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Mac'n
CHEESE
FESTIVAL

Produced by:

Mac and Cheese Festival
9536108 Canada Inc.
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www.macandcheesefestival.ca

April 24, 2017

Ellen Devlin
Secretariat
Toronto and East York Community Council
Toronto City Hall,
100 Queen St. West, Toronto, ON. M5H 2N2
Via email: teycc@toronto.ca

To the Attention of the Members, Toronto and East York Community Council

Re: Municipal Significance designation for the "Mac and Cheese Festival".

We are kindly requesting your assistance in declaring the Mac and Cheese Festival, Canada's largest food festival of its kind, of municipal significance for liquor licensing purposes. This will be our third annual festival in Toronto. We were granted approval each year since 2015 by city council and deemed to be of municipal significance. Restaurateurs, food trucks and foodies will create a haven for food lovers who are challenged to create unique interpretations of the cheesy classic using Toronto's diverse cultural background as inspiration.

Admission to this festival is FREE and open to the general public, encouraging visiting tourists to attend. We want everyone to come out and have a great time at this festival. This festival is also a fundraising event that will benefit The National Wildlife Rehabilitation Foundation, Charity #79836 5698 RR0001. Funds raised at the festival will be donated to The National Wildlife Rehabilitation Foundation.

The Mac and Cheese Festival will be held from Friday June 2, 2017 (from 6:00pm to 12:00pm), Saturday June 3, 2017 (from 12:00pm to 12:00am) and Sunday June 4, 2017 (from 12:00pm to 7:00pm). The festival will be hosted at Ontario Place located at 955 Lake Shore Blvd. West, Toronto, ON. M6K 3B9. The entire festival grounds on the West Island will be under an SOP license with heavy security presence throughout the grounds, working with Ontario Place to ensure the safety of all attendees.

The festival details:

- Admission to this festival is free and open to the general public, which encourages visiting tourists to attend.
- Food vendors will offer a variety of food options that meet Toronto Public Health requirements.
- Non-alcoholic beverages (e.g. soft drinks and water), wine, and beer will be sold.
- We will arrange the necessary liability insurance as per SOP requirements.
- We will arrange for paid security to ensure SOP requirements, and will enclose off-limit areas with barricades.
- All of our staff that is involved with the serving of alcohol is trained and certified under the Smart Serve Program.
- We have a system in place that allows us several checkpoints to make sure that people are imbibing responsibly. One example of this is that we do not allow guests to buy beer directly from the bartenders, but rather they buy it from a token seller, which allows us 2 points at which to engage with the guest to ascertain their level of sobriety.
- Funds raised at the festival will be donated to our charity beneficiary, The National Wildlife Rehabilitation Foundation.
- This festival will be promoted through various promotions and with support from local media.

We will be applying to the Alcohol and Gaming Commission for a Special Occasion Liquor Licensing permit. This festival is expected to attract approximately 65,000 people, supporting local restaurateurs, musicians, artisans, and The National Wildlife Rehabilitation Foundation, a non-profit organization that financially supports and assists existing rehabilitation centers and individually raising and releasing baby wildlife caught in the crisis of reaching adulthood in an ever changing environment. We hope you agree with our plans for the 2017 festival and see fit to designate us again as a significant event to the city of Toronto.

Thank you for your assistance.

Regards,

Philip Suos
Founder, Festival Director
Mac and Cheese Festival (9536108 Canada Inc.)
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