

Date: January 13th, 2016

To: Toronto and East York Community Council
100 Queen Street, West
2nd floor, West Tower, City Hall
Toronto, ON
M5H 2N2

Cc: Rosalind Dyers
Ingrid Kim, Beerlicious Inc.

From: Les Murray, Beerlicious Inc.

Re: **2016 Beach BBQ & Brews Festival – Event of Municipal Significance**

2016 JUN 15 PM 12:38
SECRETARY
CITY OF TORONTO
BEACH BBQ & BREWS FESTIVAL

Dear Councillors,

I am writing in regards to our annual event, *The Beach BBQ and Brews Festival*. The event is once again scheduled to take place at Woodbine Park in the Beach on Father's Day Weekend: June 17th (3pm-11pm), June 18th (Noon-11pm) and June 19th (Noon-8pm).

The Beach BBQ and Brews Festival operates as a non-profit event benefitting the community, including the beautification of community parklands. It is our hope that together with our partners we can continue to build a well-rounded, family-oriented event that benefits the community by giving back. We are also looking forward to continuing to be a part of Toronto's annual event and tourist calendar that draws families to the area year after year.

The Beach BBQ and Brews Festival is an all ages, free event with food, music and informational offerings. Our focus is on BBQ and Brews and we will have a variety of food and beverage vendors, which are comprised of some of North America's finest Ribbers and Ontario's finest craft brewers. The Arts Market will bring an element of small craft vendors from around Toronto, as well as BBQ and cooking demonstrations from our grilling stage.

We will again be hosting the 8th Annual Toronto Fire Fighters' Command Cook Off. Local fire fighters from various Toronto stations will compete for the best recipe in the city. Proceeds from this program and the fire fighters' onsite 'Boot Drive' (all weekend long) will go to Camp BUCKO, a camp for children burn survivors and the charity of choice for the Toronto Fire Fighters' and The Beach BBQ and Brews Festival.

We also plan to use the Park's pavilion for staging and live music, with children's entertainment as well as headlining bands for a free concert each evening.

Our anticipated attendance is approximately 6,000 people per day (18,000 total).

It is our hope that we can continue on the right foot and officially request council's recognition of The Beach BBQ and Brews Festival as being an Event of Municipal Significance. Beyond the endorsement, we hope to use this recognition in our efforts to secure a Special Occasions Permit from the AGCO.

Thank for your consideration,

Les Murray
Beerlicious
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