



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 7, 2019

Subject: Sugar Shack TO at Sugar Beach on March 9 & 10, 2019

Dear Councillors,

We are writing in regards to the 4th Annual *Sugar Shack TO*. Sugar Shack TO is set to return again for its fourth 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 10,000 people. This year, the Festival will be held at the waterfront portion of Sherbourne Common located at Lower Sherbourne Street & Queens Quay East.

Located at the foot of Lower Sherbourne Street adjacent to the Chorus building, the 14,700 square metre (3.63 acre) park, is one of the earliest parks in Canada to incorporate a neighborhood-wide storm water treatment facility into its design. Sherbourne Common consists of a 240 meter long water channel featuring three art sculptures that rise nine meters, called "Light Showers." 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, Sherbourne Commons, 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 2019 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely

Scott Rondeau
Drink Inc. Events

2019 Festival Dates & Times

Saturday, March 9th from 11:00am to 5:00pm
Sunday, March 10th, from 11:00am to 5:00pm