

November 13, 2015

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TO: Toronto East York Community Council  
100 Queen Street West  
2<sup>nd</sup> Floor, West Tower, City Hall  
Toronto, ON M5H 2N2

2015 NOV 13 PM 3 52

CC: Rosalind Dyers  
Greg Cosway

From: Les Murray

**Re: Toronto's Festival of Beer 2016**

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Dear Councilors,

We are writing to you with a request to designate the 2016 Toronto's Festival of Beer as an Event of Municipal Significance in the City of Toronto. The event is scheduled to take place on Friday July 22<sup>nd</sup>, Saturday July 23<sup>rd</sup>, and Sunday July 24<sup>th</sup>, 2016 at Bandshell Park in Exhibition Place.

In 2015, we celebrated our 21<sup>st</sup> anniversary with great success. As the event has grown, so has our attendance and our reputation as one of the must-attend events of the summer in this city. The Festival continues to make bold strides in supporting beer culture in Ontario, ensuring that consumers have the best selection of domestic and imported beer.

The Festival has been held at Bandshell Park at Exhibition Place for the past 7 years. Bandshell Park is an ideal venue for this event as it is centrally located in downtown Toronto and easily accessible by public transit. Being outdoors gives the event a true festival feel, especially with the stellar entertainment we are able to provide year after year.

The standout acts we have booked in past years include Naughty by Nature, 54-40, k-os, Matthew Good, Salt-N-Pepa, De La Soul, the Trews, Big Wreck and many other headliners. Although we have yet to secure our 2016 bands, it is guaranteed to be an exciting and crowd-pleasing weekend of live entertainment on our Main Stage.

Beer and food enthusiasts will also have the opportunity to learn over the weekend at our grilling seminars and beer education sessions. Beer industry experts will be taking the Brewmaster's stage and chefs from top Toronto restaurants will be grilling up food and beer pairings in the Beerlicious Grilling Tent.

The lineup of food vendors we have at the festival has been curated over a number of years and we are proud to work with the top restaurants and food trucks in the city, that

make the food experience at the Festival like no other. We have featured restaurants such as Lisa Marie's, Campagnolo's, Pizzeria Libretto, Café Bar Pasta, Rashers and the crowd pleasing Smoke's Poutinerie.

The Festival is expected to attract more than 30,000 attendees from across Ontario, as well as visitors from outside of the province, supporting Toronto's summer tourism industry. The World of Beer Pavilion highlights a different region each year and in 2015, we welcomed Irish craft brewers who brought along their brews which couldn't be found anywhere in Canada. For 2016, we'll be focusing on Sweden and working to bring Swedish brewers and beer over for another cultural beer experience.

The City of Toronto is seeing a boom of new breweries opening. With that in mind, we designate a special area for newcomers called the New Brews area. We feel strongly about highlighting the City's wonderful new breweries alongside fan favourites that return year after year.

We feel that Toronto's Festival of Beer is significant to the City of Toronto. We look forward to organizing an event that brings together people from many different places in their love of beer. We hope you agree with our plans for the 2016 Toronto's Festival of Beer and see fit to once again designate us an Event of Municipal Significance in the City of Toronto.

Sincerely,

Les Murray  
Toronto's Festival of Beer

**2016 Festival Dates & Times\***

July 22<sup>nd</sup>, 3:00PM – 11:00PM  
July 23<sup>rd</sup>, 12:00PM – 8:00PM  
July 24<sup>th</sup>, 12:00PM – 8:00PM

*\*Final dates/times subject to change*