



To: Rosalind Dyers  
Committee Administrator  
Toronto and East York Community Council  
2nd Floor, West, Toronto City Hall,  
100 Queen Street West  
Toronto M5H 2N2

Cc: Ros Dyers  
Emma Brown

From: Scott Rondeau

Date: Feb 18, 2016

**Subject: Toronto Wine & Spirit Festival at Sugar Beach on June 16, 17 & 18, 2016**

Dear Councillors,

We are writing in regards to the *Toronto Wine & Spirit Festival*. The Toronto Wine & Spirit Festival is set again to be Southern Ontario's most unique summer event for its eighth year. This year, the Festival will return to Sugar Beach, located at Jarvis Street & Queens Quay East.

Canada's Sugar Beach is a whimsical park that transformed a surface parking lot in a former industrial area, into Toronto's second urban beach at the water's edge. Located at the foot of Lower Jarvis Street adjacent to the Redpath Sugar Factory, the 8,500 square metre (2 acre) park, is the first public space visitors see as they travel along Queens Quay from the central waterfront. The park's brightly coloured pink beach umbrellas and iconic candy-striped rock outcroppings welcome visitors to the new waterfront neighbourhood of East Bayfront. It is easily accessible via the TTC while parking is also available at several lots within walking distance. The area runs parallel to Lake Ontario, providing beautiful scenery as well as a breath of fresh air for all visitors to the area. This year, the Toronto Wine & Spirit Festival is again expected to provide countless enjoyable and memorable experiences for its guests.

In order to ensure that our Festival continues to run smoothly and efficiently for all parties involved, we continue to improve our efforts to provide a safe environment. Our management team is supported by experienced and well-trained event staff. Our team is well versed in contingency plans, which we work on diligently with all of our Festival partners, Sugar Beach, our security companies, onsite paramedics and Wine & Spirit representatives. As an additional precaution, there will also be a number of paid-duty police officers to assist during the busier hours of the Festival.

We at Drink Inc. Events feel that the *Toronto Wine & Spirit Festival* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 15,000 people, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the 2016 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau  
Drink Inc. Events

**2016 Festival Dates & Times \***

Thursday, June 16th from 5:00pm to 12:00am  
Friday, June 17th from 5:00pm to 12:00am  
Saturday, June 18th, from 12:00pm to 12:00am

*\* Final Dates/Times Subject to Change*