

January 9<sup>th</sup>, 2018

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

From: Les Murray

**Re: Toronto's Festival of Beer 2018**

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Dear Councilors,

We are writing to you with a request to designate the 2018 Toronto's Festival of Beer as an Event of Municipal Significance in the City of Toronto. The event is scheduled to take place on Thursday July 26<sup>th</sup>, Friday July 27<sup>th</sup>, Saturday July 28<sup>th</sup>, and Sunday July 29<sup>th</sup>, 2018 at the Bandshell Park in Exhibition Place.

In 2017, we celebrated our 21<sup>st</sup> anniversary with great success. As the event has grown, so has our attendance and our reputation as one of the must-attend events of the summer in Toronto. The Festival continues to make bold strides in supporting beer culture in Ontario, ensuring that consumers have the best selection of domestic and imported beer.

The Festival has been held at Bandshell Park at Exhibition Place for the past 9 years. Bandshell Park is an ideal venue for this event as it is centrally located in downtown Toronto and easily accessible by public transit. Being outdoors gives the event a true festival feel, especially with the stellar entertainment we are able to provide year after year.

The standout acts we have booked in past years include Naughty by Nature, Method Man & Redman, k-os, Matthew Good, Salt-N-Pepa, Sloan, The Trews, Big Wreck, and many other headliners. Although we have yet to secure our 2018 bands, it is guaranteed to be an exciting and crowd-pleasing weekend of live entertainment on our Main Stage.

Beer and food enthusiasts will also have the opportunity to learn over the weekend at our grilling seminars hosted by chefs from the top Toronto restaurants that can be found grilling up food and beer pairings in the Beerlicious Grilling Tent.

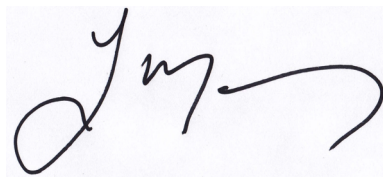
The lineup of food vendors we have at the festival has been curated over a number of years and we are proud to work with the top restaurants and food trucks in the city, that make the food experience at the Festival like no other. We have featured restaurants such as Mangia & Bevi Resto Bar, Campagnolo's, Queen Margherita Pizza, and the crowd-pleasing Smoke's Poutinerie.

The Festival is expected to attract more than 30,000 attendees from across Ontario, as well as visitors from outside of the province, supporting Toronto's summer tourism industry. The World of Beer Pavilion highlights a different region each year and in 2017, we celebrated Canada's 150<sup>th</sup> Birthday by bringing in 48 brands of beer from the four regions of Canada, all beer that has never been available in Ontario. We are currently working on confirming our 2018 featured country, which will once again provide another cultural beer experience.

The City of Toronto is seeing a boom of new breweries opening. With that in mind, we designate a special area for newcomers called the New Brews area. We feel strongly about highlighting the City's wonderful new breweries alongside fan favourites that return year after year.

We feel that Toronto's Festival of Beer is significant to the City of Toronto. We look forward to organizing an event that brings together people from many different places in their love of beer. We hope you agree with our plans for the 2018 Toronto's Festival of Beer and see fit to once again designate us an Event of Municipal Significance in the City of Toronto.

Sincerely,

A handwritten signature in black ink, appearing to read 'Les Murray', with a long horizontal flourish extending to the right.

Les Murray  
Toronto's Festival of Beer

### **2018 Festival Dates & Times**

July 26<sup>th</sup>, 5:00PM – 11:00PM  
July 27<sup>th</sup>, 3:00PM – 11:00PM  
July 28<sup>th</sup>, 12:00PM – 8:00PM  
July 29<sup>th</sup>, 12:00PM – 8:00PM

*\*Final dates/times subject to change*