

SCHEDULE 10 TO THE MINUTES
OF THE REGULAR MEETING OF
COUNCIL FOR PUBLIC
HEARINGS HELD ON TUESDAY,
MAY 20, 2008

General Purposes Cte.
May 5, 2008
Item 3
Lions Communication -
Temp. Comm. Use
Permit



TASTE OF ASIA
www.culture-canada.ca



June 28 - 29, 2008

2 Wootton Way North, Markham, ON, Canada L3P 5T7
Tel: 905-946-1137 Fax: 905-471-1918 E-mail: tasteofasia@fccm.ca

April 28, 2008

Paul Cheung
Richmond Night Market
Lions Communications Inc.

To Public Hearing
Date: <u>May 20, 2008</u>
Item # <u>6</u>
Re: <u>Temp. Comm. Use</u> <u>Permit - 12631</u> <u>Vulcan Way</u>

PHOTOCOPIED

MAY 5 2008

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Dear Mr. Cheung & the City of Richmond:

We are writing to invite your organization and the Richmond Summer Night Market to join us in sharing the Taste of Asia Festival with the community of British Columbia, to partner with us to expand the largest Asian Festival in Canada with the City of Richmond. Everyone is quite excited with the unique opportunities and synergies that Richmond and Markham offers, with an East meets West-Taste of Asia Festival Canada partnership. We were all delighted to be informed with the latest Statistics Canada reports that Markham and Richmond are the two most diverse, visible minority communities in Canada, and also possibly the most Chinese and Asian populated. The Town of Markham is quite proud of this distinction and we feel that working together, can help boost our local tourism economies, especially if we can collaborate with the Summer Night Market and the City of Richmond with the Taste of Asia.

The largest Canadian Asian Street Festival, "Taste of Asia", is now in its sixth year in 2008 and has been a great success since its inauguration in 2003 as a response to the Town of Markham to help counter the adverse effects of SARS in the community. This event is a co-operation and collaboration of many ethno cultural groups working towards a common goal, in mutual respect and harmony, yet retaining their special cultural characteristics.

Last year, our attendance was over 50,000 and we are expecting more this year with the expansion of our promotional activities, enhanced entertainment and events in the Nations Capital-Parliament Hill, Ontario's Provincial Legislature-Queen's Park, and the actual festival in Markham, York Region and GTA Greater Toronto Area. Our Queens Park Reception will take place on May 15, from 5pm to 7pm, in Committee Rooms 228 and 230, to celebrate the Asian Heritage Month of May, together with Members of Provincial Parliament, Diplomats of Asian countries, and community leaders.

Our Parliament Hill - "Taste of Asia Reception" in Ottawa will take place on May 28, from 5pm to 7pm, in Room 237C of the Centre Block, to recognize the Asian Heritage Month of May, together with Ministers, Members of Parliament, Senators and Ambassadors of Asian countries.





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The actual "Taste of Asia Street Festival" will be held on **June 28 and 29, 2008** on Kennedy Road and Steeles Avenue on the crossroads of Markham and Scarborough, which has the greatest Chinese and Asian demographics in the GTA. The dates are always set on the weekend preceding Canada Day so that we can celebrate not only Canada's birthday but also the unique multicultural mosaic of our great nation's makeup. An official ribbon-cutting ceremony is set for 5 pm on June 28 to be followed immediately by a reception and a street concert with live performances.

Please extend our invitation to the Mayor of Richmond City and Richmond City Council as our **Special Guests** on **June 28 at 5pm** for the ribbon-cutting ceremony and reception in Markham, Ontario and on **May 28 at 5pm** in Ottawa at our **Parliament Hill Reception**.

Please do not hesitate to contact me anytime with any of your concerns or questions.

We look forward to your positive response and participation at this year's exciting activities.

Yours sincerely,



Dr. Ken Ng
Chairman, Taste of Asia Festival
Federation of Chinese Canadians in Markham