



January 31, 2014

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 on-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 Toronto 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 (> 40 km). As a result of that success, WEFE was created to continue the event on an annual basis.

In 2012 we returned as an annual event, developing programming elements that would sustain us in a year where Tall Ships[®] were not a feature. Our results in 2012 were very positive: over 450,000 attended the Festival over 4 days; 31% of our attendees came from outside the GTA. The vast majority of attendees rated the quality of programming and atmosphere of the Festival "excellent" or "good".

2013 marked the return of the Tall Ships[®] fleet to our harbour. The Redpath Waterfront Festival was not only the launch port for the TALL SHIPS CHALLENGE[®] Great Lakes, but also the launch port for the TALL SHIPS[®] 1812 Tour, a pan-provincial event commemorating the War of 1812 and generously funded by a Celebrate Ontario Blockbuster grant.

For the 2014 Festival we welcome new programming partners DockDogs[®] Canada and FlyBoard[®] Canada.



WATER'S EDGE FESTIVALS
& EVENTS

Dates and times in 2014:

June 20th and 21st (Friday and Saturday) 09:00 – 20:00

June 22nd (Sunday) 09:00 – 18:00

Locations in 2014:

- Programming activities will take place in the following parks:
 - HTO Park
 - Harbour Square Park East
 - Sugar Beach (in collaboration with the Toronto Wine & Spirit Festival)
 - Sherbourne Common

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 admin@TOwaterfrontfest.com or via telephone at (416) 948-5972.

Sincerely,

Lisa Slack
Administrator

cc Shey Clark
WEFE Board of Directors
and Board Executive Member, The Waterfront BIA