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November 11, 2014

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

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RE: "Event of Municipal Significance" for the purpose of obtaining an SOP – Taste of Toronto 2015

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, eleven years ago, Taste has rapidly grown to become part of the social season for foodies, restaurant-lovers, and chef groupies in over 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 be the only Taste Festival held in North America in 2015 following on from its inaugural launch in 2014. 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 60 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 2015, 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 2nd, 2015 and close Sunday, July 5th 2015. We have secured the venue from June 27th to July 10th for load in, event dates and load out.



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Opening hours of the 2015 event are:

Thursday, July 2nd: 5:00-9:30pm

Friday, July 3rd: 12-4pm & 5:30-10pm

Saturday, July 4th: 12-4pm & 5:30-10pm

Sunday, July 5th: 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 100 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 Canada

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