



April 18, 2017

The Honorable Mayor Pat Menna,  
Members of the Council & Special Events Committee  
90 Monmouth Street  
Red Bank, New Jersey 07701

Dear Mayor Menna, Members of the Council & Special Events Committee:

We are in receipt of your April 13<sup>th</sup> letter regarding the decision for RiverFest 2017.

The team at This Is It! prides itself on creating exceptional quality entertainment that provides enjoyment for our guests and financial and brand benefits for our vendor partners.

Given the rising costs of event production and the incremental requirements from the town for enhanced security and additional financial commitments; the project has become cost prohibitive. Thus, The Eastern Monmouth Chamber of Commerce and This It Is! have jointly decided not to move forward with RiverFest 2017.

We will work closely with The Eastern Monmouth Chamber of Commerce in the coming months to explore alternative scenarios. Ideally, we will find a model that will work for all parties and allow us to continue the RiverFest tradition in 2018.

Lastly, in terms of the RiverFest 2016 Park and Recreation \$1,000 donation, The Garden State Craft Brewers Guild is in the process of sending a check. We apologize for the delay. It was our understanding the check had been sent in September 2016

Kind regards,

A handwritten signature in blue ink, appearing to read 'Scott D. Harrison'.

Scott D. Harrison  
This is It! Productions

cc:

Lynda Rose - Eastern Monmouth Area Chamber of Commerce President and COO  
Deanna Hunt and Monty Ross – This is It! Productions