



To: Rosalind Dyers
Committee Administrator
Toronto and East York Community Council
2nd Floor, West, Toronto City Hall,
100 Queen Street West
Toronto M5H 2N2

Cc: Emma Brown

From: Scott Rondeau

Date: January 21, 2014

Subject: Toronto Wine & Spirit Festival at Sugar Beach on June 19, 20 & 21, 2014

Dear Councillors,

We are writing in regards to the *Toronto Wine & Spirit Festival*. The Toronto Wine & Spirit Festival has been held at fabulous venues in the city of Toronto over the past few years, and it is set again to be Southern Ontario's most unique summer event for its sixth year. This year, the Festival will return to Sugar Beach, located at Jarvis Street & Queens Quay East.

Canada's Sugar Beach is a whimsical new park that transformed a surface parking lot in a former industrial area, into Toronto's second urban beach at the water's edge. Located at the foot of Lower Jarvis Street adjacent to the Redpath Sugar Factory, the 8,500 square metre (2 acre) park, is the first public space visitors see as they travel along Queen's Quay from the central waterfront. The park's brightly coloured pink beach umbrellas and iconic candy-striped rock outcroppings welcome visitors to the new waterfront neighbourhood of East Bayfront. It is easily accessible via the TTC while parking is also available at several lots within walking distance. The area runs parallel to Lake Ontario, providing beautiful scenery as well as a breath of fresh air for all visitor to the area. This year, the Toronto Wine & Spirit Festival is again expected to provide countless enjoyable and memorable experiences for its guests.

This year the Toronto Wine & Spirit Festival has partnered with the Redpath Waterfront Festival. The Redpath Waterfront Festival attracts Hundreds of thousands of people to Toronto's waterfront during its four days each summer. (last year 650,000+) We are looking forward to all the great new opportunities this provides for the Toronto Wine & Spirit Festival.

In order to assure that our Festival continues to run smoothly and efficiently for all parties involved, we continue to improve our efforts to provide a safe environment. Our management team is supported by experienced and well-trained event staff. Our team is well versed in contingency plans, which we work on diligently with all of our partners; Sugar Beach, our security companies, onsite paramedics and Wine & Spirit representatives. As an additional precaution, there will also be a number of paid-duty police officers to assist during the busier hours of the Festival.

We at The Power Juncture Corporation feel that the *Toronto Wine & Spirit Festival* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 10,000 people, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the 2014 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau
The Power Juncture Corporation

2014 Festival Dates & Times *

Thursday, June 19th from 12:00pm to 12:00am
Friday, June 20th from 12:00pm to 12:00am
Saturday, June 21st, from 12:00pm to 12:00am

** Final Dates/Times Subject to Change*