



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: May 29, 2015

Subject: Live Green Toronto-Lovin' Local Food Festival, Aug 8th, 2015

Dear Councillors,

We are writing in regards to the *Lovin' Local Food Festival*. The *Lovin' Local Food Festival* is a smaller different version of the Live Green Toronto Festival that has taken place in the city of Toronto over the past few years. This year, the Festival will return to Yonge and Dundas Square and will focus on Local food.

This festival will showcase an authentic "taste of Ontario and taste of Toronto". The Lovin' Local Food Festival is put on in part by Drink Inc. Events and the City of Toronto.

The *Lovin' Local Food Festival* will take place on August 8th at Yonge & Dundas Square from 11am-10pm. A compelling and exciting local and sustainable food event. The event's focus will be on showcasing local, sustainable chefs, restaurants and innovative foodies. The event will include on-

stage musical entertainment, chef competitions, buskers, and more.

Lovin' Local Food Festival will include programming such as Chef Lynn Crawford doing a cooking presentation at the event, great music throughout the day (including a reunion of the Spoons!) and a culinary competition to showcase local foods. There will be 3 competitors (all Feast ON designated restaurants).

The City will be putting a big marketing push behind this festival that is free to all ages to attend! So Come out and promote your restaurant and have some fun as we celebrate all things local and yummy in this amazing city!

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 Drink Inc. and City 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 ***Lovin' Local Food 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 5,000 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 *

Saturday, August 8, from 11:00am to 10:00pm

* Final Dates/Times Subject to Change