



WATER'S EDGE FESTIVALS
& EVENTS

RECEIVED
CITY CLERK'S OFFICE
SECRETARY'S OFFICE

2016 FEB 12 PM 1 32

February 12, 2016

Administrator
Toronto & East York Community Council
100 Queen Street West, 2nd Floor
Toronto, Ontario
M5H 2N2

RE: Request for Designation as an Event of Municipal Significance

Dear Sir or Madam:

Water's Edge Festivals & Events (WEFE) is an Ontario not-for-profit corporation created in 2011 with a mandate to become the driving force behind the continuation of the successful **Redpath Waterfront Festival Toronto (RWF)**. Our objectives include:

- produce an exceptional annual family festival
- provide a strong economic impact for Toronto and Ontario
- build strategic partnerships locally, regionally and nationally, including significant stakeholders **Redpath Sugar Ltd.** and **The Waterfront BIA**.

The **Redpath Waterfront Festival Toronto** is a unique festival that provides on-land and on-water programming, while positioning and promoting Toronto locally, nationally and internationally as a waterfront destination. This year the Festival is proud to recognize the Harbourfront Community Centre as its preferred charity partner; we are working with them to promote their recreation, sports and cultural programs

Key Milestones:

2010

RWF brought the Tall Ships back to Toronto as part of the Great Lakes United TALL SHIPS Challenge®. The 2010 event was a resounding success; it attracted over 750,000 visitors, 38.5% of which came from outside the GTA (> 40 km). As a result of that success, WEFE was created to continue the event on an annual basis.

2013

RWF was not only the launch port for the TALL SHIPS CHALLENGE® Great Lakes, but also the official launch of the TALL SHIPS® 1812 Tour, a pan-provincial event commemorating the War of 1812 and generously funded by a Celebrate Ontario Blockbuster grant.

2015:

Last year we celebrated, along with Waterfront Toronto and the Waterfront BIA, the grand opening of the revitalized Queens Quay Boulevard. Programming included Dance Pan American Style, DockDogs® Championships, the Toronto Wine & Spirit Festival and the Sweetness Pride Beach Party, a sanctioned Pride Toronto event.



WATER'S EDGE FESTIVALS & EVENTS

Upcoming Festival Highlights:

RWF salutes the Royal Canadian Navy at this year's event as we once again launch the TALL SHIPS CHALLENGE® Great Lakes Series in Toronto on Canada Day weekend. In addition, we will be welcoming El Galeon, an early colonial Spanish ship and floating museum, Draken Harald Hårfagre, the most authentic Viking ship of its kind, and finally we mark the return of Pride of Baltimore II. The Festival will also feature the Waterfront Artisan Market, the Ultimutts Stunt Dog Show and the Grand Finale Parade of Sail.

Festivals & Events Ontario (FEO):

For the past two years the RWF has been recognized as one of the top 100 festivals & events in Ontario. In 2015 we were recognized by FEO as an Event of Distinction.

Dates and overall times in 2016:

June 30 th (Thursday – Opening Night)	18:00 – 23:00
July 1 st	11:00 – 23:00
July 2 nd	11:00 – 23:00
July 3 rd (Sunday – Parade of Sail)	11:00 – 18:00

Locations in 2016:

- Programming activities will take place in the following areas:
 - The Rees Wavedeck
 - The Simcoe Wavedeck
 - HTO Park
 - Harbour Square Park East

We respectfully request that a motion be taken to City Council, declaring the **Redpath Waterfront Festival Toronto** an Event of Municipal Significance.

Thank you for your time and consideration of our request. If you require any further information or have any questions, please do not hesitate to contact me via email at admin@TOWaterfrontfest.com or via telephone at (416) 948-5972.

Sincerely,

Lisa Slack
Administrator

cc Shey Clark
Secretary, WEFE Board of Directors