THE DISTILLERY
HISTORIC DISTRICT
TORONTO 2012 CANADA

2013 MAR 18 A 11:01

March 12, 2013

Councillor Pam McConnell
100 Queen Street West, Suite A7
Toronto, ON
M5H 2N2

Dear Councillor McConnell,

With your assistance last year The Distillery Historic District successfully activated the Province of Ontario's festival-wide liquor licensing during the Luminato President's Choice 1000 Tastes of Toronto Food Festival (June 9-10) and our extremely successful Toronto Christmas Market 2012 (November 30-December 16). As the result of your assistance in this liquor licensing initiative, patrons of these festivals were permitted to take their beverages safely and securely beyond the confines of the typical patios and enjoy the expanded programming of these festivals at The Distillery.

In preparation for this year's outdoor events season we are again preparing to accommodate the site-wide licensing of The Distillery during:

- The Toronto Christmas Market (November 29-December 22, 2013)

In the spirit of our preparation we are approaching you for your support in putting forward a motion to Toronto City Council at the next meeting to:

- Have the aforementioned event designated as "municipally significant"
- Have The Distillery District designated as a "municipally significant" event venue for the purpose of extending the festival-wide liquor licensing to future applicable outdoor Distillery events.

The Distillery Historic District is a significant player in the Toronto special event scene, both as a producer of our own events and as an event venue to major City of Toronto events. Events at The Distillery undeniably result in a positive effect on the community of Toronto Centre-Rosedale, the downtown area and the greater City of Toronto. By contributing increases in revenue to local businesses, in tourism to the City of Toronto, and in additional tourism dollars to the City and the local economy, we hope that you agree that events at The Distillery are undeniably "municipally significant".

Thank you for your attention to our request and for your continued support of the events, culture and community we are building at The Distillery.



Please do not hesitate to contact me to discuss this request or to let me know if there is any further information I can provide in this regard.

Sincerely,

Mathew Rosenblatt, Partner
Cityscape Property Management Corp.
The Distillery Historic District