



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

Cc: Emma Brown

From: Scott Rondeau

Date: May 9, 2016

Subject: EVENT OF MUNICIPAL SIGNIFICANCE Toronto Artisanal Food Market,  
June 10<sup>th</sup> – August 28<sup>th</sup>, 150 York St, Toronto, Toronto

Dear Councillors,

Last year while we showcased Toronto's brand new Sir John A. MacDonald Plaza at Union Station to visitors of the PanAm games we learned something about our fine city. Not only were tourists interested in unique spaces showcasing some of Toronto's best craft food providers...Torontonians were too! So once again we have created an event that is welcoming for all and highlights the diverse and spectacular food culture of the City.

We are writing about the second annual Toronto Artisanal Food Market that will bring to life a wide-ranging food market showcasing Toronto's best chefs, restaurants, bakers, food entrepreneurs, and artisanal food makers. Each participating vendor will have the opportunity to offer a small, curated menu that best represents their specialty. The artisan food market - supporting local business, entrepreneurship and community - will be open between June 10th and August 28, 2016. Public entry is free for Toronto's great citizens and visitors.

Front Street Foods will be a vibrant downtown oasis welcoming everyone to enjoy food and entertainment in a relaxed atmosphere.

Conveniently located at Adelaide Place at York Street and Adelaide Street the Summer Market will offer bistro style seating in a unique, high-traffic urban space. This lovely market will attract downtown residents, office workers, commuters and visitors, who can eat, drink and socialize in the heart of Toronto's downtown core. The food vendors

and seating areas will be located such they do not interfere with pedestrian traffic flows but are easily visible and accessible by all.

Vendors who are new to the food scene or famous chefs are equally welcome. The Market intends to represent and showcase the best of Toronto! It is unique in Toronto because it highlights the diverse food culture in the City, encourages and supports food related entrepreneurship and offers attendees an unparalleled opportunity to explore and discover food creations. Given the highly visible and highly trafficked location of the event it will be a rich environment for both economic and cultural growth.

To ensure that our event runs smoothly and efficiently for all parties involved, we will be providing private security and lots of staff to help manage the event. 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 partners. Safety is paramount and our security company will make sure that we have a member with paramedic training.

We at Drink Inc. Events feel that the Toronto Artisanal Market is significant to the city of Toronto. We look forward to an event intended for the people of Toronto and visiting tourists. The space is expected to attract thousands of international visitors, supporting Toronto's thriving summer tourist season.

We hope you agree with our plans for the first annual Union Summer Experience and see fit to designate us a significant event to the city of Toronto this summer.

Sincerely,

Scott Rondeau

Drink Inc. Events

**2016 Event Dates & Times**

June 10<sup>th</sup>-August 28<sup>th</sup>, from 7:00am to 9:00pm

**Alcohol Serving Hours**

11:00am to 9:00pm

*Final Dates/Times Subject to Change*