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Toronto and East York Community Council
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Toronto M5H 2N2

2015 APR 10 PM 7 57

Cc: Jeremy Zuker
Emma Brown

From: Scott Rondeau

Date: April 09, 2015

Subject: Front Street Foods July 6th – August 30th, Sir John A. MacDonald Plaza (at Union Station), Toronto

Dear Councillors,

Its finally happening! Sir John A. MacDonald Plaza at Union Station is nearly done construction and will be opening its newly expanded approximately 10,000SQFT outdoor space. As this is the first part of Toronto that many visitors will see, the facility and partners have created an event that is welcoming for all and highlights the diverse and spectacular food culture of the City.

We are writing about the first annual Union Summer featuring Front Street Foods that will bring to life a wide-ranging food market showcasing Toronto's best chefs, restaurants, bakers, food entrepreneurs, and artisanal food makers. Each participating vendor will have the opportunity to offer a small, curated menu that best represents their specialty. The artisan food market - supporting local business, entrepreneurship and community - will be open between July 6 and August 30, 2015. Public entry is free for Toronto's great citizens and visitors.

Front Street Foods is the cornerstone of the first annual Union Summer activation that will take place on the newly rebuilt plaza in front of Toronto's iconic Union Station this July and August. Union Summer will be a vibrant downtown oasis welcoming everyone to enjoy food and entertainment in a relaxed atmosphere.

Conveniently located on Front Street between York and Bay, Union Summer will offer bistro style seating in a unique, high-traffic urban space. The newly transformed Sir John A. MacDonald Plaza will attract downtown residents, office workers, commuters and visitors, who can eat, drink and socialize in the heart of Toronto's downtown core. The food vendors and seating areas will be located such they do not interfere with pedestrian traffic flows but are easily visible and accessible by all.

Vendors who are new to the food scene or famous chefs are equally welcome. The Market intends to represent and showcase the best of Toronto! It is unique in Toronto because it highlights the diverse food culture in the City, encourages and supports food related entrepreneurship and offers attendees an unparalleled opportunity to explore and discover food creations. Given the highly visible and highly trafficked location of the event it will be a rich environment for both economic and cultural growth.

To ensure that our event runs smoothly and efficiently for all parties involved, we will be providing private security and lots of staff to help manage the event. 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 partners, including Front Street Foods at Union Summer, Toronto Market Company and the stakeholders at Union Station. Safety is paramount and our security company will make sure that we have a member with paramedic training.

We at Drink Inc. Events feel that the first annual Union Summer and featured Front Street Foods is significant to the city of Toronto. We look forward to an event intended for the people of Toronto and visiting tourists. The space is expected to attract thousands of international visitors, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the first annual Union Summer Experience and see fit to designate us a significant event to the city of Toronto this summer.

Sincerely,

Scott Rondeau

Drink Inc. Events

2015 Event Dates & Times

Weekdays , July 6th-August 30th, from 11:00am to 7:00pm

Fridays and Weekends, July 6th-August 30th ,from 11:00am to 10:00pm

Final Dates/Times Subject to Change