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April 28, 2017

Toronto and East York Community Council
2nd Floor, West, Toronto City Hall,
100 Queen Street West
Toronto M5H 2N2

RE: Cook-On-Site Food Market at Adelaide Place – Request for Event of Significance Status

To Whom It May Concern:

Toronto Market Company's mission is to create and host vibrant markets in Toronto that showcase Toronto's best and celebrate its spirit. We are focused on supporting local businesses and creating culturally rich events that strengthen the social fabric of the city and make it attractive for visitors. We love Toronto and create forums in which local businesses can thrive.

Our *Summer Cook-On-Site Food Market* is coming back for its 3rd year after a great success in 2015 and 2016. Once again, the Market will be located on the 2nd level terrace at Adelaide Place (150 York Street & 181 University Avenue) which is owned by Dream REIT with whom we have a rental agreement for the space; the terrace is a hidden gem in the heart of the city that comes to life when the Market is open. In 2017 it will run weekdays from June 1st through July 28th from 11am – 9pm and will be called *Adelaide Eats* this year (formerly it was named Front Street Foods). This Market is widely recognized as a premium event where patrons can discover interesting foods directly from their Toronto-based creators: the Market features a group of local chefs and food entrepreneurs serving up their delectable specialties from outdoor kiosks. Importantly, this event gives Toronto-based small businesses an opportunity to be discovered and gain traction. In multiple cases local businesses have flourished after getting a start at our Market.

We have built a strong following of both locals and visitors who are looking forward to the 2017 event in downtown Toronto. Patrons often come in groups so it is a very communal and social event that brings people together to celebrate the diversity of the city and its wonderful food creators. Additionally, the event is an attraction for visitors

to Toronto (we can see the interest on our web pages coming from outside the country for this upcoming year) and we know that the event enhances Toronto's image and showcases its best to visitors; providing another great reason to visit Toronto. The Market is free to attend with a large communal seating area; food and beverage is available for purchase directly from the participating vendors.

Last summer we partnered with The Merchant, an dependent licensed tavern and restaurant located in Adelaide Place (150 York Street and 181 University Avenue) with deep experience, who operated the bar at the event and will work with them again in this capacity. In order to ensure that our event runs smoothly, efficiently and in full compliance with all regulations we will be providing private security and will have staff on site to help manage the event. Our management team is supported by experienced event staff and safety is our prime concern (we have never had a safety/security incident).

The event is very casual with the focus being discovering and enjoying great food in an outdoor atmosphere. We are excited to present another successful event that brings the great citizens of Toronto together and builds on the cultural fabric of the city.

We hope you agree with our request to designate the event as one of significance for the city and would be pleased to discuss the event with you at any time.

Yours sincerely,

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

Jeremy Zuker
President
Toronto Market Company, Inc.