



To: Rosalind Dyers  
Committee Administrator  
Toronto and East York Community Council  
2nd Floor, West, Toronto City Hall,  
100 Queen Street West  
Toronto M5H 2N2

Cc: Ros Dyers  
Emma Brown

From: Scott Rondeau

Date: March 19, 2015

**Subject: Toronto Wine & Spirit Festival at Sugar Beach on June 18, 19 & 20, 2015**

Dear Councillors,

We are writing in regards to the *Toronto Wine & Spirit Festival*. The Toronto Wine & Spirit Festival has been held at fabulous venues in the city of Toronto over the past few years, and it is set again to be Southern Ontario's most unique summer event for its seventh year. This year, the Festival will return to Sugar Beach, located at Jarvis Street & Queens Quay East.

Canada's Sugar Beach is a whimsical park that transformed a surface parking lot in a former industrial area, into Toronto's second urban beach at the water's edge. Located at the foot of Lower Jarvis Street adjacent to the Redpath Sugar Factory, the 8,500 square metre (2 acre) park, is the first public space visitors see as they travel along Queens Quay from the central waterfront. The park's brightly coloured pink beach umbrellas and iconic candy-striped rock outcroppings welcome visitors to the new waterfront neighbourhood of East Bayfront. It is easily accessible via the TTC while parking is also available at several lots within walking distance. The area runs parallel to Lake Ontario, providing beautiful scenery as well as a breath of fresh air for all visitors to the area. This year, the Toronto Wine & Spirit Festival is again expected to provide countless enjoyable and memorable experiences for its guests.

For the second consecutive year, the Toronto Wine & Spirit Festival has partnered with the Redpath Waterfront Festival. The Redpath Waterfront

Festival attracts thousands of people to Toronto's waterfront every year, during its three days. We are looking forward to partnering with the Redpath Waterfront Festival again this year so we can help showcase all of the wonderful improvements along Queens Quay including the new connection of the east and west end of the Martin Goodman Trail. It should also be noted that the Toronto Wine & Spirit Festival does not close Sugar Beach to the public. The park remains open for the duration of the Festival so that residents and visitors can still enjoy the beach and Festival vibe.

In order to ensure that our Festival continues to run smoothly and efficiently for all parties involved, we continue to improve our efforts to provide a safe environment. Our management team is supported by experienced and well-trained event staff. Our team is well versed in contingency plans, which we work on diligently with all of our Festival partners, Sugar Beach, our security companies, onsite paramedics and Wine & Spirit representatives. As an additional precaution, there will also be a number of paid-duty police officers to assist during the busier hours of the Festival.

We at Drink Inc. Events feel that the *Toronto Wine & Spirit Festival* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 15,000 people, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the 2015 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau  
Drink Inc. Events

**2015 Festival Dates & Times \***

Thursday, June 18th from 5:00pm to 12:00am  
Friday, June 19th from 5:00pm to 12:00am  
Saturday, June 20st, from 12:00pm to 12:00am

*\* Final Dates/Times Subject to Change*