



Nouveau Events
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June 6, 2022

**Letter of Municipal Significance Request
Special Occasion Permit - Public Event**

**To: Mississauga Community Council
Re: Nouveau - The New Year's Day Breakfast Gala**

To Whom It May Concern,

Nouveau Events is the brainchild of a group of professionals known as the Foreign Friends Collective, who take pride in hosting a series of community events that are focused on bridging cultural gaps while supporting worthy causes within the community. Nouveau Events is hosting an event called Nouveau – The New Year's Day Breakfast Gala, on Sunday, January 1st, 2023 from 10:00 am to 6:00 pm at Small Arms Inspection Building (1352 Lakeshore Rd E, Mississauga). This is a first year event that we intend to make an annual celebration that members of the community can be a part of.

Nouveau, the French translation for "New", was conceptualized to represent just that. Stepping into the first day of a *new* year with a *new* vision, *new* intentions and *new* purpose. Nouveau is slated to be an elegant all-inclusive ball that encapsulates food, fashion and entertainment. Guests are encouraged to dress in their most chic gowns and tuxedos as there will be fashion experts in attendance who will judge and determine the most stylish guests of the event. The event will be catered by some of Mississauga's most sought after chefs, offering some of the most delectable amuse-bouche styled dishes. Patrons will be entertained by a cast of professional DJs and international singers and performers from different parts of the world. With approval from the Mississauga Community Council and AGCO, we intend to hire highly trained and experienced Smart Serve Certified bar staff to tend to the cocktail requests of the patrons.

This event's venue, Small Arms Inspection Building is owned and operated by the Corporation of the City of Mississauga. The design of the space fits perfectly into our vision as it allows guests an abundance of space for social distancing and adhering to any safety protocols implemented. The venue provides 16 highly trained staff and coordinators who will assist in making sure that all rules and regulations are adhered to and that safety is the primary focus in delivering excellence to our patrons. The venue will be tightly secured and all spaces, including the ticketed entry, will be supervised by extensively trained and licensed security guards.

Our events are curated to genuinely bring people together to enjoy an immersive multicultural experience. Our objective is to always be socially innovative, with emphasis on diversity and inclusion. Nouveau establishes a new tier in the event space, designed to accentuate synergy among attendees who are members of the community and more importantly neighbours. Nouveau's target audience is a mature adult demographic who enjoys food, fashion and entertainment and can do so in a responsible manner. We can think of no better way to support the community than by exclusively hiring staff and vendors who are members of the Mississauga community which in turn generates revenue back into the hands of the small



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businesses such as the chefs, caterers, decorators, sound and lighting engineers, security personnel and bar staff among others. Our event is an inclusive celebration of culture, fashion and entrepreneurship with food, wines, beers, spirits, arts and live music. The majority of marketing will be paperless and through social media platforms in the months leading up to the event.

Foreign Friends Collective includes individuals who are Teachers, Real Estate Professionals as well as individuals working in the Law Enforcement field. For these reasons we have always been involved in community outreach and will pledge donations to Safe City Mississauga (Business No. 135050227RR0001), an organization that works with children and families in high priority neighbourhoods to provide early education tutoring and work with youth to help them understand risks such as human trafficking. We will also pledge donations to Peel Learning Foundation (Business No. 758782882RR0001), a community based, charitable organization that raises funds to enable Peel District School Board students to achieve personal excellence by providing resources that help them overcome barriers.

A Municipal Significance designation would allow us to undertake critical fundraising that would greatly expand our ability to provide quality support to community programs.

We look forward to hearing back from you and working with the City of Mississauga to bring this event to fruition. Please contact me if you have any questions.

Warm regards,

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