

Date: October 24th, 2013
 To: Toronto East York Community Council
 100 Queen Street, West
 2nd floor, West Tower, City Hall
 Toronto, ON
 M5H 2N2
 Cc: Rosalind Dyers
 Jen Murphy, Beerlicious Inc.
 From: Les Murray, Beerlicious Inc.
 Re: **2014 Beach BBQ & Brews Festival – Event of Municipal Significance**

ED OCT 24 P 4:40

Dear Councillors,

I am writing in regards to our annual event, *The Beach BBQ & Brews Festival* (formerly Beach Ribfest). The event is once again scheduled to take place at Woodbine Park in the Beaches on June 13th (3pm-11pm), June 14th (Noon-11pm) and June 15th (Noon-8pm) in 2014.

The Beach BBQ & Brews Festival will be held on Father's Day weekend. It is our hope that together with our partners we can build a well-rounded, family-oriented event, centrally situated, which can continue to be a part of Toronto's annual event and tourism calendar.

The Beach BBQ & Brews Festival is an all ages, free event with food, music and informational offerings. Our focus is on BBQ and Brews and we will have a variety of food and beverage vendors that are comprised of some of North America's finest Ribbers, Ontario's finest drinks, as well as a beer garden highlighting some of Ontario's best craft breweries. These vendors will be accompanied by a variety of international barbecue companies featuring their products and services.

This event will feature the 5th Annual Amateur BBQ Rib Competition; a competition that is comprised of barbecue teams from across Ontario competing for the ultimate rib recipe. Judges will decide who will take home cash and prizes including a new, high-end barbecue/smoker.

In addition, we will be hosting the 5th Annual Toronto Fire Fighters' Command Cook Off. Local fire fighters (from a variety of Toronto stations) will compete for the best recipe in the City. Proceeds from this program and the fire fighters' onsite 'Boot Drive' (all weekend long) will go to the Toronto Fire Fighters' and The Beach BBQ & Brews Festival's charity of choice, Camp BUCKO; a camp for children burn survivors.

We also plan to use the Park's pavilion for staging and live music.

Our anticipated attendance is approximately 6,000 people per day (18,000 total).

Being a sixth year event, it is our hope that we can continue on the right foot and officially request council's recognition of our event as having 'municipal significance'. Beyond the endorsement, we hope to use this recognition in our efforts to secure a Special Occasions Permit from the AGCO.

Thank for your consideration,

Les Murray
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 Beach BBQ & Brews Festival
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