

**CANADIAN
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FUND**

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 9, 2018

Subject: Sweetness Pride Beach Party at Sugar Beach on June 24, 2018

Dear Councillors,

We are writing in regards to the 5th Annual *Sweetness Pride Beach Party*. The *Sweetness Pride Beach Party* is set again kick off Toronto Pride week with this unique summer event for its fourth year. 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, the Toronto Wine & Spirit Festival 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, onsite paramedics and Pride/Sweetness representatives.

We at Drink Inc. Events feel that the *Sweetness Pride Beach Party* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and visiting tourists. The Festival is expected to attract approximately 4,500 people, supporting Toronto's vibrant LGBT community as well as the thriving summer tourist season.

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.

Sweetness continues to be in support of Music Therapy Trust Fund Canada.

Sincerely

Scott Rondeau
Drink Inc. Events & Music Therapy Trust Fund Canada Board Member

2018 Festival Dates & Times *

Sunday, June 24th, from 12:00pm to 9:00pm

** Final Dates/Times Subject to Change*