

TE09.89.4



November 20, 2017

Toronto & East York Community Council
Toronto City Hall, 100 Queen St. W.
2nd floor, Toronto ON M5H 2N2

RECEIVED
CITY CLERK'S OFFICE
CH 2ND FLOOR
2017 NOV 28 A 9:32

RE: "Event of Municipal Significance" for the purpose of obtaining an SOP – Tastemaker 2018 (formerly Taste of Toronto)

Dear Toronto & East York Community Council,

The purpose of this letter is to request that **Tastemaker Toronto** be declared as an "Event of Municipal Significance".

Tastemaker Toronto is the evolution of Taste of Toronto, a vibrant food and drink event that celebrates culinary diversity, taking place at Toronto's Woodbine Park from June 22 - 24, 2018. The event is part of a newly-formed North American food and drink spectacle – the Tastemaker Tour. Featuring six cities and close to a hundred culinary experts, the Tastemaker Tour is a celebration of cultural exchange, bringing together the hottest chefs, restaurants and master mixologists for the ultimate food and drink journey.


Locally, Tastemaker Toronto will serve as a platform to showcase Canada's culinary talents and artisanal purveyors, in an interactive environment that emphasizes sensory experiences. Amidst a laid-back foodie wonderland, guests can enjoy delicious cuisine, outstanding music, and hands-on features. Tastemaker's objective is to be the pre-eminent culinary festival in Canada; a must-do on the annual social calendars of foodies across the country, and beyond.

Despite the new brand, driving tourism visitation and the commitment to supporting Ontario's culinary scene remains unchanged. Over its first 4 years, Taste drew 22,000+ culinary tourists, and contributed millions in economic impact. Through an interactive and exploratory environment, Tastemaker will enable Canada's talents to showcase their skills, creating unmatched opportunities for "food tourism" promotion.

Opening hours of the 2018 event are:

Thursday, June 21: 4:00pm – 10:00pm
Friday, June 22: 11:00am – 11:00pm
Saturday, June 23: 11:00am – 11:00pm
Sunday, June 24: 11:00am – 7:00pm

The Tastemaker tour, and its stop in Toronto, will benefit from the global expertise and network of IMG Worldwide and the Taste Festivals team, who have successfully executed over 100 Taste Festival events around the world.

Thank you for your consideration and we look forward to hearing your decision. If you have any questions, please feel free to call me at **647.788.8059** or email me at **shannon.inniss.com** and I will be happy to discuss the event.

Sincerely,



Shannon Inniss
Head of Operations

175 Bloor Street East
Suite 1001, South Tower
Toronto, ON M4W 3R8