

January 31st, 2019

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 2019
Bandshell Park, Exhibition Place
195 Princes' Blvd, Toronto, ON M6K 3C3



Dear Councilors,

We are writing to you with a request to designate the 2019 Toronto's Festival of Beer as an Event of Municipal Significance in the City of Toronto. The event is scheduled to take place on Friday, July 26th to Sunday, July 28th, 2019 at the Bandshell Park in Exhibition Place.

Toronto's Festival of Beer has evolved into one of the largest beer festivals in Canada, and continues to make bold strides in supporting beer culture in Ontario. As the event has grown, so has our attendance and reputation as one of the must-attend events of the summer. We are very excited to be celebrating our 23rd anniversary in 2019, and look forward to bringing the best selection of domestic and imported beer to our dedicated consumers.

In 2018, we launched our TFOB Spotlight program to showcase the different regions, trends, and people in the beer industry. This past year we featured Women in Beer, Phillips Brewery from British Columbia, and a selection of sour beers from local brewers in our Funk Town pavilion. We are currently working on confirming our 2019 Spotlights, which will once again provide a glimpse into the dynamic beer industry.

Beer discovery is important to our attendees, and with the boom of new breweries opening up in Toronto every year, there is no shortage of new beer to discover. We feel strongly about showcasing the city's new breweries, so we continue to designate a special area for newcomers as part of our New Brews program. This program offers a handful of new breweries brand exposure and the opportunity to sample to 30,000 plus attendees.

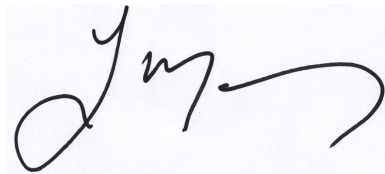
The festival is expected to attract more than 30,000 attendees from across Ontario, as well as visitors from outside of the province, supporting Toronto's summer tourism industry. The headlining acts we have booked in past years include Ludacris, Method

Man & Redman, Naughty by Nature, Broken Social Scene, Matthew Good, Sloan, Salt-N-Pepa, The Trews, Big Wreck, and local favourite Dwayne Gretzky. Although we have yet to secure all of our bands for 2019, it is guaranteed to be an exciting and crowd-pleasing weekend of live entertainment on our Main Stage.

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 vendors in the city, that make the food experience at the Festival like no other. We have featured restaurants such as La Palma, Campagnolo, Oyster Boy, Queen Margherita Pizza, 'ONO Poké Bar, and the crowd-pleasing Smoke's Poutinerie.

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 2019 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 stylized flourish at the end.

Les Murray | President
Toronto's Festival of Beer

2019 Festival Dates & Times

July 26th - 3:00PM – 11:00PM
July 27th - 12:00PM – 8:00PM
July 28th - 12:00PM – 8:00PM

The hours alcohol will be served

July 26th - 3:00PM – 10:45PM
July 27th - 12:00PM – 7:45PM
July 28th - 12:00PM – 7:45PM

**Final dates/times subject to change*