

April 26, 2017

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

Email: teycc@toronto.ca

Attn: Ellen Devlin, 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.

2017 will mark the sixth 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. Recently, the event added an outdoor Bavarian Village complete with genuine Bavarian-themed games, rides, a German Porsche car show, 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 29 & September 30, 2017	
	Friday September 29	5:00pm – 12:30am
	Saturday September 30	11:00am – 5pm (all ages session)
	Saturday September 30	5:00pm – 12:30am
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
225 Cottingham Street, Suite 100
Toronto, ON
416-508-6700

