



To: Rosalind Dyers  
Committee Administrator  
Toronto and East York Community Council  
2nd Floor, West, Toronto City Hall,  
100 Queen Street West  
Toronto M5H 2N2

Cc: Ros Dyers  
Emma Brown

From: Scott Rondeau

Re: **Toronto Wine & Spirit Festival at The Distillery District,  
June 19 & 20, 2009**

Dear Councillors,

We are writing in regards to *Toronto Wine & Spirit Festival*. The stage is set for Southern Ontario's newest and most unique summer event. Taking place at The Distillery District on the first weekend of summer, it is the first of its kind in Toronto and intends to broaden peoples' experience on many levels in this Historic Venue.

The Distillery District is located at 55 Mill Street - between Parliament St. and Cherry St., two blocks south of Front St (just north of the Lakeshore). It is accessible by the TTC and parking is available on the street and at several lots within walking distance. Taxi service is also readily available. We strongly encourage all guests to drink responsibly and if possible, leave the car at home.

Since the Gooderham and Worts Distillery closing in the 1990's it has become a destination for both tourists and urbanites combined. We aim to help increase the awareness of such an important site by bringing a cultured event such as *Toronto Wine & Spirit Festival* to its gates. The Festival has already garnered support from the community and industry alike. Surprisingly this will be the first outdoor/indoor Wine & Spirit Festival to take place in Toronto. Our goal is to

support the Wine and Spirit culture in Ontario and help it grow in a responsible way by adding a major event for the people in and around Toronto.

The Distillery District is an ideal site because of its central location and accessibility by public but even more so because of its historical charm. From tastings in the original Fermenting Cellar of the former Gooderham and Worts distillery and gourmet fair in the Boiler House, to educational seminars in tented pavilions on the brick lined paths, this truly is a unique setting for this kick off to summer. There will also be live music throughout the entire weekend to further entertain the attendees.

In order to ensure that our Festival continues to run smoothly and efficiently for all involved, we continue to improve our efforts to provide a safe environment. Our Management Team is surrounded by experience and trained event staff. Our staff is well versed in our contingency plans, which we work on with all our partners; The Toronto Historical Board, our security company, onsite paramedics and industry representatives. As an additional precaution there will also be a number of paid-duty police to assist with the busier hours of the Festival.

We at The Power Juncture Corporation feel that *Toronto Wine & Spirit Festival* is significant to the city of Toronto. We look forward to a Festival intended for the people of Toronto and attendees worldwide. The Festival is expected to attract over 9,000 people, supporting Toronto's thriving summer tourist industry.

We hope you agree with our plans for the 2009 Festival and see fit to designate us a significant event to the city of Toronto

Sincerely  
Scott Rondeau

The Power Juncture Corporation

**2009 Festival Dates & Times \***

June 19<sup>th</sup>, 6-11pm

June 20<sup>th</sup>, 12-5pm

June 20<sup>th</sup>, 6-11pm

*\* Final Dates/Times Subject to Change*



To Whom It May Concern:

We feel that a historic venue such as the Distillery District is a perfect setting for a wine and spirit festival. The Distillery Historic District itself is rich with the history of spirits of old and new Toronto. Recognized as a national historic site, Toronto's Distillery District contains over 40 Victorian buildings that document the nation's architectural and industrial heritage. Gooderham & Worts was an active distillery from the 1830's to 1990, and for a significant period it rose to be the largest distillery in the British Empire.

We are very excited to host the Toronto Wine and Spirit Festival at our location. We feel that this particular event fits perfectly with the Distillery Historic District, as the venue has also become a significant hub of arts, cultural and entertainment in Canada.

The tenants of the Distillery are very excited about this festival; several of them will be participating as venues for the event. As well, retailers and galleries are very excited about the surge of foot traffic that the festival will bring through their spaces. Because the Distillery is a fairly new site, special events such as the Toronto Wine and Spirit Festival, help people discover both the site, as well as the wonderful eclectic tenants that call the Distillery home.

Sincerely

Wendy Gamble  
Event Manager  
Distillery Historic District