

April 17, 2013

Toronto and East York Community Council
Toronto City Hall
100 Queen Street West, 2nd Floor
Toronto, Ontario
M5H 2N2

2013 APR 19 A 8:26



Attn: Rosalind Dyers, Administrator, Toronto and East Community Council - teycc@toronto.ca

Please consider this letter as a formal request to have **Toronto Oktoberfest**, which will take place at Kool Haus, a division of The Guvernment Entertainment Complex (132 Queens Quay E., Toronto, ON M5A 1B6), recognized as an event of municipal significance.

2013 will mark the second year of **Toronto Oktoberfest** - Toronto's first authentic Bavarian Celebration - an event the organizers expect to become an anticipated autumn tradition for the City of Toronto.

The organization producing the event is comprised of two partners, one of whom is responsible for the successful Toronto Christmas Market, launched in 2010 at Toronto's Distillery Historic District, and which now attracts over 240,000 persons each year.

Inspired by the Oktoberfest in Munich, Germany, **Toronto Oktoberfest** will capture the essence of Bavarian festivities through authentic food, drink and merriment and create a truly captivating experience, complete with Bavarian dancers, polka bands, authentic homemade Bratwurst, Polish Sausages, interactive contests, Miss Oktoberfest and chicken dancing.

As with the Toronto Christmas Market, the mandate is to make **Toronto Oktoberfest** as authentic to the event's German origin as possible.

The audience demographic is quite wide – our goal is to attract people of all ages between the ages of 19 and 65 to the event from within Toronto and the GTA.

WHAT:	A traditional Bavarian Oktoberfest Celebration	
WHERE:	Kool Haus, The Guvernment Entertainment Complex 132 Queens Quay E., Toronto, ON M5A 1B6	
WHEN:	Friday September 27 th and Saturday September 28 th , 2013	
	Friday September 27 th	4:00pm – 1:00am
	Saturday September 28 th	4:00pm – 1:00am
ATTENDANCE:	1,300 per day total of 2,600	

I trust you will look favourably on our request, and please contact me if you have any questions or concerns,

Thank you,

Justina Klein
Producer – Toronto Oktoberfest
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