



May 2, 2018

Ellen Devlin
Committee Administrator
Toronto & East York Community Council
100 Queen Street West, 2nd Floor
Toronto, Ontario M5H 2N2

RE: Request for Designation for the Redpath Waterfront Festival as an Event of Municipal Significance

Dear Councillors:

The Redpath Waterfront Festival (RWF) is an event that was created to promote Toronto as an international waterfront destination, as well as provide unique programming for the residents of our great city. Every three years, RWF partners with the TALL SHIPS CHALLENGE® Great Lakes series to host international tall ships as our main featured programming.

Water's Edge Festivals & Events (WEFE) is an Ontario not-for-profit corporation created in 2011 with a mandate to become the driving force behind the continuation of the successful Redpath Waterfront Festival Toronto (RWF). WEFE's objectives include:

- Produce an exceptional annual family festival
- Provide a strong economic impact for Toronto and Ontario
- Build strategic partnerships locally, regionally and nationally, including significant stakeholders Redpath Sugar, PortsToronto and The Waterfront BIA.

Tourism is of vital importance to the City of Toronto and the waterfront is now the second most visited area by tourists coming to Toronto. RWF has promoted this area since its inception in 2010 and the festival has grown to become a significant event in the city. As development along Queens Quay continues, there is even greater opportunity to feature the investment and success of our Waterfront.

RWF annually receives over 300 million media and PR impressions (through MRP Ratings) and has strong partnerships with Bell Media, Toronto Star and CNW. Below are some of the Economic Impact Study results that took place at the Redpath Waterfront Festival in Toronto in 2016 and 2017: (All figures are taken from an independently commissioned economic impact study done by Enigma Research Corporation.)

- 650,000+ attended RWF (over 28% of which reside more than 40km from the festival site)
- Economic Impact of \$7.6M - local spending of an additional \$8.3M
- Local employment supported by event - equivalent of 137 full-year jobs supported by RWF with an estimated \$3.6M in tax revenue
- Locals spent \$3.5M at restaurants

This summer, we are excited to feature Aqua Cirque - an HTO-themed circus at Sherbourne Common along with a carousel ride and carnival games, a unique larger-than-life waterfront art installation in

HTO Park, the Royal Canadian Navy and their tall ship HMCS Oriole, the Waterfront Artisan Market, Kids Zone with fun family activities, and we have partnered with the Wine & Spirit Festival at Sugar Beach.

Dates and Schedule:

Friday, June 22	17:00 – 21:00
Saturday, June 23	11:00 – 20:00
Sunday, June 24	11:00 – 17:00

Programming activities will take place in the following parks:

- HTO Park – *Waterfront Artisan Market, Royal Canadian Navy, Art Installation and more*
- Sherbourne Common – *Aqua Cirque, Kids Zone, Carousel Ride & Carnival Games, Vendors*
- Sugar Beach (*in collaboration with the Wine & Spirit Festival*)

We respectfully request that a motion be taken to City Council, declaring the Redpath Waterfront Festival Toronto an Event of Municipal Significance.

Thank you for your time and consideration of our request. If you require any further information or have any questions, please do not hesitate to contact me at linda@ksatoronto.com or (416) 908-2341.

Sincerely,

Linda Shin
Producer
Redpath Waterfront Festival

cc Kevin Currie, Chair, The Waterfront BIA
Board Executive Member, Water's Edge Festivals & Events

Nancy Gavin, Manager of Brand Development, Redpath Sugar
Chair, Water's Edge Festivals & Events