



TORONTO OUTDOOR ART EXHIBITION

April 12, 2017

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 at Nathan Phillips Square.

We are requesting a Letter of Municipal Significance to move forward with our plan to turn the stage at Nathan Phillips Square, for the second consecutive year, into a Beer Garden in partnership with Henderson Brewing for our 56th anniversary. The Event Support representative at City of Toronto has initially approved this plan. We will be providing the necessary security and Toronto Police Services onsite. After the success of the Beer Garden at the 2016 Fair, we realized there was a great deal of untapped potential for animating the Stage at NSP during our event.

We are a charitable, not-for-profit art organization. We hope that our legacy as the first-ever public event at NPS, coupled with the success of last year's inaugural beer garden, validate our contribution to the fabric of Toronto's art community, and we would very much like to continue this new facet of our event.

Proposed Hours of Beer Garden:

Friday, July 14: 12pm-9pm

Saturday, July 15: 12pm-7pm

Sunday, July 16: 12pm-5pm

Mission 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:

Our Awards Program is unprecedented and unique in North America. Every year, we distribute over \$30,000 cash and in-kind awards to the best artists in their practices.

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These awards are generously donated by a passionate circle of donors, historical patrons, and community partners who truly believe in advancing the arts and artists' careers. The prestigious Mayor's Purchase Award brings the winners' artwork into the City of Toronto's significant art collection.

Highlights from our 2015 Economic Impact Study conducted with funding from Celebrate Ontario:

1. Total economic impact of 2015 Toronto Outdoor Art Exhibition estimated at **\$3.0M**
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. Local residents spent \$10.8M related to event
 - While not economic impact, demonstrates local support for Toronto Outdoor Art Exhibition

Highlights from our Inaugural 2016 Beer Garden:

1. **Sustainable Relationships:** Last year was the first time that we turned the stage at Nathan Phillips Square into a cascading beer garden in collaboration with Henderson. Henderson Brewing created a custom brew that was created through collaboration of our award winning emerging artist and two emerging brewers. They will be a key partner of the TOAE, both as sponsor and collaborator in creating the signature Beer for the 150th anniversary of Canada and TOAE.
2. **Commissioned Art Creation:** Henderson Brewing has signed on for the 2nd year in commissioning the work of a TOAE artist to feature as the official label of the custom brew created for 2017's beer garden. Both Henderson and TOAE would like to establish a new annual tradition of collectible emerging artist designed beer labels that will tell our stories.

Please confirm that you have received this letter and do not hesitate to contact me at 416-737-1365, or julia@torontooutdoorart.org if you have any question, or require additional information.

Julia Rocchi

Logistics and Operations Manager
Toronto Outdoor Art Exhibition