

Etobicoke Community Council - Toronto Beer Week

From: George Milbrandt <george@cestwhat.com>
To: Etobicoke Community Council <etcc@toronto.ca>
Date: 1/23/2013 8:37 PM
Subject: Toronto Beer Week
CC: Chris Goddard <chris.g@torontobeerweek.com>
Attachments: TBW Significant Event 2013 E.pdf

The 4th annual Toronto Beer Week Festival will be held in 2013. Can council consider Toronto Beer Week - September 13 to 21, 2013 an Event Of Municipal Significance for liquor licensing purposes as it was in 2012? Participants would like the ability to extend their hours as early as 10:00 AM and as late as 4:00 AM. Please see the attached letter to councillors and the list of extended hours participating venues in the Etobicoke Community Council area below.

Thank you,
George Milbrandt
Chair, Toronto Beer Week Ltd.
george@cestwhat.com
416-880-1549

Indie Alehouse

2876 Dundas Street West

January 22, 2013.

Etobicoke Community Council
100 Queen Street, West
New City Hall-12th Floor
West Tower
Toronto, ON
M5H 2N2



Re: Toronto Beer Week - September 13 to 21, 2013

Councillors,

We are asking that you designate the Toronto Beer Week Festival as a significant event for the city of Toronto.

Toronto Beer Week Ltd. (TBW)

The mission of TBW is to celebrate, promote, and further craft beer and local culture in Toronto by working with local pubs, restaurants, and craft breweries. TBW is responsible for organizing and marketing the Toronto Beer Week Festival (Beer Week), consisting of a wide variety of events at different venues across the core of the city.

TBW is a collectively owned organization involving some of Toronto's most seasoned and passionate beer industry members. Our team includes restaurateurs, brewers, media marketers, and authors. All bring their experience and vision to help create an event that celebrates the best of what Toronto has to offer and markets the experience to both residents and tourists. TBW has a not-for-profit mandate and re-invests any net proceeds into future events.

About Beer Week

This will be the 4th annual Toronto Beer Week Festival. The 2011 Beer Week was tremendously successful with programming over nine days and was designated an event of municipal significance.

In 2012 forty-eight venues participated along with twenty-six breweries, and two beer import agencies. There were an extensive range of memorable events, including brewery dinners, beer festivals, special beer and food pairing menus, educational tastings, writer's nights, music, movies, and more. It was a citywide event that appealed to Torontonians sense of diversity and exploration and was attended by thousands.

Where Does Beer Week fit in?

Beer Week helps round out Toronto's growing list of significant cultural events. It promotes local independent businesses and the food, drink, and culture unique to our city. A burgeoning craft beer scene and diverse hospitality industry is something that Toronto should be proud to show off to the world.

We hope that you agree that this festival is worthy of status as a significant event and will designate September 13 to 21, 2013 as Toronto Beer Week.

Thank you for your consideration,



George Milbrandt,
Chair,
Toronto Beer Week

For more information please contact:

George Milbrandt
C'est What? Brew/Vin Pub Restaurant
67 Front St. E.
Toronto, ON
M5E1B5

george@cestwhat.com
416-880-1549