any time. My direct line is 508-879-5600 x. 2104 and my mobile is 508-380-7801 and I welcome you to call even over the weekend if that is more convenient, as you prepare for Monday’s meeting.

Sincerely and Respectfully,



Paul R. Joseph  
President and CEO