

Date: Monday January 16, 2017
To: Toronto and East York Community Council
100 Queen St. W.
2nd floor, West Tower, City Hall
Toronto, ON
M5H 2N2

Cc: Ellen Devlin

From: Les Murray

Re: Toronto's Festival of Beer – Spring Sessions 2017

Dear Councilors,

We are writing in regards to *Toronto's Festival of Beer – Spring Sessions*. This year's event is scheduled for May 20th, and 21st, 2017.

TFOB Spring Sessions is celebrating its fourth year after successful festivals in 2014 at the Evergreen Brickworks and 2015-2016 at Sherbourne Common. After the past years' successes, we are excited to be moving to Fort York Garrison Common.

Fort York Garrison Common is the best venue for the spring festival as it is located in downtown Toronto and is easily accessible by TTC. Like Toronto's Festival of Beer, Spring Sessions will feature local talent on stage, some of the finest chefs in the city as food vendors, and the best of the brewing industry in and around Toronto.

The Spring Sessions attendance for 2016 was 2,200 people per day. For 2017, we anticipate roughly 3,000 people per day and up to the capacity of 6,000 in attendance from the Greater Toronto Area as well as visitors from across Ontario.

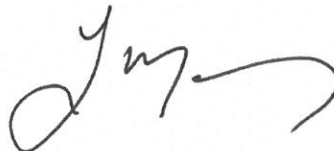
Our event management team has over 25 years of experience producing great and safe consumer events that showcase what our great city has to offer.

We at *Toronto's Festival of Beer* feel that the Spring Sessions is significant to the City of Toronto. The food vendors will showcase the chefs and restaurants the city has to offer, and the brewers in attendance will highlight the exploding

craft beer scene in and around the city. We look forward to putting on a Festival for attendees to enjoy what the city has to offer.

We hope you agree with our plans for the 2017 Spring Sessions and see fit to once again designate us a significant event to the City of Toronto.

Sincerely
Les Murray,

A handwritten signature in black ink, appearing to read 'Les Murray', with a stylized flourish at the end.

Toronto's Festival of Beer Inc.

2017 Festival Dates & Times*

May 20th, 12:00pm – 7:00pm

May 21st, 12:00pm – 7:00pm

** Final Dates/Times Subject to Change*