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July 7, 2016

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

Email: teycc@toronto.ca

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 Festhalle-style tent in the Ontario Place Parking Lot, recognized as an event of municipal significance.

2016 will mark the fifth year of **Toronto Oktoberfest** – Toronto's first authentic Bavarian Celebration – an event the organizers have seen become an anticipated autumn tradition for the City of Toronto.

The organization producing the event is comprised of two 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 550,000 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 fare, interactive contests and so much more. New last year, the event added an outdoor Bavarian Village complete with genuine Bavarian-themed games, rides and vendors, and an all ages family session on Saturday during the day very similar to the traditional Munich celebration.

As with the Toronto Christmas Market, the mandate is to make **Toronto Oktoberfest** as authentic to the event's Bavarian origin as possible. Our goal is to create a cultural event for the City of Toronto that rivals the Kitchener-Waterloo festival.

The audience demographic is quite wide – our goal is to attract people of all ages to the event from within Toronto and surrounding cities.

WHAT: A traditional Bavarian Oktoberfest Celebration

WHERE: Festhalle Tent at Ontario Place Parking Lot
955 Lake Shore Boulevard West, Toronto ON M6K 3B9

WHEN: September 30 & October 1, 2016

Friday September 30	5:00pm – Midnight
Saturday October 1	11:00am – 4:30pm (all ages session)
Saturday October 1	5:00pm – Midnight

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

Justina Klein
Producer – Toronto Oktoberfest
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