

Ros Dyers - Fwd: Application for Event of Municipal Significance designation

From: Toronto East York Community Council
To: Dyers, Ros
Date: 06/06/2014 10:54 AM
Subject: Fwd: Application for Event of Municipal Significance designation
Attachments: image[12].jpg

>>> "Turnbull, Laas" <LTurnbull@thegridto.com> 06/06/2014 10:48 AM >>>

To: Committee Administrator

Toronto and East York Community Council

2nd Floor, West, Toronto City Hall,

100 Queen St. W.

Toronto M5H 2N2

From: Laas Turnbull, Publisher/Editor-in-Chief, The Grid

Date: June 5, 2014

Re: **Toronto Cocktail Week**, September 22-28, 2014 (various venues)

Dear Councillors:

I'm requesting your approval to grant TORONTO COCKTAIL WEEK (TCW14) Event of Municipal Significance status. TCW14 is entering its second year, and we're hoping to build on the success of year 1 in hopes of eventually becoming one of the world's great cocktail gatherings.

TCW14 will feature seven days of both consumer- and industry-facing events dedicated to bringing the city's bars, bartending community, brands, and consumers together and showcasing them to attendees and industry professionals from the GTA and across Canada, as well as the northeastern U.S. The event also has a significant charitable angle, with a portion of ticket sales from several events once again going to Evergreen, our charity of choice.

Programming will include cocktail specials at up to 100 Toronto bars, themed spirit tastings, industry seminars, speaker sessions featuring high-profile international bar stars, as well as two themed galas and a best-bartender competition called The Hogtown Shakedown. (Among the confirmed judges are Dave Mitton, president of the Ontario chapter of the Canadian Professional Bartenders' Association, and Dale DeGross, arguably the world's most famous bartender, who will be flying in from New York.) Below are the details for the Special Occasion Permit we're requesting for the week.

September 23: **Industry Day #2**, Noon-6:00PM

Compton Toronto, 550 Wellington Street West, M5V 2V4

A series of advanced seminars for bartenders conducted by some of the world's leading mixologists. The sessions will be followed by the finals of the Hogtown Shakedown. Estimated attendance: 60 people.

September 26: **Whiskey 3-Way Gala**, 6PM-11PM

Sudbury. 99 Sudbury Street, M6J 3S7

craft and populist whiskey brands will have booths with Smart Serve brand ambassadors/bartenders pouring paid samples and custom-designed cocktails for roughly 500 attendees.

September 27: **The Grid's Cocktail Generator**, 6PM-11PM

Andrew Richard Designs. 571 Adelaide Street East, M5A 1N8

Toronto's best bartenders will be grouped by neighbourhood and showcase special cocktails for roughly 400 attendees.

I hope you'll agree that our plans for Toronto Cocktail Week will once again benefit the city and all those who take part. Please don't hesitate to contact me with any follow-up questions you may have.

Sincerely,
Laas Turnbull

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