

Date: Wednesday February 3, 2016
To: Toronto and East York Community Council
100 Queen St. W.
2nd floor, West Tower, City Hall
Toronto, ON
M5H 2N2

CITY CLERK
SECRETARY
2016 FEB 3 PM 4 35

Cc: Rosalind Dyers
Greg Cosway
Jen Murphy

From: Les Murray

Re: Toronto's Festival of Beer – Spring Sessions 2016

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer – Spring Sessions*. This year's event is scheduled for May 21st, and 22nd, 2016.

TFOB Spring Sessions is celebrating its third year after successful festivals in 2014 at the Evergreen Brickworks and 2015 at Sherbourne Common. After last year's success, we are excited to be returning to Sherbourne Common at Sherbourne Street and Queens Quay.

Sherbourne Common is the best venue for the spring festival as it is located in downtown Toronto and is easily accessible by TTC. The built-in stage, open layout, and the sparkling Lake Ontario as the backdrop make for the most ideal venue for the festival. Similar to Toronto's Festival of Beer, Spring Sessions will feature local talent on stage, some of the finest chefs in the city as food vendors, and the best of the brewing industry in and around Toronto.

The Spring Sessions attendance for 2015 was 2,000 people per day. For 2016, we anticipate roughly 2,200 people per day and up to the capacity of 4,000 in attendance from the Greater Toronto Area as well as visitors from across Ontario.

Our event management team has over 20 years of experience producing great and safe consumer events that showcase what our great city has to offer.

We at *Toronto's Festival of Beer* feel that the Spring Sessions is significant to the City of Toronto. The food vendors will showcase the chefs and restaurants the city has to offer, and the brewers in attendance will highlight the exploding

craft beer scene in and around the city. We look forward to putting on a Festival for attendees to enjoy what the city has to offer.

We hope you agree with our plans for the 2016 Spring Sessions and see fit to once again designate us a significant event to the City of Toronto.

Sincerely
Les Murray,

Toronto's Festival of Beer Inc.

2016 Festival Dates & Times*

May 21st, 12:00pm – 7:00pm
May 22nd, 12:00pm – 7:00pm

** Final Dates/Times Subject to Change*