



RECEIVED
CITY CLERK'S OFFICE
SECRETARIAT 2ND FLOOR
2015 APR 10 PM 12 02

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: April 08, 2015

Subject: **All Canadian Pop up Restaurant Experience at Airship 37 on July 11, 12, 13, 14, 15, 23, 24, 25 & 26**

Dear Councillors,

We are writing in regards to *OH CANADA!*, the *All Canadian Pop up Restaurant Experience*. We are excited to introduce this first ever event of its kind that will focus on Canada's unique "tastes of place". The All Canadian Pop up Restaurant Experience will be held in Downtown Toronto in the heart of Athletes Village located near the Distillery District. This event will take place at the unique cozy and intimate venue Airship37.

This event will be held during the 2015 Pan Am Games. The newly constructed Pan Am/Parapan Am Athletes' Village will be located on an 80-acre site next to the Don River in Toronto's waterfront district. The Village will be the Games-time home for 10,000 athletes, coaches, and team officials. It is easily accessible via the TTC while parking is also available at several lots within walking distance. This area will buzz with the energy of thousands of athletes who've come to Toronto and Southern Ontario to compete for gold allowing the All Canadian Pop up Restaurant Experience to create a memorable experience for our international visitors as well as locals. We are excited to show these visitors what Canadian food is all about!

The All Canadian Pop up Restaurant Experience will be showcasing Canadian inspired food, drinks, and design. We will also be focusing heavily on Ontario based products. The All Canadian Pop up Restaurant Experience has partnered with FeastON. For locals and travellers alike, FeastON is a criteria based program that recognizes businesses committed to showcasing Ontario's unique tastes of place. This includes: food produced or harvested in Ontario, or food and drink made in Ontario if they include ingredients produced or harvested here. FeastON recognizes businesses that are part of a local, regional, provincial, or national program that supports and showcases Ontario food and drink, its agricultural sectors, and best practices in the industry. They also recognize businesses that participate in community-based initiatives and experiences, as well as innovative and creative ways of building awareness around Ontario food and drink.

In order 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, Airship37 and our security companies.

We at Drink Inc. Events feel that the All Canadian Pop up Restaurant Experience is significant to the city of Toronto. We look forward to an event intended for the people of Toronto and visiting tourists. The Festival is expected to attract thousands of international visitors, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the All Canadian Pop up Restaurant 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

Saturday, July 11th from 12:00pm to 1:00am
Sunday, July 12th from 12:00pm to 1:00am
Monday, July 13th from 12:00pm to 1:00am
Tuesday, July 14th from 12:00pm to 1:00am
Wednesday, July 15th from 12:00pm to 1:00am
Thursday, July 23th from 12:00pm to 1:00am
Friday, July 24th from 12:00pm to 1:00am
Saturday, July 25th from 12:00pm to 1:00am
Sunday, July 26th from 12:00pm to 1:00am

Final Dates/Times Subject to Change