

The Corporation of the Town of Ajax

GENERAL GOVERNMENT COMMITTEE

Thursday, July 3, 2014

Open Meeting at 2:00 p.m.

River Plate Room, Town Hall

65 Harwood Avenue South



PRESENTATIONS

Alternative formats available upon request by contacting:

sarah.moore@ajax.ca or 905-619-2529 ext. 3347

Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To manoeuver back to the agenda page use the **Ctrl + Home** keys simultaneously.

5. Presentations / Discussion

5.2 [A Taste of Ajax](#)



TASTE OF AJAX

**REIMAGINING A
CULINARY EVENT FOR AJAX**

BACKGROUND

- Celebrate Ajax by the Lake event
 - Waterfront Celebration
 - One-off commemoration of the Completion of the Waterfront Trail
 - Multicultural event
 - Drastic decline in attendance
 - Waterfront Festival
 - Mini events at 5 locations
 - Declining attendance
- Economic Development & Tourism Strategy
- Transition to Culinary Event



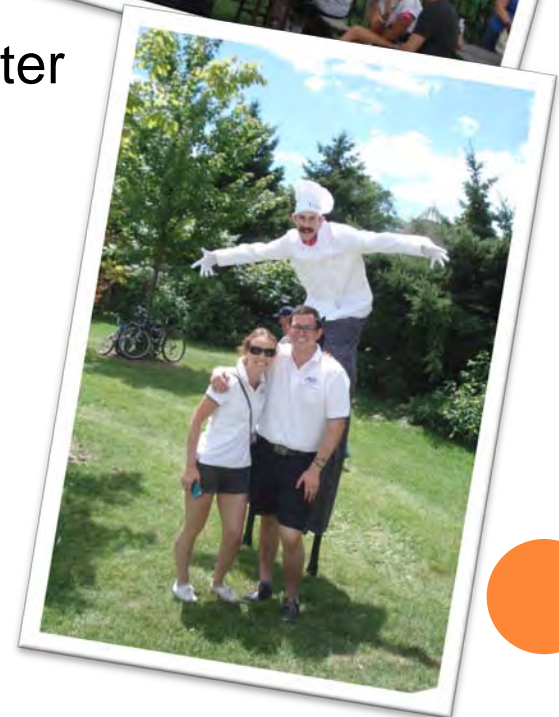
CULINARY EXPERIENCES

- Local Restaurants
- Gourmet Food Trucks
- Craft Breweries
- Celebrity Chef Demonstrations
 - Andrea Nicholson
- Pizza Nova Pizza Making for Kids



ADDITIONAL PROGRAMMING & ENTERTAINMENT

- Artisan's Marketplace
 - Art, jewellery and gourmet food products
- Children's activities
 - Arts & crafts, face painting, balloon twister
- Buskers
- Musical performances
 - 3 bands plus headliner from 6 – 8 p.m.



MARKETING & PROMOTIONS

- Flyers
- Summer Events Guide
- Print media
- Web & social media
- Rotary Club promotions





TASTE OF AJAX

**REIMAGINING A
CULINARY EVENT FOR AJAX**