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SECRETARIAT SECTION

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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: Ros Dyers  
Emma Brown

From: Scott Rondeau

**Re: Conscious Food Festival at Historic Fort York, August 13 & 14, 2011**

Dear Councillors,

We are writing in regards to the *Conscious Food Festival*. This festival is the first ever-Canadian collaborative event that promotes sustainable food. This movement is responsible for prompting thousands of people to consider eating local, natural, healthy and delicious foods. It will be taking place for its second year at the beautiful outdoor venue that is Historic Fort York in the middle of August in the heart of downtown Toronto.

Historic Fort York is located at 100 Garrison Road – near the Canadian National Exhibition. Centrally located, it is easily accessible by the TTC and parking is available on several lots within walking distance. Taxi service is also readily available in the area.

This Festival received Significant Event Status in its first year and has collected support from the community and industry alike because of its relevance in today's food culture and being the first event of its kind, nationwide. Our goal is to inspire consumers to have a healthier, more sustainable lifestyle. We want consumers to have a clear, guiding philosophy through which they can mediate between their sometimes competing identities as an environmentally conscious individuals and consumer. The *Conscious Food Festival* will focus on everyday behaviour and habits with the understanding that lifestyles must evolve. This festival is about helping achieve truly sustainable communities by educating people in their food choices.

So far we have support from the Toronto Historical Board (they are promoting the bicentennial by serving food the officers would have been fed in 1812), Live

Green Toronto (Sponsor), Bullfrog Power (Sponsor), Local Food Plus (Presenting Sponsor), Evergreen (Partner and Charity), Everdale Educational Farm (Charity), as well as several local restaurants and producers.

Historic Fort York is home to Canada's largest collection of original War of 1812 buildings. We aim to help increase the awareness of such an important site by bringing the *Conscious Food Festival* to its gates. This site is ideal because of its central location and accessibility for the public but even more so because of its history. All of our vendors must fall within a 100-mile radius of Historic Fort York. This festival will bring thousands of city dwellers, rural neighbours and visitors to Historic Fort York and Toronto to experience a range of activities, such as sampling, exhibits, seminars & debates, and an urban farm. This will enable local farmers and local food suppliers to connect with our guests at their table. There will also be live music from a variety of local musicians and genres to enjoy while they experience the Festival.

In order to ensure that our Festival continues to run smoothly and efficiently for all involved, we continue to improve our efforts to provide a safe environment. Experienced and trained event staff surrounds our Management Team. Our staff is well versed in our contingency plans, which we work on with all our partners; The Toronto Historical Board, our security company, onsite paramedics and industry representatives. As an additional precaution there will also be a number of paid-duty police to assist with the busy hours of the Festival.

We, at The Power Juncture Corporation, feel that the *Conscious Food Festival* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and attendees worldwide. The Festival is expected to attract over 6,000 people, supporting Toronto's thriving summer tourist industry. It will support many businesses in and around Toronto such as restaurants, retail shops, food shops, markets and even farms.

We hope you agree with our plans for the 2011 *Conscious Food Festival* and see fit to designate us, for a second year, a significant event to the city of Toronto

Sincerely  
Scott Rondeau

The Power Juncture Corporation

**2011 Festival Dates & Times\***

Saturday, August 13, 2011

Sunday, August 14, 2011

\* *Final Dates Subject to Change*