

May 8, 2012

Toronto and East York Community Council  
100 Queen Street West  
Toronto, Ontario M5H 2N2  
Via email: [teycc@toronto.ca](mailto:teycc@toronto.ca)

CITY CLERK'S OFFICE  
2012 MAY -9



**Re: Municipal Significance Designation – Celebrate Yonge**

Please accept this letter as our submission to request that the Community Council declare our event, **Celebrate Yonge**, as an event of Municipal Significance for liquor licence extension permits as noted below.

Celebrate Yonge is a community collaboration featuring unique street experiences for people to enjoy on Yonge Street in the heart of Downtown Yonge. This destination event celebrates Yonge Street from Queen Street to Gerrard Street from Friday August 17 to Sunday September 16, 2012. This four-week celebration of the vibrancy of Yonge Street will feature expanded street space for people to engage with the neighbourhood's diverse retailers, restaurants and entertainment venues.

The event dates tie-in with the end of the summer/ beginning of fall and captures the energy of the visitors season, back to school, the CNE (opening date is August 17) and TIFF (the last day of which is September 16, 2012)

**The Downtown Yonge Business Improvement Area request that:**

- 1) Temporary extensions of the existing liquor licences of businesses to include licensed patio extensions onto City property for the duration of the event (for serving hours no later than 1:00 am);
- 2) This request is for all licensed establishments within the event area (Yonge Street between Queen Street and Gerrard Street) for the duration of the event (August 17 – September 16, 2012), including:

**The east side of Yonge Street between Dundas Sq Street and Queen Street**

- The Hard Rock Cafe – 279 Yonge Street
- Three Brewers – 275 Yonge Street
- Asian Bowl – 271 Yonge Street
- Ed Mirvish Theatre – 263 Yonge Street
- The Firkin on Yonge – 207 Yonge Street
- Elgin & Winter Garden Theatre – 189 Yonge Street

**Downtown Yonge  
Business Improvement Area**

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**The west side of Yonge Street between Gerrard Street and Queen Street**

- The Elephant & Castle – 378 Yonge Street
- Swiss Chalet – 362 Yonge Street
- The Pickle Barrel – 312 Yonge Street
- Baton Rouge – 216 Yonge Street

The Downtown Yonge BIA is a not-for-profit association comprised of over 2,000 members. As the voice of Toronto's busiest business community, we are committed to the ongoing development and promotion of this area.

[www.downtownyonge.com](http://www.downtownyonge.com)

Our office has extensive expertise in event planning, execution and promotion, as well as resources to ensure a safe and well-presented street festival to celebrate iconic Yonge.

Following Community Council Approval on May 15, 2012 and City Council Approval on June 6/7, 2012, we will be applying to the Alcohol and Gaming Commission of Ontario for the required final permits.

Sincerely,  
Downtown Yonge BIA

James L. Robinson  
Executive Director

C.C. Councillor Kristyn Wong-Tam, Ward 27 Toronto Centre-Rosedale