

Date: November 17<sup>th</sup>, 2014  
To: Toronto East York Community Council  
100 Queen Street, West  
2<sup>nd</sup> floor, West Tower, City Hall  
Toronto, ON  
M5H 2N2  
Cc: Rosalind Dyers  
Ingrid Kim, Beerlicious Inc.  
From: Les Murray, Beerlicious Inc.  
Re: **2015 Beach BBQ & Brews Festival – Event of Municipal Significance**

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Dear Councillors,

I am writing in regards to our annual event, The Beach BBQ and Brews Festival. The event is once again scheduled to take place at Woodbine Park in the Beaches on Father's Day Weekend: June 19<sup>th</sup> (3pm-11pm), June 20<sup>th</sup> (Noon-11pm) and June 21<sup>st</sup> (Noon-8pm).

The Beach BBQ and Brews Festival operates as a non-profit event benefitting the community, including the beautification of community parklands. It is our hope that together with our partners we can continue to build a well-rounded, family-oriented event that benefits the community by giving back. We are also looking forward to continuing to be a part of Toronto's annual event and tourist calendar that draws families to the area year after year.

The Beach BBQ and Brews Festival is an all ages, free event with food, music and informational offerings. Our focus is on BBQ and Brews and we will have a variety of food and beverage vendors, which are comprised of some of North America's finest Ribbers and Ontario's finest craft brewers. These vendors will be accompanied by a variety of international barbecue companies featuring their products and services.

This event will feature the 7<sup>th</sup> Annual Amateur BBQ Rib Competition; a sanctioned competition hosted by the Canadian Southern BBQ Association that is comprised of barbecue teams from across Ontario competing for the ultimate rib recipe. Judges will decide who will take home prizes including a new, high-end barbecue/smoker.

In addition, we will be hosting the 7<sup>th</sup> Annual Toronto Fire Fighters' Command Cook Off. Local fire fighters (from a variety of Toronto stations) will compete for the best recipe in the City. Proceeds from this program and the fire fighters' onsite 'Boot Drive' (all weekend long) will go to the Toronto Fire Fighters' and The Beach BBQ and Brews Festival's charity of choice, Camp BUCKO; a camp for children burn survivors.

We also plan to use the Park's pavilion for staging and live music, including headlining bands, for a free concert each evening.

Our anticipated attendance is approximately 6,000 people per day (18,000 total).

It is our hope that we can continue on the right foot and officially request council's recognition of The Beach BBQ and Brews Festival as being an Event of Municipal Significance. Beyond the endorsement, we hope to use this recognition in our efforts to secure a Special Occasions Permit from the AGCO.

Thank for your consideration,

Les Murray  
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Beach BBQ & Brews Festival  
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