



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 17, 18 & 19 2010**

Dear Councillors,

We are writing in regards to *Toronto Wine & Spirit Festival*. The stage is set again for Southern Ontario's most unique summer event for its second year. Taking place at The Distillery District on the first weekend of summer, having been the first of its kind in Toronto last year it was able 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 aimed 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 garnered support from the community and industry alike. 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 10,000 people, supporting Toronto's thriving summer tourist industry.

We hope you agree with our plans for the 2010 Festival and see fit to designate us a significant event to the city of Toronto

Sincerely
Scott Rondeau

The Power Juncture Corporation

2010 Festival Dates & Times *

Thursday June 17, 2010: 6pm-11pm
Friday June 18, 2010: 6pm-11pm
Saturday June 19, 2010: Noon to 5pm
Saturday June 19, 2010: 6pm to 11pm

** Final Dates/Times Subject to Change*



March 11, 2010

To Whom It May Concern,

The Distillery Historic District has a rich history of spirits of old and new, which makes it a perfect setting for the Toronto Wine and Spirits Festival. Recognized as an historic site, the Distillery Historic District contains over 40 Victorian buildings that document the nation's architectural and industrial heritage. Gooderham & Worts was an active distillery from 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 once again host the Toronto Wine and Spirits Festival at our location. We feel that this particular event fits perfectly with the Distillery Historic District not just for the industrial history of the site but as a distinct destination for guests to enjoy the arts, cultural and entertainment throughout the many venues.

Many tenants are participating as venues for the Toronto Wine & Spirit Festival and retailers and galleries are excited about the surge of foot traffic that this festival brings to their establishments. Special events such as Toronto Wine and Spirits Festival help increase awareness of the Distillery and promote the wonderful tenants, many of who are independent Canadian artist, that call the Distillery home.

If you have any questions please do not hesitate to contact me at 416-364-1177.

Sincerely,

David Jackson
Partner
Distillery Historic District