



Monday, November 25, 2013

Toronto & East York Community Council
Toronto City Hall, 100 Queen St. W.
2nd floor, Toronto ON M5H 2N2

RE: "Event of Municipal Significance" for the purpose of obtaining an SOP

Dear Toronto & East York Community Council,

The purpose of this letter is to request that Taste of Toronto be declared as an "Event of Municipal Significance".

Taste is considered the world's greatest restaurant festival. From just one show in London, UK, ten years ago, Taste has rapidly grown to become part of the social season for foodies, restaurant-lovers, and chef groupies in close to 20 different cities around the globe. Wherever it is in the world, Taste represents foodie heaven: stunning food prepared by the city's greatest restaurants, world famous chefs, superb drink and outstanding entertainment, set in stunning outdoor surroundings.

Taste of Toronto will bring the global excitement of the "world's greatest restaurant festival" to North America for the first time ever. The event will take place over four days, inside the historic walls of Fort York in a tented environment and also within the buildings of the Fort. It will be comprised of six half-day sessions featuring 16 of the city's latest, greatest and most unique restaurants, top local and international chefs, over 50 local artisan exhibitors, and a range of interactive culinary features.

In addition to being a unique entertainment and cultural attraction, Taste of Toronto will be an essential platform for Canada's top and emerging culinary talents to showcase their abilities to both local and destination visitors. Taste will play a critical role in helping to further elevate the region's emerging culinary scene on a national and international scale. The annual event is expected to have an attendance of up to 25,000 consumers in year one, with the capability to house over 40,000 attendees in year three and beyond. Working with key local, national and international media partners, Taste will generate millions of annual impressions.

The event will be held at the Fort York National Historic Site located at 250 Fort York Boulevard in the City of Toronto. It will commence Thursday, July 24th 2014 and close Sunday, July 27th 2014. We have secured the venue from July 18th to July 31st for load in, event dates and load out.

Opening hours of the event are:
Thursday, July 24th: 5:30-9:30pm
Friday, July 25th: 12-4pm & 5:30-10pm
Saturday, July 26th: 12-4pm & 5:30-10pm
Sunday, July 27th: 12-5pm

IMG assumed global ownership of Taste from the UK company Brand Events in early 2013. Though entirely owned and operated by IMG Canada, Taste of Toronto benefits from the global expertise and network of IMG Worldwide and the Taste Festivals team, who have successfully executed over 90 Taste Festival events around the world.

Thank you for your consideration and we look forward to hearing your decision. If you have any questions, please feel free to call me at 647.788.8059 or email me at meghan.ohanlon@img.com and I will be happy to discuss the event.

Sincerely,

Meghan O'Hanlon
Director, Taste Festivals

175 Bloor Street East
Suite 1001, South Tower
Toronto, ON M4W 3R8