

From: "John Zemiar" <zemiarj@sympatico.ca>
To: <teycc@toronto.ca>
Date: 3/11/2008 2:13:12 PM
Subject: Request for Resolution from Council

The Sony Center (formerly Hummingbird Center) at # 1 Front Street East, Toronto, Ontario, is seeking to have a "Stadium Endorsement" added to its liquor licence. To facilitate this, fsStrategy.com, a food service consulting firm has been hired to assist. The Stadium Endorsement would be utilized during concert events held at Sony Center, not during theatre performances.

The Alcohol and Gaming Commission of Ontario has advised that in order to process the application for the endorsement, Sony Center must secure a Resolution from Council of the Municipality indicating that the municipality approves the issuance of a stadium endorsement with fixed seating.

For your information, the events that will take place under the endorsement will be live entertainment concerts, not sporting events. The events will be for a viewing audience and not televised.

The purpose of this communication is to request from the Council to grant such Resolution to Sony Center.

If there are forms that need to be filed, or if additional information is required, please let me know.

I may be contacted by telephone (most mornings) at 905-731-8507 or via email at: zemiarj@sympatico.ca

Thank you for your attention in this matter.

Respectfully yours,

John Zemiar
Associate, fsStrategy.com