



Date: Wednesday March 18, 2009

To: Toronto East York Community Council
100 Queen Street, West
New City Hall-12th Floor
West Tower
Toronto, ON
M5H 2N2

Cc: Francis Pritchard
Greg Cosway
Les Murray

From: Gabe Simms

Re: Toronto's Festival of Beer 2009

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer*. This year we are moving locations to Bandshell Park on the grounds of Exhibition Place. Our dates fall on August 6th, 7th, 8th, and 9th 2009.

With the level of success that the Festival has enjoyed, and our tremendous growth rate, many observers now consider us one of this city's premiere summer events. The Festival has made bold strides in supporting beer culture in Ontario, now recognized in the industry as the leader in Festivals of this nature.

Held annually at our Festival continues its' tradition of taking place in an ideal location. Our new home not only allows for us to overcome some logistical issues of the past, but has its own charm, central local and accessibility by public transit. We understand that beer is not for everyone, yet we continue to envision a Festival in the truest sense of the word. With this in mind, we will be featuring local musicians performing blues jazz and swing throughout the entire weekend.

The Festival is expected to attract over 25,000 people from all across Ontario as well as visitors from out of province and even a few from out of country, supporting Toronto's thriving summer tourist industry.

Also included in the weekend's itinerary will be educational seminars for weekend beer enthusiasts to the most experienced connoisseur. Local restaurants will also be on sight preparing gourmet beer related dishes cooked by some of this city's finest chefs.

We at *Toronto's Festival of Beer* feel that "Toronto's Festival of Beer" is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and attendees worldwide. As well, we will highlight many of this city's wonderful new breweries, in addition to the already existing ones, not to mention attracting tourist and breweries from across North America and the world to the city of Toronto.

We hope you agree with our plans for the 2009 Festival and see fit to once again designate us a significant event to the city of Toronto

Sincerely
Gabe Simms

Toronto's Festival of Beer Inc.

2009 Festival Dates & Times *

August 6th, 4-10pm
August 7th, 4pm-10pm
August 8th, 1pm-7pm
August 9th, 1pm-7pm

** Final Dates/Times Subject to Change*