



Midland Council Approves Sale of Municipal Lot for Microbrewery Development

FOR IMMEDIATE RELEASE

(MIDLAND, ON) Good things are soon to be brewing in downtown Midland, as Midland Council voted to proceed with the sale of land (526 Bay Street – Municipal Parking Lot #7) as the future site of a microbrewery facility and restaurant.

At Monday's Council meeting, Council officially agreed to terms with *Barnstormer Brewing & Spirits Co.* to purchase the property and begin their expansion plans into the community. Council unanimously agreed to declare the land surplus for the purpose of pursuing the economic development opportunity and enter into negotiations to sell the land to the prospective buyer at its January General Committee Meeting.

Today more than ever, Municipalities play a larger role to help attract and guide investments in their communities. In this case the opportunity to take an existing municipal asset (parking lot) in order to harness the type of private sector investment necessary to grow the local economy, spark downtown revitalization, increase the local job base, attract tourism, and broaden the tax base is an investment opportunity that simply could not be ignored.

As a result of the sale of the municipal parking lot, the Town will be undertaking a comprehensive parking strategy in concert with the downtown stakeholders to develop a sustainable downtown parking program.

"We are thrilled that Barnstormer Brewing & Distilling Co. has chosen Midland to launch their flagship microbrewery." said Midland Mayor Gord McKay. "Their three million dollar investment in our downtown will spur our local economy, provide jobs and serve as a new attraction for our area's tourism industry. I wish Barnstormer every success with their line of quality beverages, while helping to make Midland a household name throughout Ontario."

About Barnstormer Brewing & Distilling Co.

Barnstormer Brewing & Distilling Co. is an award-winning brewery and restaurant nestled in Barrie, ON. The brewery produces all-natural craft beer with a much-anticipated line of craft spirits set to be released early in 2017. All products may be found in the LCBO, The Beer Store, or the brewery's retail store and restaurant.

The Midland Project is slated to begin after applicable engineering related issues are completed. The original location in Barrie will continue to operate as it does today with minimal changes, other than a more pronounced focus on smaller batch and seasonal beers. www.barnstormerbrewing.com

For media enquiries with Town of Midland, please contact:

John Skorobohacz | *Chief Administrative Officer*

Town Of Midland | 575 Dominion Avenue, Midland, ON L4R 1R2

705-526-4275 x2201 | jskorobohacz@midland.ca | www.midland.ca | @MidlandON

For media enquiries with Barnstormer Brewing & Distilling Co., please contact:

Brad Ariss | *Creative Director*

Barnstormer Brewing & Distilling Co. | 705-795-0332 | brad@barnstormerbrewing.com

www.barnstormerbrewing.com | 384 Yonge Street | Barrie, ON | 705-481-1701