



March 15, 2016

North York Community Council
North York Civic Centre
Main floor, 5100 Yonge St.
Toronto, ON M2N 5V7

Dear Sirs:

RE: LETTER OF MUNICIPAL SIGNIFICANCE/NON OBJECTION-RELATED TO ALCOHOL

The Philippine Cultural Community Centre (PCCC) is a not-for-profit community association that organizes a street festival called *Taste of Manila* since 2014. This year, the event will be staged on August 20-21, 2016 from 9:00am – 11:00pm (Saturday) and 9:00am – 8:00pm (Sunday) at Bathurst Street corner Wilson Avenue up to Laurelcrest Street on Bathurst.

The *Taste of Manila* is the ONLY Filipino street festival in the Greater Toronto Area (GTA) and aptly located in North York, home of the largest area of concentration for Filipinos and Filipino businesses in Canada, dubbed as "Little Manila". As in the past 2 years since its inauguration, the festival has maintained its reputation as most peaceful and responsible event without a single report of incidents.

The proposed enclosed beer tent location will provide seating area and food kiosk inside its designated area. The space will be supervised by licensed security guards and paid duty police officers.

As the festival is a FREE event and fully supported by the Filipino media community, the festival will continue to enjoy the influx of tens of thousands of festival goers. It can expect some 85% of Filipino community attendance from the GTA and from all over North America drawn by the festival's publicity outreach and 15% mainstream presence.

In 2014, ToM drew a crowd of 60,000 during its inaugural festival and 2015 saw a record-breaking attendance of approximately 200,000 over 2 days; thus, making the *Taste of Manila* the largest Filipino festival in North America. We are very proud and humbled to be recognized as one of Toronto's major summer festivals after only two years of staging.

With your support, we can make it happen and happen well. We look forward to working with you and help bring the festival's tourism goal to the attention and much appreciation of the Filipino and mainstream communities all over Canada and the world.

Respectfully submitted by:

Rolando Mangante
Chairman, Philippine Cultural Community Centre