

April 2, 2014

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

Email: teycc@toronto.ca

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Attn: Rosalind Dyers, Committee Administrator, Toronto and East Community Council.

Please consider this letter as a formal request to have **Toronto Oktoberfest**, which will take place under a tent in the Ontario Place Parking Lot, recognized as an event of municipal significance.

2014 will mark the third 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 three partners, one of which is responsible for the successful Toronto Christmas Market, launched in 2010 at Toronto's Distillery Historic District, which now attracts over 250,000 visitors each year.

Inspired by the original Oktoberfest in Munich, Germany, **Toronto Oktoberfest** will once again 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, interactive contests, Miss Oktoberfest, chicken dancing and so much more.

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 (above the legal drinking age) to the event from within Toronto and the GTA. Over the next few years, the event is looking to incorporate a family component on the Sunday.

WHAT:	A traditional Bavarian Oktoberfest Celebration
WHERE:	Tent, Ontario Place Parking Lot 955 Lake Shore Boulevard West, Toronto ON M6K 3B9
WHEN:	October 2 nd – 5 th , 2014
	Thursday October 2 nd 4:00pm – 2:00am
	Friday October 3 rd 4:00pm – 2:00am
	Saturday October 4 th 11:00am – 2:00am
	Sunday October 5 th 11:00am – 5:00pm
ATTENDANCE:	6,000 over the duration of the festival

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

Thank you,

Justina Klein
Event Producer – Toronto Oktoberfest
50 Bay Street, Suite 500
Toronto, ON, 416-508-6700