

January 16, 2017

TO: Toronto East York Community Council
100 Queen Street West
2nd Floor, West Tower, City Hall
Toronto, ON M5H 2N2

CC: Ellen Devlin

From: Les Murray

Re: Toronto's Festival of Beer 2017

Dear Councilors,

We are writing to you with a request to designate the 2017 Toronto's Festival of Beer as an Event of Municipal Significance in the City of Toronto. The event is scheduled to take place on Friday July 28th, Saturday July 29th, and Sunday July 30th, 2017 at Bandshell Park in Exhibition Place.

In 2016, we celebrated our 22nd annual event with great success. As the festival has grown, so has our attendance and our reputation as one of the must-attend events of the summer in this city. The Festival continues to make bold strides in supporting beer culture in Ontario, ensuring that consumers have the best selection of domestic and imported beer.

The Festival has been held at Bandshell Park at Exhibition Place for the past 8 years. Bandshell Park is an ideal venue for this event as it is centrally located in downtown Toronto and easily accessible by public transit. Being outdoors gives the event a true festival feel, especially with the stellar entertainment we are able to provide year after year.

The standout acts we have booked in past years include Naughty by Nature, 54-40, k-os, Matthew Good, Salt-N-Pepa, De La Soul, Big Wreck and many other headliners. Although we have yet to secure our 2017 bands, it is guaranteed to be an exciting and crowd-pleasing weekend of live entertainment on our Main Stage.

Beer and food enthusiasts will also have the opportunity to learn over the weekend at our grilling seminars and beer education sessions. Beer industry experts will be taking the Brewmaster's stage and chefs from top Toronto restaurants will be grilling up food and beer pairings in the Grilling Tent.

The lineup of food vendors we have at the festival has been curated over a number of years and we are proud to work with the top restaurants and food trucks in the city, that

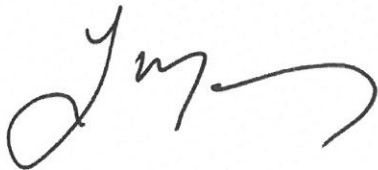
make the food experience at the Festival like no other. We have featured restaurants such as Mangia & Bevi, Campagnolo's, Queen Margherita Pizza, the Pie Commission and the crowd pleasing Smoke's Poutinerie.

The Festival is expected to attract more than 30,000 attendees from across Ontario, as well as visitors from outside of the province, supporting Toronto's summer tourism industry. The World of Beer Pavilion highlights a different region each year and in 2017, we'll be focusing on Canada for its 150th anniversary. Highlighting all that Canada has to offer, we will be featuring beer, food and culture from across our 10 provinces and 3 territories.

The City of Toronto is seeing a boom of new breweries opening. With that in mind, we designate a special area for newcomers called the New Brews area. We feel strongly about highlighting the City's wonderful new breweries alongside fan favourites that return year after year.

We feel that Toronto's Festival of Beer is significant to the City of Toronto. We look forward to organizing an event that brings together people from many different places in their love of beer. We hope you agree with our plans for the 2017 Toronto's Festival of Beer and see fit to once again designate us an Event of Municipal Significance in the City of Toronto.

Sincerely,

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

Les Murray
Toronto's Festival of Beer

2017 Festival Dates & Times*

July 28th, 3:00PM – 11:00PM
July 29th, 12:00PM – 8:00PM
July 30th, 12:00PM – 8:00PM

**Final dates/times subject to change*