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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 Polson Pier,  
June 16, 17 & 18 2011**

Dear Councillors,

We are writing in regards to the *Toronto Wine & Spirit Festival*. The stage is set again for Southern Ontario's most unique summer event which is going into its third year. The *Toronto Wine & Spirit Festival* is Toronto's first and only outdoor wine and spirit sampling event. Garnering support from the community and industry alike, our goal is to support the Wine and Spirit culture in Ontario. By adding a major event for the people in and around Toronto, the Toronto Wine & Spirit Festival will help this industry grow in a responsible way.

Located at 12 Polson Street, the Toronto Wine & Spirit Festival will highlight all that the Toronto Waterfront has to offer. From the scenic views of the Toronto Skyline to the landscaped gardens within the event, the Festival will create a fun, educational and cultured experience that will showcase the Waterfront. It is accessible by the TTC and parking is available onsite. Taxi and shuttle service are also readily available. We strongly encourage all guests to drink responsibly and when possible, leave the car at home. It also looks like we have a Taxi company onboard to set up a stand right at the event!

The Toronto Wine & Spirit Festival will be a beautiful, partially landscaped urban oasis during summer. Guests will be able to enjoy gourmet fare from some of the top restaurants in Toronto. Festival goers can also attend complimentary seminars where they will learn about finding that perfect wine, pairing spirits and creating signature cocktails from industry experts. Live music and performers throughout the entire weekend will further entertain guests. This truly is a unique setting for this kick off to summer.

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; Polson Pier, our security company, onsite paramedics and industry representatives. As an additional precaution there will also be a number of paid-duty police to assist during 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 2011 Festival and see fit to designate us a significant event to the city of Toronto.

Sincerely,  
Scott Rondeau  
The Power Juncture Corporation

**2011 Festival Dates & Times \***

Thursday June 16, 2010: 6pm-11pm  
Friday June 17, 2010: 6pm-11pm  
Saturday June 18, 2010: Noon to 5pm  
Saturday June 18, 2010: 6pm to 11pm

*\* Final Dates/Times Subject to Change*