



Monday, May 26, 2014

Toronto and East York Community Council
City Hall, 2nd Floor, West
100 Queen Street West
Toronto, ON M5H 2N6

RE: Downtown Yonge BIA request for City Resolution

Dear Council Members,

Downtown Yonge BIA continues to provide exciting urban experiences through events within its footprint. These events attract local and out-of-town visitors and create a more vibrant downtown. Below are two of our annual events are:

Fashion on Yonge, now on its second year. This animates one of the hidden gems in our city – Trinity Square. The event brings fashion shows more accessible to the public and highlights the different retailers, restaurants and service providers in the neighbourhood. This year, Fashion on Yonge is scheduled on Wednesday, September 3rd.

Ice, Wine & Dine is part of Winter Magic holiday programming and now on its 6th year. This is a culinary event showcasing the restaurants on the historic Elm Street (between Yonge and Bay). This will be on November 22, 2014 and is part of Winter Magic.

On behalf of Downtown Yonge BIA and our members, I am writing to request that you present the following resolution at City Council, as required by the Alcohol and Gaming Commission of Ontario:

- A resolution that classifies Fashion on Yonge as an event of community significance. The date will be September 3, 2014 from 3pm to 8pm
- A resolution that classifies Ice, Wine and Dine of Winter Magic as an event of municipal and/or community significance. The date and time for Ice, Wine and Dine are as follows: Saturday, November 22, 2014 from 2pm to midnight.
- A resolution that allows Toronto Eaton Chelsea as part of Ice, Wine & Dine to extend their patio outside the hotel's Elm Street Entrance during the event.

Thank you for your time and consideration in this matter. Cheryll Diego, Downtown Yonge BIA Events Manager will be managing the events, all questions or concerns can be directed to her at 416-597-0255 Ext 226 or cdiego@downtownyonge.com. Alternatively, I can also be reached at extension 225 or mgarner@downtownyonge.com


Mark Garner
Executive Director & Chief Staff Officer

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