



SHIER MEDIA

Date: Jun 18, 2023

RE: Letter to Municipal Clerk for the Persian Food Festival Municipal Significance

To whom it may concern,

The Persian Food Festival, organized by Shier Media Inc., located at #25 Hellen Ave., Vaughan, Ontario, kindly requests that the City of Richmond Hill acknowledge this event as a municipal significance, and do so with a letter.

The event, which is approved by the City's SEAT (Special Events Advisory Team) Committee, will take place on August 5, 6 and 7, 2023 at Richmond Green Sports Center and Park.

This August event is taking place from 9 am to 10 pm, and we are providing an outdoor venue for live music/entertainment and promoting traditional Iranian cuisine. There will also be kid's activities during our admission free community event of the Persian Food Festival. We will have York Region Paid Duty officers present throughout the 3 day event, and have contracted medics, and also a security company for the event.

EVENT SUMMARY: AN ALL-AGES FREE OUTDOOR EVENT

The Persian Food Festival is a community event, with the goal of supporting local businesses and vendors and artists, celebrating multiculturalism, welcoming people and families from different backgrounds to enjoy Persian cuisine, music and culture.

Areas include outdoor stage for live entertainment, food vendor stations, sponsors booths, kid's games and a designated, fenced-out Beer Garden within the festival, for which we require Alcoholic Beverages and Liquor Licenses.

OUR BACKGROUND AND MISSION

Shier Media was established in 2000, with the goal of supporting artists and small business, by organizing festivals, community events and concerts. Some of our most successful and praised past events were:

- Persian Festivals
2001 and 2002 at Mel Lastman Square, Toronto
- Persian Beauty Awards 2014
- Persian Picnic, summer of 2019
- Live Concerts, jointly with Toronto based event organizer/promoter MEGA BEAT, with renowned performers such as the legendary Googoosh, Moein, Shad Mehr, Ebi, etc., at SONY Center, Air Canada Center, Meridian Hall and Roy Thompson Hall.

If you have any questions, please contact the undersigned, Babak Reihanypour, at 416-723-1179 or by email: [REDACTED]

Regards,
Babak Reihanypour



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www.shiermedia.com