

## REQUEST FOR EVENT OF MUNICIPAL SIGNIFICANCE: "FUN TORONTO"

This is a request for "FUN Toronto" to be recognized as an event of "Municipal Significance" in order to permit the event organizer to apply for a Public Event SOP (Special Occasions Permit). [Financial Impact – None]

**EVENT NAME:** "FUN Toronto"

**EVENT LOCATION:** 80 Spadina Ave., Suite #400, M5V 2J4. The event is indoors.

**EVENT PURPOSE:** FUN Toronto is an event where stories and lessons from failed businesses and projects are shared. Failure is a product of action, entrepreneurship and creation. It's also what makes us *human*. This event aims to break down stigmas, and amplify the message that failure is healthy and essential to learning and growing. We want to create a culture shift around failure, and enable a mindset of innovation.

FUN Toronto events feature 3-4 amazing speakers (some travelling to Toronto for the purpose of the talk) who share their business/professional failure and the lessons learned with the audience. E.g. The stories of the business that crashes and burns, the partnership deal that goes sour, the product that has to be recalled. There is also a Q&A period and networking (which is where beer, wine and food is served - included in ticket price).

**The event attendee profile is diverse, including:**

- Startup Founders
- Directors and Managers from the corporate world
- Tech entrepreneurs and employees
- Creative and social entrepreneurs
- People eager to start a new business
- Young professionals
- People who value innovation and creativity and who want to constantly learn new things

**EVENT DATES:** February 15th, April 19th, May 17th (2018). **Please note:** if possible, a general letter without dates that can be used at future FUN Toronto events would work best.

**EVENT TIME:** 5:30pm - 10:30 pm **EVENT ATTENDANCE:** up to 200 people

**CONTACT:**

Mariya Druker

Muse Communications and Events Inc.

525 Adelaide St West, Suite 217, Toronto ON M5V 0N7

**E:** [marsha.druker@gmail.com](mailto:marsha.druker@gmail.com)

**M:** 416-356-1481

**RECOMMENDATION:**

**A.** THAT this request for recognition of FUN Toronto as an event of Municipal Significance BE RECEIVED; and

**B.** THAT City Council ENDORSE FUN Toronto, to be held on February 15th, April 19th, May 17th (2018) and future dates in 2018, as an event of Municipal Significance for the purpose of obtaining a liquor license; and

**C.** THAT the City Clerk BE DIRECTED to prepare a letter advising the Alcohol and Gaming Commission of Ontario of City Council's endorsement of the FUN Toronto as an event of Municipal Significance.

**FINANCIAL IMPLICATIONS:** The recognition of FUN Toronto as an event of "Municipal Significance" will not result in any financial burden to the City of Toronto as any associated costs that may result from this status will be the responsibility of the event organizer.

**CONCLUSION:** FUN Toronto presents a great opportunity for the City to host an event with significant benefits to the local entrepreneurial and business community.

Thank you for your consideration,

Mariya Druker  
Muse Communications and Events Inc.  
525 Adelaide St West, Suite 217, Toronto ON M5V 0N7  
**E:** [marsha.druker@gmail.com](mailto:marsha.druker@gmail.com)  
**M:** 416-356-1481