

December 8<sup>th</sup>, 2015

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CITY OF TORONTO  
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Toronto & East York Community Council  
Toronto City Hall, 100 Queen St. W.  
2nd floor, Toronto ON M5H 2N2

**RE: “Event of Municipal Significance” for the purpose of obtaining an SOP – Taste of Toronto 2016**

Dear Toronto & East York Community Council,

The purpose of this letter is to request that **Taste of Toronto** be declared as an “Event of Municipal Significance”.

Taste is considered the world’s greatest restaurant festival. From just one show in London, UK, twelve years ago, Taste has rapidly grown to become part of the social season for foodies, restaurant-lovers, and chef groupies in over 22 different cities around the globe. Wherever it is in the world, Taste represents foodie heaven: stunning food prepared by the city’s greatest restaurants, world famous chefs, superb drink and outstanding entertainment, set in stunning outdoor surroundings.

Taste of Toronto will be the only Taste Festival held in North America in 2016 following on from its inaugural launch in 2014. The event will take place over four days, at Garrison Common in a tented environment and inside the buildings within the historic walls of Fort York. It will be comprised of six half-day sessions featuring 15 of the city’s latest, greatest and most unique restaurants, top local and international chefs, over 60 local artisan exhibitors, and a range of interactive culinary features.

In addition to being a unique entertainment and cultural attraction, Taste of Toronto will be an essential platform for Canada’s top and emerging culinary talents to showcase their abilities to both local and destination visitors. Taste will play a critical role in helping to further elevate the region’s emerging culinary scene on a national and international scale. The annual event is expected to have an attendance of up to 25,000 consumers in 2016, with the capability to house over 40,000 attendees in years ahead. Working with key local, national and international media partners, Taste will generate millions of annual impressions.

The event will be held at Garrison Common and the Fort York National Historic Site located at 250 Fort York Boulevard in the City of Toronto. It will commence Thursday, June 23<sup>rd</sup> and close Sunday, June 26<sup>th</sup> 2016. We have secured the venue from June 17<sup>th</sup> to June 29<sup>th</sup> for load in, event dates and load out.

**Opening hours of the 2016 event are:**

Thursday, June 23<sup>rd</sup> : 5:00pm-9:30pm

Friday, June 24<sup>th</sup> : 12noon-4pm & 5:30-11pm

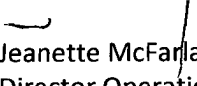
Saturday, June 25<sup>th</sup> : 12noon-4pm & 5:30-11pm

Sunday, June 26<sup>th</sup> : 12noon-5pm

IMG assumed global ownership of Taste from the UK company Brand Events in early 2013. Though entirely owned and operated by IMG Canada, Taste of Toronto benefits from the global expertise and network of IMG Worldwide and the Taste Festivals team, who have successfully executed over 100 Taste Festival events around the world.

Thank you for your consideration and we look forward to hearing your decision. If you have any questions, please feel free to call me at **647.788.8059** or email me at [jeanette.mcfarlane@img.com](mailto:jeanette.mcfarlane@img.com) and I will be happy to discuss the event.

Sincerely,

  
Jeanette McFarlane  
Director Operations

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