
Brewer's Bar & Grill

227 W St. Louis St.
Lebanon, IL 62254
(618) 537-4279

34th Annual Kenny Hoffmann Memorial Run - 2nd Stop

2nd June 2024, 12:00-3:00 PM

OVERVIEW

Brewer's Bar & Grill proudly presents the 34th Annual Kenny Hoffman Memorial Run on Sunday, June 2nd, 2024 between 12:00 and 3:00 PM. We are requesting permission to temporarily close W St. Louis Street to through traffic from Pearl street down to City Hall from 11:45-3:15pm. We are expecting upwards of 1,500 motorcycles and other vehicles and would like to provide ample parking and safety for everyone involved in the event, as well as support other local businesses.

We are encouraging all of the brick street businesses to be open during the event to help draw new business into town, not only the day of the event, but also to encourage future visits. We are the second stop on this run, and expect that groups will come through in groups, rather than all at once.

The Kenny Hoffmann Memorial Run is organized by the non-profit Illinois Motorheads Motor Club. Proceeds raised during this annual fundraiser event go towards helping local families of construction workers and motorcyclists killed on the job/road as well as scholarships and other various community events and family hardship contributions.

We are requesting a special permit to allow a beer stand to sell canned alcoholic beverages on the sidewalk in front of our establishment and to allow open containers (no glass) on the brick street within the closed portion. We will not block the sidewalk or any entrances with the stand. We want to provide ample space to accommodate the large group expected. We will encourage guests to check out other local businesses while enjoying their refreshments.

Brewer's has been a part of this run in past years, and we are very excited to be involved again this year. We want to help other local businesses by bringing in 1,500+ people to the area and encourage participants to check out what our town has to offer. Lebanon is a beautiful, quiet, historical town with a charming brick street business district that we'd like to share with folks from all surrounding areas!

GOALS

1. Close W St. Louis St from Pearl St to City Hall on Sunday, June 2nd, 2024 between 11:45 and 3:15 PM.
2. Obtain a special permit to allow a beer stand on the sidewalk in front of Brewer's to sell canned alcoholic beverages and to allow open containers (no glass) within the closed portion of the brick street during the specified time.
3. Borrow, setup, and remove road barricade signs from the city (about 15 total).
4. Rent 2-3 porta potties and set up near/in the parking lot next to City Hall.
5. Our staff and volunteers will clean up any trash debris left behind by event guests.
6. This event is open to the public! Everyone is welcome to come check out all of the motorcycles and visit all of the local shops!

SPECIFICATIONS

Illinois Motörhead volunteers will arrive at Brewer's Bar & Grill around 11:30 to assist our staff in the setup for the event. Participants are expected to arrive in groups between 12:00 and 3:00 PM. Brewer's is the second stop on this run, and will have tables setup inside to mark each participant's card. We will be serving beverages, food, and merchandise inside our establishment.

We are asking for a special permit to allow a beer stand on the sidewalk out front serving canned beer outside to better serve participants and allow open containers on the closed portion of W St. Louis St during the event. This will allow us to accommodate the large group, serve all guests quickly and efficiently while encouraging them to check out other local businesses.

Our staff and volunteers can assist/setup/remove road barricade signs. We will ensure the city streets, sidewalks, store fronts are tidy and free of trash debris after the event.

Historically, Sunday's are a slow day in downtown Lebanon. We believe it will be a minor inconvenience to the locals to close the portion requested of W St Louis St for a few hours. We have the potential to maximize revenue for our town by working together to make this a safe and fun event for all those involved by closing down the street.

Brewer's Bar & Grill has been a successful small business in this town for over 40 years. We participate in all of the brick street events, donate to various organizations in town, and support our local small businesses. We encourage more out of town visitors to Lebanon by hosting special events like this, partnering with other organizations, and advertising for brick street events and other local businesses.

CONCLUSION

This is a large event that will draw many new faces to our amazing little town. Let's work together to show the participants what our town has to offer! We have the potential to bring more revenue not only to our business, but the town as a whole during this event and future visits from group participants. The proceeds from this annual event go to help local families in need as well as help with education costs for future generations. We would appreciate your support by approving our request to close the road to help ensure the safety of staff, volunteers, residents, participants, and spectators. With the special permit approval, we will be able to accommodate the large group quickly and efficiently while providing ample space and safety.

We would be happy to provide any additional information requested.

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