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**Mac'n
CHEESE**
FESTIVAL

Produced by:

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March 12, 2015

Rosalind Deyers
Committee Administrator
Toronto and East York Community Council
Toronto City Hall,
100 Queen St. West, Toronto, ON. M5H 2N2
Via email: teycc@toronto.ca

To the Attention of the Members, Toronto and East York Community Council

Re: Municipal Significance designation for the "Mac & Cheese Festival".

We are requesting your assistance in declaring the Mac & Cheese Festival, the first outdoor public food festival of its kind in Canada, of municipal significance for liquor licensing purposes. Restaurateurs, food trucks and foodies will create a haven for food lovers who are challenged to create unique interpretations of the cheesy classic using Toronto's diverse cultural background as inspiration.

Admission to this festival is FREE and open to the general public and encourages visiting tourists to attend. We want everyone to come out and have a great time at this new festival. This festival is also a fundraising event that will benefit FoodShare Toronto, Charity #10739 2359 RR0001. Any unused tasting token revenues and funds raised at the festival will be donated to FoodShare Toronto.

The Mac & Cheese Festival will be held from Friday June 5, 2015 (from 6:00pm to 10:00pm), Saturday June 6, 2015 (from 11:00am to 11:00pm) and Sunday June 7, 2015 (from 12:00pm to 4:00pm). The festival will be hosted at the Liberty Market Building in the Galleria and surrounding parking spaces on its property at 171 East Liberty Village, Toronto, ON. M6K 3P6, which will include an SOP licensed Beer Garden.

The festival details include:

- Admission to this festival is free and open to the general public and encourages visiting tourists to attend.
- Food vendors will offer a variety of mac and cheese meal items and meet Toronto Public Health requirements.
- Non-alcoholic beverages (e.g. soft drinks and water), wine, and beer will be sold.
- We will arrange the necessary liability insurance as per SOP requirements.
- We will arrange for paid security in the Beer Garden, and will enclose the full festival area with barricades.
- All of our staff that is involved with the serving of alcohol is trained and certified under the Smart Serve Program.
- We have a system in place that allows us several checkpoints to make sure that people are imbibing responsibly. One example of this is that we do not allow guests to buy beer directly from the bartenders, but rather they buy it from a token seller, which allows us 2 points at which to engage with the guest to ascertain their level of sobriety.
- Any unused tasting token revenues and funds raised at the festival will be donated to our charity beneficiary, FoodShare Toronto.
- This festival will be promoted through various promotions and with support from local media.

We will be applying to the Alcohol and Gaming Commission for a Special Occasion Liquor Licensing permit. This festival is expected to attract approximately 20,000 people, supporting local restaurateurs and FoodShare Toronto, a non-profit organization that works with communities and schools to deliver healthy food and food education. 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.

Thank you for your assistance.

Regards,

Philip Suos
Director,
Vaulted Studios
philip@vaultedstudios.com

c. Councillor Gord Perks, Ward 14 Parkdale-High Park, Toronto City Hall councillor_perks@toronto.ca
c. Councillor Mike Layton, Ward 19 Trinity-Spadina, Toronto City Hall councillor_layton@toronto.ca