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TO: City of Toronto Municipal Council
100 Queen St. West
Toronto ON M5H 2N2

January 18th, 2012

RE: Municipal Significance Designation – Fireside Culture Week (Parkdale Village BIA)

The Parkdale Village Business Improvement Area would like to request temporary extensions (4am serving) for liquor licenses for the following establishments participating in the Parkdale Village Business Improvement Area's annual Fireside Cultural Week to be held March 12th – 17th.

- Cadillac Lounge - 1296 Queen St W (Saturday March 17th, 2012)
- Big Guy's Coffee Shop – 1718 Queen St W (Special Occasion Permit requested) (Wednesday March 14th, 2012 and Saturday March 17th, 2012)
- Goodfellas Gallery 1266 Queen St W (Special Occasion Permit requested) (Monday March 12th, 2012)
- Mascot Café – 1267 Queen St W (Special Occasion Permit) (Saturday March 17th, 2012)
- Wrongbar – 1279 Queen St W (Thursday March 15th, 2012)

This year will mark the fourth installation of Fireside Culture Week which has grown tremendously between its first three years.

FIRESIDE is a week long celebration of art, fashion, food, music and "theatre", which features some of the best examples of artistic expression that our nook of West Toronto has to offer.

Going into the fourth year of Fireside Culture Week, we have set goals that are firmly focused on growing the size of the event and its positive impact for the community.

Goals:

- Create a well attended, Parkdale focused, community marketing event
- Animate all areas of the BIA by presenting FCW shows close to the three "Gateways to the BIA" – *Roncesvalles Ave., Lansdowne Ave. and Dufferin St.*
- Present more family focused daytime events, to give an opportunity for participation by venues which are not geared towards *nightlife* activities.
- Increase the calibre and variety of entertainment booked for FCW 2012
- Increase the amount of:
 - youth/children's performers
 - venue locations
 - media impressions
 - revenue from sponsors/partners

A municipal designation will position Fireside Culture Week as one of the upper echelon of Toronto events. We believe that being designated as a Municipally Significant event will provide the PVBIA and FCW 2012 one of the tools we feel will allow us a greater opportunity to monetize the event and create greater leverage with some corporate sponsors.



Parkdale Village Business Improvement Area
1313 Queen Street West, Toronto Ontario, M6K 1L8 T 416 536 6918 F 416 536 7798
info@parkdalevillagebia.com www.parkdalevillagebia.com
Look again and see it for the first time.

If there is any information which you require to aid in accomplishing this request, please do not hesitate to contact us.

Best regards,

Heather Douglas
Executive Director



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