

REC'D
CITY CLERK
SECRETARY
FEB 17 AM 9 50

To the Members of City Council and the Toronto & East York Community Council:

The Ontario Craft Cider Association and Picaro Enterprises Inc. are requesting a **designation of Municipal Significance** for the Appleseed Festival.

The Appleseed Festival is an event taking place on Sunday, May 29th, 2016 at **Wychwood Barns** (601 Christie St.). The event is scheduled to take place from Noon to 9:00 pm.

The purpose of the event is to showcase Ontario Craft Cider producers and their products to the public. This is a family-friendly event taking place during Ontario Craft Cider Week, and is intended to serve as the cornerstone of Ontario Craft Cider Week. Ontario Craft Cider Week is returning for a third year in 2016, and Appleseed Festival is a new addition to the event. Much like the surging Craft Beer sector, Ontario Cider is an important and growing part of the beverage and culinary industry.

The Appleseed Festival is run under a pay-what-you-can/suggested donation admission format and is focused on sampling unique products made by Ontario-based independent cider producers. Pitchers and large serving sizes are not available. A variety of food and family-friendly programming will be on site.

The event will take place in the covered barn and outdoor area immediately in front of the covered barn, enclosed by walls and by fencing of at least 0.9 meters as per AGCO regulations.

Licensed security will be present to control admission to the event. All event staff are experienced with events of this nature and are Smart Serve accredited.

While Wychwood Barns is an Artscape property and shares some of their grounds with the City of Toronto, please note that the event will be taking place entirely on private property, managed and overseen by Wychwood Barns and their staff.

If you have any questions please get in touch with me anytime:

Aaron Brown

Event Operator in partnership with the Ontario Craft Cider Association