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January 24, 2012

Administrator
Toronto & East York Community Council
100 Queen Street West, 2nd Floor
Toronto, Ontario
M5H 2N2

RE: Request for Designation as an Event of Municipal Significance

Dear Sir or Madam:

Water's Edge Festivals & Events (WEFE) is an Ontario not-for-profit corporation created in 2011 with a mandate to become the driving force behind the continuation of the successful **Redpath Waterfront Festival Toronto**. Our objectives include:

- produce an exceptional annual family festival
- provide a strong economic impact for Toronto and Ontario
- build strategic partnerships locally, regionally and nationally, including significant stakeholders **Redpath Sugar** and **The Waterfront BIA**.

The **Redpath Waterfront Festival Toronto** is a unique festival that provides on-land and water programming, while positioning and promoting Toronto locally, nationally and internationally as a waterfront destination. We are proud to recognize **Toronto Brigantine Inc.** as the Festival's preferred charity partner. Toronto Brigantine provides sail training opportunities to youth, "building character through adventure".

In 2010, the Redpath Waterfront Festival brought the Tall Ships back to Lake Ontario as part of the Great Lakes United TALL SHIPS Challenge®. The 2010 event was a resounding success; it attracted over 750,000 visitors (38.5% of which came from outside the GTA) and had an economic impact of \$137 million. As a result of that success, WEFE was created to continue the event on an annual basis. The Tall Ships will return in 2013, but plans for 2012 are well underway and include:

- 4 days of entertainment, featuring Nova Scotia and the Atlantic Provinces presenting exhibits, culinary experiences and on-land, on-water / dockside programming
- activities spanning Toronto's waterfront from Spadina Avenue to Jarvis Street
- areas of focus in
 - HTO Park West
 - HTO Park & Urban Beach
 - Harbour Quay Park
 - Sugar Beach

Dates and times in 2012 are:

Thursday, Friday and Saturday	June 21st, 22nd and 23rd	10 AM – 9 PM
Sunday	June 24th	10 AM – 5 PM



We respectfully request that a motion be taken to City Council, declaring the **Redpath Waterfront Festival Toronto** an Event of Municipal Significance.

Thank you for your time and consideration of our request. If you require any further information or have any questions, please do not hesitate to contact me via email at shey@greatlakesschoonercompany.com or telephone (416) 260 - 6355.

Sincerely,

Shey Clark
SECRETARY
WEFE BOARD OF DIRECTORS
and Board Executive Member, The Waterfront BIA