

Date: Thursday October 24th, 2013
To: Toronto East York Community Council
100 Queen St. W.
2nd floor, West Tower, City Hall
Toronto, ON
M5H 2N2

2013 OCT 24 P 4:40

Cc: Rosalind Dyers
Greg Cosway
Jen Murphy

From: Les Murray

Re: **Toronto's Festival of Beer 2014**

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer*. Next year's event is scheduled to be at Bandshell Park on the grounds of Exhibition Place. Our dates are July 25th, 26th, 27th, 2014.

In 2014, we will celebrate the 20th anniversary of Toronto's Festival of Beer and are very proud of the event, which continues to grow in popularity as one of this city's premiere summer events. The Festival continues to make bold strides in supporting beer culture in Ontario, and is now recognized in the industry as the leader in Festivals of this nature.

Bandshell Park is an ideal venue for our city festival, as it is centrally located and is easily accessible by public transit. We understand that beer is not for everyone, yet we continue to envision a Festival in the truest sense of the word. With this in mind, we will continue to feature local talent on stage performing blues, jazz and swing throughout the entire weekend. We have also made a strong effort to include some of Toronto's finest chefs and restaurants in our vendor portfolio and have worked with the prestige of food vendors like Rock Lobster, Pizza Libretto, Lisa Marie's and Toronto's own Smoke's Poutine.

The Festival is expected to attract 30,000 people from all across Ontario as well as visitors from out of province and even a few from out of country, supporting Toronto's thriving summer tourist industry.

Also included in the weekend's itinerary will be grilling and cooking seminars for weekend beer and food enthusiasts. We are once again building an educational series composed of informative sessions around all things beer. Local restaurants will also be on sight preparing gourmet beer related dishes cooked by some of this city's finest chefs.

We at *Toronto's Festival of Beer* feel that "Toronto's Festival of Beer" is significant to the City of Toronto. We look forward to a Festival intended for the people of

Toronto and attendees worldwide. As well, we will highlight many of this city's wonderful new breweries, in addition to the already existing ones, not to mention attracting tourist and breweries from across North America and the world to the city of Toronto.

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

Sincerely
Les Murray

Toronto's Festival of Beer Inc.

2014 Festival Dates & Times *

July 25, 2pm-10pm
July 26, 12noon-8pm
July 27, 12noon-8pm

** Final Dates/Times Subject to Change*