



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

Cc: Emma Brown
Miguel de Medeiros

From: Scott Rondeau

Date: Jan 24, 2018

Subject: Sugar Shack TO at Sugar Beach on March 10 & 11, 2018

Dear Councillors,

We are writing in regards to the 3rd Annual *Sugar Shack TO*. Sugar Shack TO is set to return again for its third year to celebrate the end of winter with a sweet flavour of Ontario's finest maple products with Toronto's very own sugar shack. Bringing together every one of all ages, this public event will bring together over 4000 people. This year, the Festival will return to Sugar Beach, located at Jarvis Street & Queens Quay East.

Canada's Sugar Beach is a whimsical park that transformed a surface parking lot in a former industrial area, into Toronto's second urban beach at the water's edge. Located at the foot of Lower Jarvis Street adjacent to the Redpath Sugar Factory, the 8,500 square metre (2 acre) park, is the first public space visitors see as they travel along Queens Quay from the central waterfront. The park's brightly coloured pink beach umbrellas and iconic candy-striped rock outcroppings welcome visitors to the new waterfront neighbourhood of East Bayfront. It is easily accessible via the TTC while parking is also available at several lots within walking distance. The area runs parallel to Lake Ontario, providing beautiful scenery as well as a breath of fresh air for all visitors to the area. This year, Sugar Shack TO is again expected to provide countless enjoyable and memorable experiences for its guests.

In order to ensure that our Festival continues to run smoothly and efficiently for all parties involved, we 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 Festival partners, Sugar Beach, our security companies and Sugar Shack TO representatives.

We at Drink Inc. Events feel that the *Sugar Shack TO* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and visiting winter tourists giving a taste of all of Ontario in the heart of the city. The Festival is expected to attract approximately 4,000 people, supporting Toronto's community.

We hope you agree with our plans for the 2018 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau
Drink Inc. Events

2018 Festival Dates & Times *

Saturday, March 10th from 11:00am to 5:00pm
Sunday, March 11th, from 11:00am to 5:00pm

** Final Dates/Times Subject to Change*