



To: Ellen Devlin
Committee Administrator
Toronto Community Council
2nd Floor, West, Toronto City Hall,
100 Queen Street West
Toronto M5H 2N2

Cc: Colin Jospeh
Emma Brown

From: Scott Rondeau

Date: April 29, 2017

Subject: Pride Toronto, June 23-25, 2017

Dear Councillors,

We are writing in regards to the 37th annual Pride Celebrations. Pride Toronto is a not-for-profit organization with a mission to bring people together to celebrate the history, courage and diversity of our community.

Uniting and empowering people with diverse sexual orientations, gender identities and gender expressions, the annual Pride Toronto festival has become a major Canadian arts and cultural event and the largest Pride celebration in North America. Pride showcases Toronto on the world stage with diversity, inclusion and vibrant creativity.

June 2017 features Toronto's second Pride Month, culminating with the 37th annual Pride Parade on Sunday, June 25th.

This year Pride Toronto is excited to continue relationships with many of their past and important sponsors and partners; The City of Toronto, The Government of Ontario, The Department of Canadian Heritage and TD Bank to name a few. Without these partners, Pride wouldn't be the successful community event that it is today.

With Pride celebrations attracting more than 2.1 millions people in 2016, it brought a positive economic impact to the City of Toronto. Over the 2016 Pride Toronto Festival weekend (July 1 - 3, 2016) Pride Festival attendees spent an estimated \$425.7 million on Pride related purchases (including transportation, hotel & lodging, and food and beverage).

Over the years Pride has operated several licensed stage areas (beverage gardens) throughout the community that provide programming and entertainment for more than 2.6 million Pride attendees. This year is no different as we plan to operate four (4) licensed beverage garden areas throughout the community. These locations and hours of operation are:

Wellesley Stage - 15 Wellesley Street East

Friday 6pm-2am; Saturday 2pm-2am; Sunday 2pm-11pm

Central Stage - Church Street – 518 Church Street

Friday 6pm-2am; Saturday 2pm-2am; Sunday 2pm-11pm

Pride House - 580 Church Street

Friday 4pm-2:00 am; Saturday 1:00pm-2:00am; Sunday 1:00pm-11:00pm.

Yonge & Dundas Stage – Dundas Square, 1 Dundas Street East

Wednesday 6pm-11pm, Thursday 6pm-11pm, Friday 6pm-11pm; Saturday 5pm-11pm; Sunday 2pm-11pm

Drink Inc. Events will be responsible for the successful and safe execution of Pride's licensed programming areas. 2017 marks Drink Inc. Event's eighth year operating the alcohol service component of the celebrations for Pride Toronto.

In order to assure that the Pride licensed beverage gardens continue to run smoothly and efficiently for all parties involved, we (Drink Inc. Events) continue to improve our efforts to provide a safe environment. Our management team is supported by experienced and well-trained event staff. Our team is well versed in contingency plans, which we work on diligently with all of our partners; Pride Toronto, our security companies, onsite paramedics and Pride Toronto/Drink Inc. representatives.

Pride Toronto and Drink Inc. Events feel that the annual Pride Celebrations are significant to the city of Toronto. Pride welcomes everyone and wants everyone to be welcomed. Pride is accessible to everyone as the event creates a sense of belonging and shared purpose. We look forward to these celebrations and welcoming visiting tourists to our city.

We hope you agree with our plans for the 2017 Pride Celebrations and see fit to designate us a significant event to the city of Toronto.

Sincerely,

Scott Rondeau
Drink Inc. Events