

**MONTGOMERY ECONOMIC DEVELOPMENT CORPORATION**  
**AGENDA**  
**Regular Meeting: March 18, 2025**

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**AGENDA ITEM:**

Consideration and possible action on funding a Beer Garden & Wine Walk event to be held May 2-4, 2025.

**SUBMITTED BY:** Stephanie Johnson, Community Events Coordinator

**APPROVED FOR AGENDA:** Ruby Beaven, City Secretary/Director of Administrative Services

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**BACKGROUND:**

**Funding for an added attraction to Montgomery Antique Festival**

- May 2-4, 2025 Beer Garden & Wine Walk

**Event Overview & Hours**

The Montgomery Antiques Festival will take place May 2-4, 2025, with the following hours:

- **Friday:** 10:00 AM – 6:00 PM
- **Saturday:** 9:00 AM – 7:00 PM
- **Sunday:** 10:00 AM – 4:00 PM

**Gracepoint Beer Garden & Whiskey/Cigar Bar**

Gracepoint will host a "Beer Garden & Whiskey/Cigar Bar" on its property during the festival.

- Vendor placement within Gracepoint's yard will be coordinated by the festival organizer.
- Gracepoint will partner with Gil's and possibly another beer vendor.
- Gracepoint will hire a musician and rent a restroom trailer for three days, with potential marketing support from the city.

**Entertainment at Gracepoint Hall (GPH):**

- **Friday:** 2:00 PM – 6:00 PM
- **Saturday:** 11:00 AM – 7:00 PM
- **Sunday:** 12:00 PM – 4:00 PM

**Security Plan & Cost**

Additional security officers are needed at key intersections:

- One officer at Liberty/College
- One officer at Liberty/Caroline
- Friday (2:00 – 6:00 PM): Two officers at \$50/hour for four hours = \$400

- Saturday (11:00 AM – 7:00 PM): Two officers at \$50/hour for eight hours = \$1,200
- Sunday (12:00 – 4:00 PM): Two officers at \$50/hour for four hours = \$400

### **Additional City Support**

- Marketing: The city will assist with event marketing, including printed flyers to distribute within the business district.
- Food Vendors: The city will coordinate with Montgomery Masonic Lodge for festival food vendors.
- Wine Walk Coordination: The city will collaborate with local businesses to organize vendors for the Wine Walk.
- Public Works: The city will coordinate barricade placement with the Public Works department.

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### **FISCAL ANALYSIS:**

At this time, this is a non-budget item since this is a request for a new event to collaborate with local business.

The estimated request for this event for the City to collaborate would be at a minimum of \$6,000.

- \$2000 - restroom
- \$1000 - musicians
- \$1000 - tables and chair rentals
- \$2000 – Security

This would require going to City Council for a budget amendment for approval.

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### **RECOMMENDATION:**

Staff recommends MEDC approval to establish the funding amount and then to go to City Council for a budget amendment for funding a Beer Garden & Wine Walk event to be held May 2-4, 2025.