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Rosedale Main Street BIA  
1256 Yonge Street, Lower Level  
Toronto, Ontario M4T 1W5  
Phone: 647-342-0821  
info@rosedalemainstreet.ca  
www.rosedalemainstreet.ca

September 29, 2016

Toronto & East York Community Council  
Toronto City Hall, 100 Queen St. W.  
2<sup>nd</sup> floor, Toronto, Ont. M5H 2N2

Re: Event of Municipal Significance for the purpose of obtaining an SOP

Dear Toronto and East York Community Council,

The purpose of this letter is to request that the Rosedale Cavalcade of Lights Festival be declared an Event of Municipal Significance.

The Rosedale Main Street Business Improvement Area represents over 180 businesses along Yonge Street from Woodlawn Avenue to Crescent Road. The area boasts a wide variety of merchant and service members including high-end antique and décor stores, exquisite neighbourhood restaurants, gourmet shops, beauty and hairdressing salons and travel specialists. The BIA is also home to the restored and renovated North Toronto Railway Station which is the centre piece of the community and home to one of Ontario's largest and most comprehensive LCBO/Vintages Stores. Rosedale Main Street is a vibrant, active neighbourhood with the feeling of a village in the city.

In a continued effort to market the area, the Rosedale Main Street BIA is planning its Annual Cavalcade of Lights Festival which will take place on Saturday November 19th, 2016. This is a much anticipated family event that has been well received by the residents of Rosedale for many years. In recent years we have extended our marketing to attract visitors from across the city with great success.

We are proposing to have an outdoor wine lounge as part of the festivities at 10 Scrivener Square which will operate between 2pm and 6pm.

Some of the highlights of the event will include: Horse and carriage rides, photos with Santa, face painting and the lighting of our 50ft blue tree on the CP bridge.

Thank you for your consideration. We look forward to hearing your decision. If you have any questions please feel free to contact me at 647-456-2411 or by email at [info@rosedalemainstreet.ca](mailto:info@rosedalemainstreet.ca).

Regards,

Clorraine Dennie  
Executive Director, Rosedale Main Street BIA