



To whom It May concern,

I am writing to you on behalf of the Toronto Outdoor Art Exhibition, the longest and largest juried outdoor art fair in Canada, showcasing works of over 320 artists to 100,000 visitors annually.

We are requesting a Letter of Municipal Significance to move forward with our plan to turn the stage at Nathan Phillips Square into a Beer Garden for our 55th Anniversary. The Events Support representative at City of Toronto has initially approved this plan. We are providing adequate security and Toronto Police Services onsite.

We are a charitable non- for profit art organization. You might be interested to know that we were the first public event on Nathan Phillips Square. This year marks our 55th anniversary. The event takes place on July 8, 9, 10, 2016.

The Hours of our Purposed Beer Garden:

Friday July 8th 12noon to 9pm
Saturday July 9th 12noon to 8pm
Sunday July 10th 12noon to 6pm

Missions Statement:

The Toronto Outdoor Art Exhibition (TOAE) works to advance the knowledge and appreciation of art through outdoor public exhibitions. TOAE prides itself on creating an environment which gives artists the chance to interact directly with the public in an informal setting - removing the barriers to access, and dispelling the formality of a traditional gallery or art fair experience.

Website:

<http://www.torontooutdoorart.org/>

Awards:

Every year, we distribute \$20,000 cash and in-kind awards to participating artists. These awards are generously donated by a passionate circle of board members, patrons and community partners who truly believe in advancing the arts and artists' careers. The Mayor's Purchase Award brings the winners' artworks into the City of Toronto's art collection.

To honour our legacy, we are giving away a special award of \$5,500 to the winner of Best of Exhibition for our 55th anniversary.

Highlights from our Economic Impact Study conducted last year with funding from Celebrate Ontario:

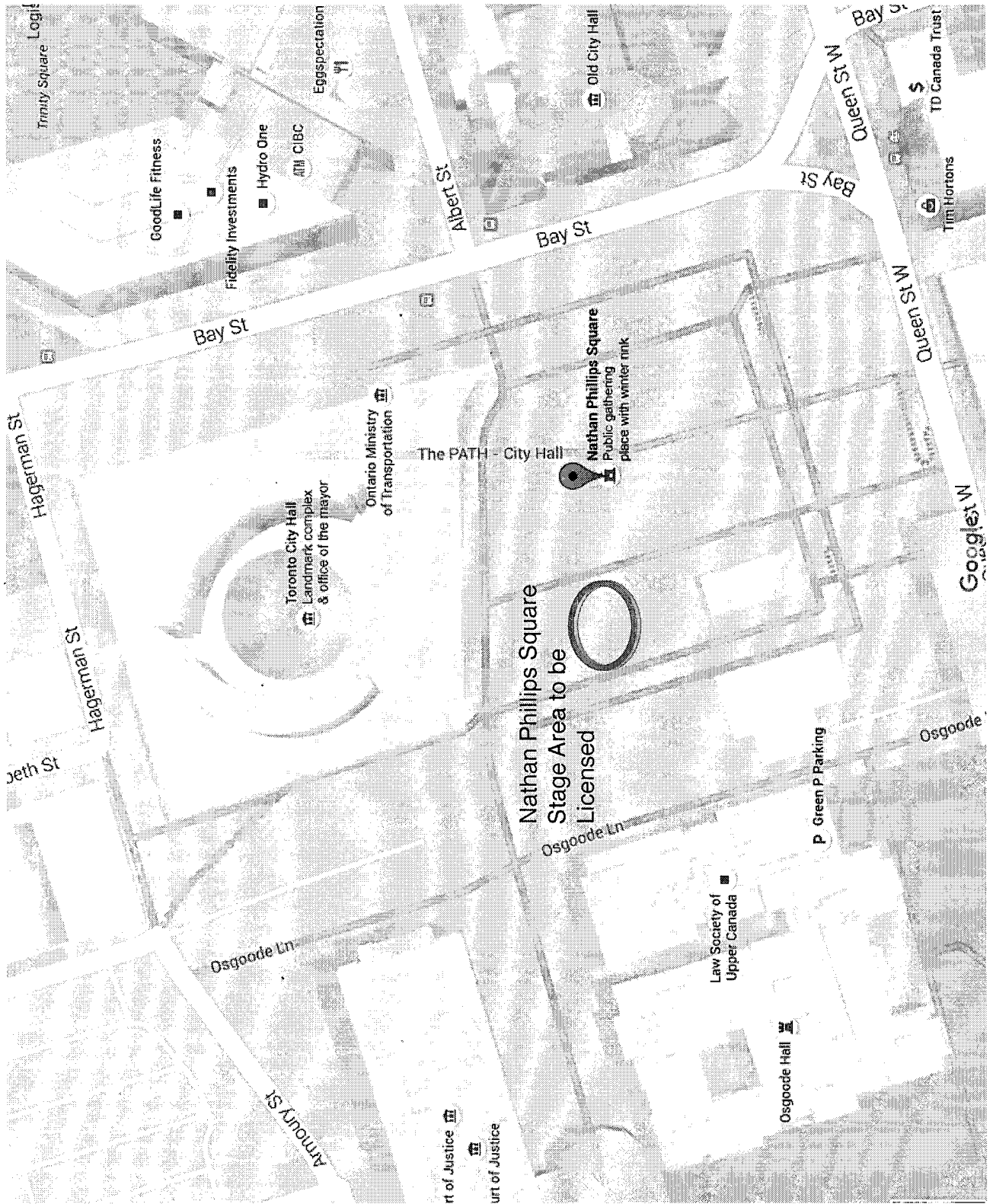
1. Total economic impact of 2015 Toronto Outdoor Art Exhibition estimated at \$3.0M
 - Non-local attendees and event operations resulted in approximately \$4.7M of new spending
 - Estimate includes direct, indirect and induced impact
2. Employment and taxes supported by event
 - Equivalent of 44 full-year jobs supported by exhibition-related spending
 - Estimated \$1.4M in tax revenue generated at all three levels of government
3. Event attracts tourists from many regions
 - 31% of attendees resided more than 40km from event site
 - Among non-locals, 10% resided in other provinces and 18% were from outside Canada
4. Local residents spent \$10.8M related to event
 - While not economic impact, demonstrates local support for Toronto Outdoor Art Exhibition
 - Majority of this spending was on art purchases from vendors
5. Celebrate Ontario enhancements attracted tourism and spending
 - An estimated 7,530 non-locals were drawn to the event by Celebrate Ontario enhancements, according to survey
 - These non-locals spent an estimated \$1.1M in region throughout their visit

Please confirm that you have received this letter and do not hesitate to contact me at 647 899 9598 or kirsten@torontooutdoorart.org if you have any question, or require additional information.

Kirsten LaBonte

Logistics and Operations Manager
Toronto Outdoor Art Exhibition
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55th Toronto Outdoor Art Exhibition
July 8-10, 2016 - Nathan Phillips Square



Trinity Square
Logifit

GoodLife Fitness

Fidelity Investments

Hydro One

CIBC

Egaspectation

Albert St

Bay St

Old City Hall

Queen St W

Bay St

TD Canada Trust

Tim Hortons

Hagerman St

Bay St

Toronto City Hall
Landmark complex
& office of the mayor

Ontario Ministry
of Transportation

The PATH - City Hall

Nathan Phillips Square
Public gathering
place with winter rink

Queen St W

Goglet St

Jeth St

Hagerman St

Nathan Phillips Square
Stage Area to be
Licensed

Osgoode Ln

P. Green P. Parking

Osgoode

Law Society of
Upper Canada

Osgoode Hall

rt of Justice

urt of Justice

