



Appendix "B"
Proposal for the Medley Food and Wine Expo

"Medley"

Barrie Wine & Food Show
July 20-22, 2018

Present to the City of Barrie's
Community Services Committee by:
Craig Russell & Phillip Moore

“Medley” Definition

Medley: noun. A varied mixture of people or things; a miscellany. “an interesting medley of flavors”.

Imagine

- It's a beautiful early summer day. You're enjoying the breeze off of the water, the sun warms your face as you close your eyes, head tilted toward the sky, and breathe deeply. With your toes on the grass you take a sip of your fresh strawberry daiquiri. Your friends laugh and tell you that if you relax any more you'll probably fall asleep. You agree. You're not at the cottage, or on holiday in the tropics, you're at the South Shore Centre Exhibition Grounds on Barrie's waterfront at the city's first outdoor Wine & Spirit Festival.

Barrie wants a high class event

- Imagine an event that draws tourists from within and outside of Barrie's own demographics
- An event which brings together Local, Provincial and Aboriginal cuisine
- Highest quality Wine, Cheese, Spirits, and delicacies
- Live entertainment, workshops and shows

Event Set Up

- Ideally located on South Shore Centre grounds including use of the S.S.C.
- 4 large pavilions (large tents)
 - 1) Beer
 - 2) Wine, Spirits & Cigars
 - 3) Local Food, Imported/Outside of Barrie Food, Aboriginal Food
 - 4) Restaurants
- Use of S.S.C. for ticket sales, gathering location, networking area

Toronto Wine & Cheese Show Statistics

- The Toronto Wine & Cheese Show held at the Metro Convention Centre hosted more than 50,000 visitors in 2015
- Visitors attended from all over Ontario northern N.Y. State
- There were over 1500 exhibitors
- The event was 4 days

Toronto Wine & Spirit Festival at Sugar Beach, Downtown Waterfront

- This event took place June 16-18, 2016
- **Here are the top five things to check out at the Wine & Spirit Festival:**
- **1.** Be a judge in the annual Hogtown Smackdown or Cocktail Cage Match. When a competition happens in the Wine & Spirit School, it's YOU who gets to choose the winner!
- **2.** Relax in the Whisky & Cigar Lounge. This area, presented by 40 Creek Whisky and Mombacho Cigars, could possibly be the last (not to mention the most beautiful) public space you can enjoy a cigar with your whisky.
- **3.** Spend some time on a Muskoka chair with a drink in hand and your toes in the sand checking out some of Toronto's finest musical talent on the main stage as the sun sets over the lake.
- **4.** Stop by Craig's Strawberry Social. Festival co-founder, Craig Russell, is a party-planning machine! It began "While I was in college I started an annual blender party to celebrate the kick-off to strawberry season and the first day of summer. I called it Craig's Strawberry Social. So when we started the Wine & Spirit Festival it just seemed like a no-brainer to bring the party to the event."
- **5.** Discover your new favourite wine, craft brew, cider or cooler in the 'Introducing...' area. Some of the products being sampled here haven't even been released into stores yet. You could be the very first to try them. Maybe it's a Gin Smash cocktail, maybe it's a Riesling, maybe it's a craft root beer. Whatever it is, it's new and delicious... and we've got it ready to drink just for you!

Pictures



Pictures



Expectations

- Based on historical data from both the Toronto Wine & Cheese Show and the Toronto Wine & Spirit Festival
- Year 1
- 9000 attendees (conservatively) – as predicted by Georgian College
- 17500 attendees (aggressive)
- 200 exhibitors
- 25 restaurants
- Cut off times are 11pm each night to avoid over-serving
- Hotels booked across Greater Barrie Area

Who can deliver such an event?

Craig Russell – Bio

Craig Russell, Co-founder-Owner of PIE, is a Sudbury, Ontario native who grew up in Peru and moved to Barrie in 2006. Craig, a Bachelor of Arts graduate of Laurentian University, has had extensive experience in the Hospitality industry. Starting from his first gig as a dishwasher at the age of 13 to brand manager during PIE's conception at the age of 38, the gaps have all been filled with work experiences that have never swayed far from the industry. Business and Leisure have taken him to over 40 countries where he has been able to appreciate global culinary delights, be it a pedestrian meal on a busy street corner to old world gastronomy in some of the planets most celebrated dining rooms.

Today PIE continues to serve up delicious old world wood oven pizza which has quickly become an institution north of the 416. With over 200 employees and a 7th location set to open summer of 2017 at the legendary Cleveland's House on Lake Rosseau, there are no plans in slowing down.

Craig's roles outside of PIE also include being President and founder Director of Mulcaster Investment Corp. Pachamama Corp and a Representative of Stem Wine Group.

Phillip Moore - Bio

Phillip Moore was born and raised in Barrie, ON and has a Bachelor of Arts degree from the University of Western Ontario. After traveling widely throughout the world, he settled for several years in Hong Kong. While in the Pacific Rim he also lived in Bangkok, Singapore and Australia. Upon returning to Canada, Phillip entered the real estate business as a property manager with PBM Realty Holdings Inc. and subsequently launched Carpe Diem Asset & Property Management Inc. while working at Sutton Incentive Realty Inc. as a commercial real estate broker.

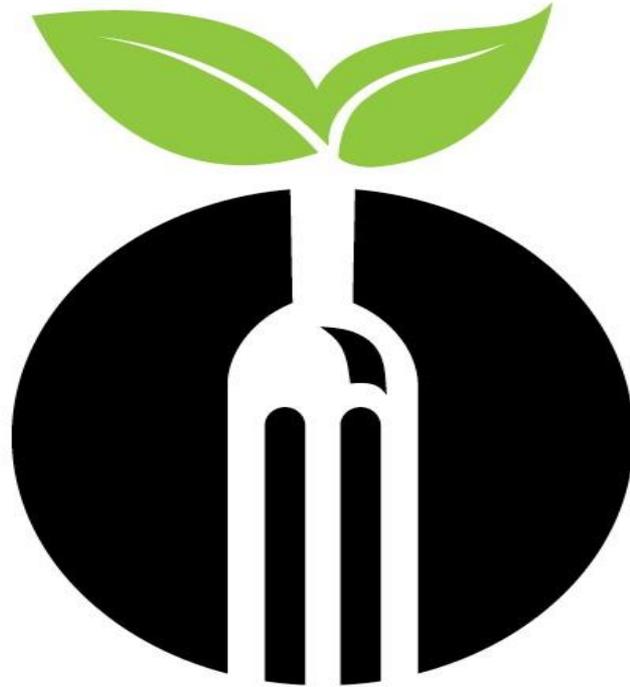
Phillip is well known and well connected throughout the Barrie Community. He works with the Economic Development office for the City of Barrie and has represented the City as their real estate expert in a trade delegation to Taizhou, China in 2012. He is also a member of the Committee of Adjustments, a Barrie Business Ambassador and a major contributor of time & resources to the Christmas Cheer charitable organization among other community and charitable organizations.

Phillip developed a flare for the food & beverage industry while living in Hong Kong where he moonlighted as a nightclub promoter. When he returned to Canada he became the VIP Host for the prestigious 5th Supper Club in downtown, Toronto and subsequently opened his own nightclub located at 77 Peter St., Toronto before focusing all of his attention northward on Barrie.

Phillip is now involved in several business ventures including roles with Moore Packaging Corp., PBM Realty Holdings Inc., Sales Representative for Sutton Incentive Realty Inc., Founder of Carpe Diem Asset & Property Management Inc., President of ICI Building Services Inc. and Co-Founder of Medley Corp. Away from his busy career, Phillip enjoys traveling, skiing and boating!

What we need from the City

- Secure the location at S.S.C. for summer 2018 through a contract
- Would like a 5-year exclusivity clause to host a Wine & Food related festival at this location due to enormous capital cost outlay to produce the event
- City co-operation through it's already established network to help promote the event



Medley
WINE & FOOD EXPO