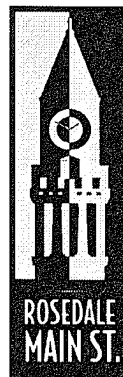


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Rosedale Main Street BIA
1256 Yonge Street, Lower Level
Toronto, Ontario M4T 1W5
Phone: 647-342-0821
info@rosedalemainstreet.ca
www.rosedalemainstreet.ca



Tuesday, March 18, 2014

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

Re: Event of Municipal Significance for the purpose of obtaining an SOP

Dear Toronto and East York Community Council,

The purpose of this letter is to request that the Rosedale Art Fair be declared an Event of Municipal Significance.

The Rosedale Main Street Business Improvement Area represents over 180 businesses along Yonge Street from Woodlawn Avenue to Crescent Road. The area boasts a wide variety of merchant and service members including high-end antique and décor stores, exquisite neighbourhood restaurants, gourmet shops, beauty and hairdressing salons and travel specialists. The BIA is also home to the restored and renovated North Toronto Railway Station which is the centre piece of the community and home to one of Ontario's largest and most comprehensive LCBO/Vintages Stores. Rosedale Main Street is a vibrant, active neighbourhood with the feeling of a village in the city.

In a continued effort to market the area, the Rosedale Main Street BIA is planning the 2nd annual Rosedale Art Fair which will take place on May 31 & June 1, 2014. The inaugural event last year was a huge success and we look forward to making this years event even bigger and better.

Participating merchants and restaurants will showcase the work of emerging artists of various mediums in their locations. Visitors will have the opportunity to meet one-on-one with the artists who will be onsite to discuss their work.

One of the highlights of the event will be the "Art in the Square" where we are inviting emerging artists to showcase and sell their work to art enthusiasts and collectors from across city. This will be located at the green space across from the LCBO at 10 Scrivener Square.

Thank you for your consideration. We look forward to hearing your decision. If you have any questions please feel free to contact me at 647-456-2411 or by email at info@rosedalemainstreet.ca.

Regards,

Clorraine Dennie
Executive Director, Rosedale Main Street BIA