



March 1, 2016

Toronto East York Community Council
C/O Rosalind Dyers
Toronto City Hall, 12th Floor, West Tower
100 Queen St. West
M5H 2N2

Dear Ms. Dyers,

I am contacting you in regard to obtaining recognition as an event with Municipal Significance for the GWN Dragon Boat Challenge on September 10th to the 11th, 2016.

The 22nd Annual GWN Dragon Boat Challenge is considered one of North America's marquee dragon boat events. Annually the event attracts over 4,000 participants and 8,000 spectators to the Toronto waterfront for 2 days of exciting racing and community celebration. In 2016, the event will be held at Marilyn Bell Park, similar to the last nine years. Our Toronto city permit application has been approved.

Racing will be held all day on Saturday and Sunday, the 10th and 11th of September respectfully. Live music will be held in the afternoon both days from 3:00 PM until 6:00 PM. Other elements of the event include food vendor village, health and wellness zone, children's game zone, music and entertainment, as well as a beverage tent.

The beverage tent will consist of a double fenced 50 metre by 60 metre area managed by Smart Serve certified staff. The hours of operation for the tent will be from 11:00 AM until 8:00 PM on Saturday the 10th and 11:00 AM until 8:00 PM on Sunday the 11th of September.

The economic impact of the event is in the millions, as several teams participating in this event are from out of town. As always, teams from several countries and representative teams from many provinces and U.S. States will participate in this year's event. The social and community impact is also significant, as for years the challenge has been a marquee event for many local Torontonians. Large portions of the dragon boat event benefits several charitable groups, and has raised over \$2 million for charities throughout the City of Toronto. The 2016 charity partner is the Canadian Breast Cancer Foundation – Ontario Region, a charity that supports breast cancer awareness and research.

If you have any questions or concerns, please contact me at any time. I look forward to our continued support and involvement with the Community council.

Sincerely,

Mike Fulton
Director of Operations
Great White North Communications