



February 26th, 2019

To Whom It May Concern,

I am writing to you on behalf of the Toronto Outdoor Art Fair, the longest and largest juried outdoor art fair in Canada, which showcases works of over 350 artists to 115,000 visitors annually at Nathan Phillips Square (NPS).

We are requesting a Letter of Municipal Significance to move forward with our plan to turn the stage at Nathan Phillips Square, for the fourth consecutive year, into a Beer Garden in partnership with Henderson Brewing for our 58th anniversary. The Events Support representative at City of Toronto has already approved this plan in its fourth year. We will be providing the necessary security and Toronto Police Services onsite. After the success of the Beer Garden at the 2016-2018 Fair, we have realized there is great enthusiasm about how we have animated the Stage at NPS during our event. Our audiences gather, refresh, and stay longer at the event which translates into more sales for our artists and a larger economic impact of our event.

We are a charitable, not-for-profit art organization. We hope that our legacy as the first-ever public event at NPS, coupled with the success of the beer garden over the last two years, validate our contribution to the fabric of Toronto's art community, and we would very much like to continue this important element of our event.

Proposed Hours of Beer Garden:

Friday, July 12: 12pm-9pm

Saturday, July 13: 12pm-7pm

Sunday, July 14: 12pm-5pm

Mission Statement:

The Toronto Outdoor Art Fair (TOAF) works to advance the knowledge and appreciation of art through an outdoor public fair. TOAF prides itself on creating an environment which gives artists the chance to interact directly with the public in an informal setting – removing the barriers to access, and dispelling the formality of a traditional gallery experience.

Website:

www.torontooutdoor.art

Awards:

Our Awards Program is unprecedented and unique in North America. Every year, we distribute \$40,000 cash and in-kind awards to the best artists in their practices. These awards are generously donated by a passionate circle of donors, historical patrons, and community partners who truly believe in advancing the arts and artists' careers. The prestigious Mayor's Purchase Award brings the winners' artwork into the City of Toronto's significant art collection.

Highlights from our 2015 Economic Impact Study conducted with funding from Celebrate Ontario:

1. Total economic impact of Toronto Outdoor Art Fair is estimated at **\$3.0M**
2. Employment and taxes supported by event
 - Equivalent of 44 full-year jobs supported by exhibition-related spending
 - Estimated \$1.4M in tax revenue generated at all three levels of government
3. Local residents spent \$10.8M related to event
 - Demonstrates local support for Toronto Outdoor Art Fair

Highlights from our 2016 - 2018 Beer Garden:

1. **Sustainable Relationships:** 2016 was the first time that we turned the stage at Nathan Phillips Square into a cascading Beer Garden in collaboration with Henderson Brewing Co. Henderson Brewing will continue creating a custom brew that was created through collaboration of our award winning emerging artist and two emerging brewers. They will continue to be a key partner of the TOAF, both as sponsor and collaborator.

2. **Commissioned Art Creation:** Henderson Brewing has signed on for the 4th year in commissioning the work of a TOAF artist to feature as the official label of the custom brew created for 2019's beer garden. Both Henderson and TOAF has established a annual tradition of collectible emerging artist designed beer labels that tells our stories.

Please confirm that you have received this letter and do not hesitate to contact me at 416-408-2202 or anahita@torontooutdoorart.org if you have any questions, or require additional information.

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