

Toronto East York Community Council

From: Jeremy Reisler <jeremy@themrggroup.com>
Sent: Wednesday, March 8, 2017 4:22 PM
To: Ellen Devlin; Toronto East York Community Council
Subject: Re: FW: Letter of Municipal Significance/Non-Objection - related to Alcohol
Attachments: The County Fair Overview1 (1).pdf; The County Fair Site Map - 529 King Street West.png

Hey Ellen,

I'm just following up on our call to give you a detailed outline of what we are proposing to do and give some logistical information.

I'm looking to acquire a Letter of Municipal Significant/Non-Objection - related to alcohol for an event we would like to do called "The County Fair". I'm requesting one because the event will have music, sell alcohol/food, and will be open to the public.

My name and company: Jeremy Reisler, Senior Events Manager, The MRG Group located at 24 Duncan Street. My cell number is 647-298-2367.

When: Friday, July 14th 5pm-1am. Alcohol sales will end at 12am and music will end at 11pm. and Saturday, July 15th 12pm-1am. Alcohol sales will end at 12am and music will end at 11pm.

Where: The privately owned Target Parking lot at 529 King Street West, located in between Brant Street and Portland Street (postal code: M5V1K

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What: The County Fair is a urban country inspired event giving attendees access to a carnival like atmosphere and games, some of Toronto's best BBQ and Mexican food, some local up-and-coming country music artists, and the ability to purchase a variety of different types of alcohol, beer, and wine. The purpose of the event is not to be music focused, but rather invest money into infrastructure and environment which allows for a large gathering of people to mingle and meet. Just to give you a little better idea, I've attached our partnership deck which will outline the event in more detail and the site map.

Let me know if you need anything else or have any questions.

Thanks,
Jer

On Wed, Mar 8, 2017 at 3:29 PM, Ellen Devlin <Ellen.Devlin@toronto.ca> wrote:

RECEIVED
CITY CLERK'S OFFICE
CH 2ND FLOOR
2017 MAR -9 A 9:43

Hi Jeremy: I left you a voice message and I haven't heard back.

The Toronto and East York Community Council is the correct Community Council for this request.

You need to provide more information such as the name of the event, the actual location and address, hours of alcohol service, etc.

And the date.

Please direct to teycc@toronto.ca

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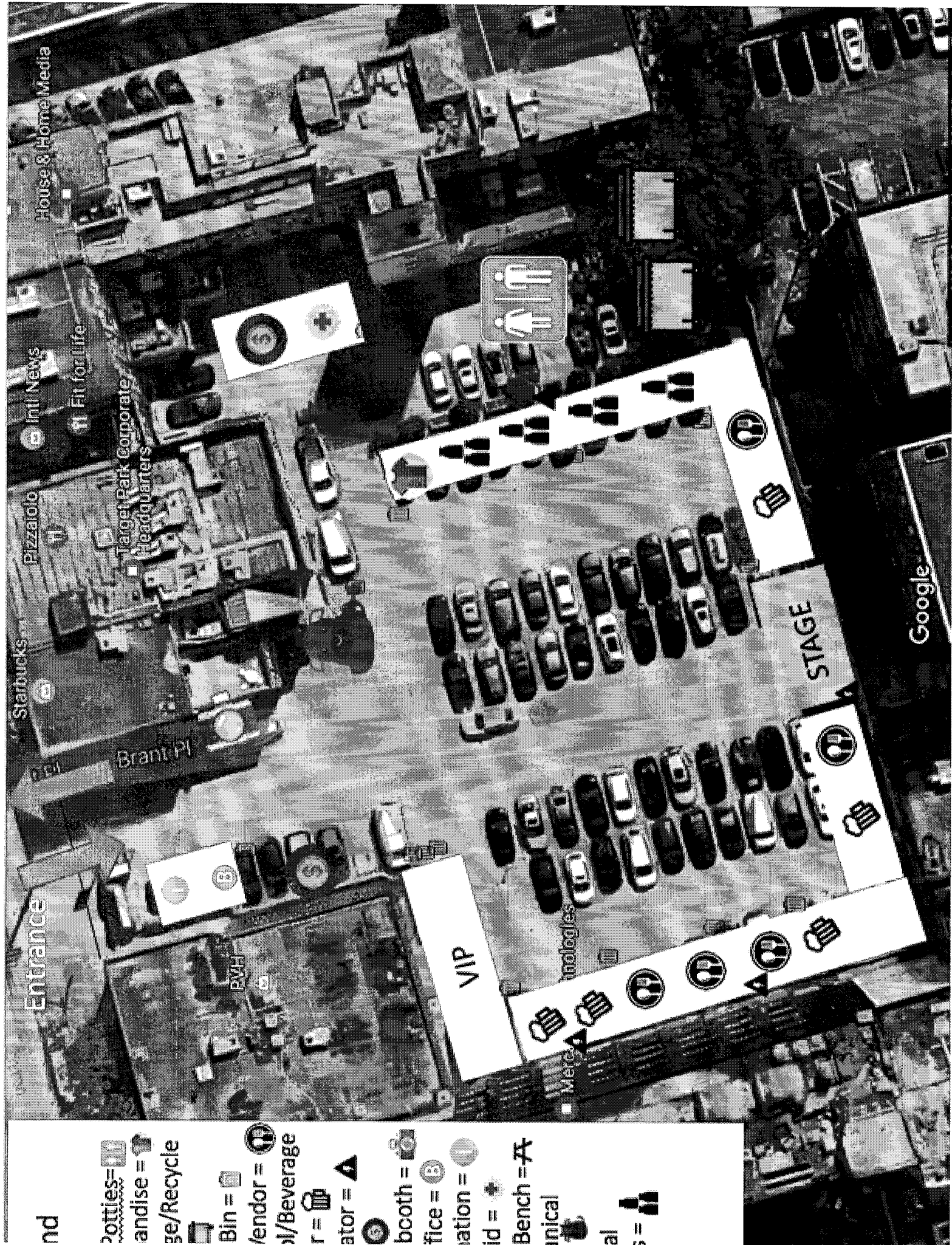
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The County Fair

The County Fair

- July 14th & 15th, 2017, People will descend to an urban parking lot located on King Street, in downtown Toronto for a country inspired festival
- County fair attendees will have access to carnival atmosphere and games, Toronto's best BBQ fare and local country music artists

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Attendance

Demographic Profile

- Young urbanite between 24-35, living in Toronto downtown core
- Income range between \$75-\$115k, willing to spend money on unique entertainment experiences including food, alcohol, games & music
- Prefer open environments that allow for large gatherings with friends

The County Fair Attractions

Throughout the fairgrounds there will be a number of games and attractions for patrons:

- Basketball pop-a-shot
- Life-size beer pong
- Bull riding
- Horseshoe toss
- Bean bag toss
- Balloon darts
- Live music stage
- and much more



The County Fair Food & Beverage

- Patrons can expect the standard fare of a county fair, corn on the cob, candy apples and cotton candy
- Partnerships with some of the hottest local Toronto restaurants will provide an unparalleled authentic BBQ food offering
- The site will be entirely licensed with the multiple points of sale for Beer, Ciders, RTD Cocktails etc.



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CABALLITO
Tepalcates Bar

**SWEET
JESUS**

MARKETING PLAN

- Radio partnership with KX Country
- Out of Home Advertising
- PR & influencer marketing strategy
- MRG Venue, Concert & Events cross promotion

PARTNERSHIP OPPORTUNITIES

There are many partnership opportunities with The County Fair. We will work with your brand to determine a mutually beneficial partnership to achieve your business objectives.

THANK YOU