



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: Sweetness Pride at Sugar Beach on June 19th, 2016

Dear Councillors,

We are writing in regards to the *Sweetness Pride Beach Party at Sugar Beach*. The *Sweetness Pride Beach Party* is set to celebrate its third year. This year, the Festival will return to Sugar Beach, located at Jarvis Street & Queens Quay East.

As an official event of Pride Toronto we are excited to have an event that is open to the public with no cover charge. Live DJ's on stage and the open scene at the park will make for a wonderful afternoon as we celebrate Pride Toronto's first ever Pride month (June).

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 Drink Inc. representatives. As an additional precaution, there will also be a number of paid-duty police officers to assist during the busier hours of the event.

We at Drink Inc. Events feel that the *Sweetness Pride Beach Party* is significant to the city of Toronto. We look forward to a event intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 5,000 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 *

Sunday, June 19th, from 12:00pm to 8:00pm

** Final Dates/Times Subject to Change*