

NORTH BY NORTHEAST

CITY CLERK'S OFFICE
SECRETARIAT SECTION

NORTH BY NORTHEAST CONFERENCES INC.

189 Church St. Lower Level,
Toronto, ON M5B 1Y7
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2007 MAR -9 A 8:48

March 5th, 2007

City Clerk
100 Queen St W
10th Floor, West Tower
Toronto, Ontario
M5H 2N2

Attention: Ulli Watkiss

Dear Ms Watkiss,

Please accept this letter as a formal request for Municipal Designation by the City for the North by Northeast (NXNE) Music Festival and Conference. In addition, NXNE would like the City to grant us permission to serve alcohol until 4am from June 6th to 4am on June 10th at selected Festival venues. Enclosed, you will find the following information pertaining to these requests:

Appendix #1:

The names and address of the establishments for which extended hours are requested.

Appendix #2:

The event schedules at each of the selected venues.

Appendix #3:

The significance of the NXNE Festival to the City of Toronto and Canada

Appendix #4:

An explanation why the extension of hours will promote NXNE this year and in the future

Sincerely,



Andy McLean
NXNE Managing Director

NORTH BY NORTHEAST

APPENDIX #1

Names and addresses of participating establishments:

Drake Hotel

1150 Queen Street West
Toronto, Ontario, Canada M6J 1J3
P: 416.531.5042
F. 416.531.9493

Bovine Club

542 Queen St.W
Toronto, Ontario
M5V 2B5
P.416.504.4239
F.416.504.7571

Horseshoe Tavern

370 Queen St W
Toronto, Ontario
M5V 2A3
P.416.598.4753
F.416.598.2230

El Mocambo

464 Spadina Ave
Toronto, Ontario
M5T 2G8
P.416.777.1777

Lees Palace

529 Bloor St W
Toronto, Ontario
416. 532 7383

Now Lounge

189 Church St
Toronto , Ontario
M5B 1Y7
P.416 364 1301

The Silver Dollar Room

486 Spadina Ave
Toronto, Ontario
416 975 9631

<u>Bovine Club</u>	Wed June 6	Thurs June 7	Friday June 8	Saturday June 9
9pm	Robots in Disguise	Dead letter Dept	The Video Dead	The Exchanges
10pm	The Hard Lessons	Hostage Life	Adventures of Loki	The Defectors
11pm	Love Whip	Latefallen	Dutch Oven	The Vox
12am	The scenS	TBA	TBA	The King Cheetah
1am	Word Burglar	Bang Sugar Bang	Superjuice	TBA
2am	The Canons	Cuban Cowboys	Droids Attack	Romeo Liquor Store
3am	Dormitory Effect	Robin Black	World War 1X	TBA
<u>Drake Hotel</u>				
9pm	Lindsay Ell	Ben Gunning	TBA	Hunter Valentine
10pm	Lullaby Baxter	Marco Solo	N'Dambi	Sassy Kraimspr
11pm	TBA	Peter Katz	PJ Morton	Jo Mango
12am	Belinda Bruce	TBA	Spiral Beack	TBA
1am	Glove Box	Satellite 7	TBA	God Made Me Funk
2am	Odessa Chen	Zox	Shad	Royal Wood
3am	The Hermit	TBA	Levinride	Birds of Wales
<u>Horseshoe Tavern</u>				
9pm	TBA	Vacuiity	C'mon	Sylvie
10pm	Kelly Mcrae	Miniatures	Norton	Kinnie Starr
11pm	Oliver Black	No Arbuckle	White Cowbell	Jully Black
12am	TBA	TBA	TBA	TBA
1am	Idle Sons	Jets Overhead	City Field	Old Soul
2am	Christine Fellows	Priestess	TBA	Golden Dogs
3am	TBA	TBA	Soul Star	TBA
<u>EI Mocambo</u>				
9pm	TBA	Kevin Hearn	Public	Clothes Make
10pm	Camera	Megababe	TBA	Stiffed
11pm	Cord	The wombats	Duels	John Kastner
12am	TBA	TBA	Major Maker	TBA
1am	The Negatones	The Vibrants	Novillero	Down with webster
2am	Spokey Ruben	Man Man	The Coast	Burning Brides
3am	Inward Eye	Derek Miller	TBA	TBA
<u>Lees Palace</u>				
9pm	Dodger	Inner City Surfers	Alun Piggins	Tupelo Honey
10pm	TBA	TBA	Clouds Forming	Rocketface
11pm	Army of Me	Truths & Rights	Luke Doucet	TBA
12am			TBA	Reason Idsapears
1am			TBA	Jimmy Swift
2am	TBA	The Salads	Mike Doughty	TBA
3am		TBA	Mike Doughty	Aberdeen City
<u>NOW Lounge</u>				
9pm	Ten Year Drought	Julz A	Zoe Keating	TBA
10pm	TBA	TBA	Tim Ellis	Letters to Elora
11pm	10 Perry	TBA	TBA	Red Shag Carpet
12am	Lee Feldman	Mandy Kane	Jodi Martin	The Thin Man
1am	Royal Wood	Mike K	JF Robitaile	TBA
2am	TBA	Peachcake	TBA	The scene
3am	Cats not Dogs	TBA	Winter of Discontent	TBA
<u>The Silver Dollar</u>				
9pm	TBA	From Fiction	Hilotrons	TBA
10pm	5 Blanks Pages	TBA	Bluesers	David Celia
11pm	City Field	Hot Springs	Josh Kalmus	Beekeepers Society

Appendix #2

NXNE 2007 Festival Schedule

12am	Ride Theory	TBA	TBA	Chris Rees
1am	TBA	Beshrad Lakes	TBA	TBA
2am	Two Koreas	King Khan	Stone Deaf	Cosmic Allstars
3am	Brutal Knights	Anagram	Tokyo Tramps	Reilly
		SCHEDULE SUBJECT TO CHANGE		

NORTH BY NORTHEAST

Appendix #3

**13th Annual North By Northeast Music Festival,
Film Festival and Industry Conference (NXNE)
June 7,8,9,10
2007
Toronto Canada**

NXNE - Event Objective

NXNE has become the pre-eminent street-level new music festival, and industry conference in North America, by attracting the highest quality signed and unsigned bands from around the world and supporting them with leading industry delegate exposure and fan-filled live venues.

Background Information

Based in downtown Toronto, NXNE is Canada's leading new music festival and industry conference, which over the past 12 years has become recognized world-wide as both a working festival for musicians and an essential gathering in the music industry's calendar. Kicking off the summer in early June, NXNE brings together exceptional new talent with music business heavies, media front-runners and excited fans, creating opportunities to make new contacts and reach new markets. NXNE showcases the best in new and emerging acts from Canada, the U.S. and around the world, and continues to be THE place for people to discover new and emerging talent. Positioned as the sister festival to South by Southwest, NXNE draws attendees from across Canada and the U.S. as well as from other countries around the globe. There are over 400 media accredited each year, ranging from MTV and MuchMusic to the largest news outlets in Canada as well as to fanzines, online magazines and stringers for publications all over the world.

NXNE Music Festival 2007 will span 6 days and nights of activities, showcasing over 450 bands at over 30 live music venues in downtown Toronto. It's an awesome, club hopping frenzy that has been instrumental in exposing new artists like Sam Roberts, Billy Talent, Sarah Harmer, SUM 41, Choclair, Danko Jones, Bran Van 300, Black Rebel Motorcycle Club, Tift Merrit, Bif Naked, K-OS, Kathleen Edwards, K'Naan, Andy Stochansy and many, many more. The 2007 line up promises to unearth some new musical gems.

NXNE Conference attracts over 2,000 delegates for three days of panels, round tables, demo listening sessions, legal clinics, mentoring sessions and more; designed to appeal to anyone looking to learn more about the music business – from a rookie manager to a grizzled rock veteran. Past NXNE Keynote speakers have included Steven Page (Barenaked Ladies), Patti Smith, Danny Goldberg (Artemis Records), Andrew Loog Oldham (Rolling Stones manager), Steve Earle and Johnny Lydon a.k.a Johnny Rotten, MC5s Wayne Kramer, Bruce Cockburn, David Johansen (New York Dolls) and Stewart Copeland (The Police).

"NXNE is an exciting combination of indie music and a film lovers gourmet feast. We had a great time and we would love to come back." - Stewart Copeland

NXNE Film Festival 2007 is devoted to showing movies where music is a star. Now in its seventh year, the NXNE Film Festival June 7,8,9 & 10, runs parallel to the music festival and

offers a unique program of music related feature films, documentaries and shorts. There are also conference sessions and Master Class workshops designed to explore the "reel world" where music and movies meet.

"Toronto's NXNE Festival is the most teeming, throbbing and wriggling snakepit of excitement in this half of the continent, maybe even the whole landmass!"

Guy Maddin NXNE 2005

2006 Festival Statistics

Artist Submissions	2,550
Performers	450
Countries Represented	12
Music fans	65,000
Delegates	2290
Accredited Media	522
Venues	35
Film Submissions	89
Screenings	22

Audience Profile

Age	48% between 19 and 25 years of age. 35% between 26 and 39 years of age
Gender	49% Female; 51% Male
Language	93% English as first language
Marital Status	68% single
Education	63% College/University Graduates.
Income	51% in excess of \$26,000/year

Media partners

NOW magazine
Corus Entertainment – 102.1 The Edge
Toronto Sun
Much Music
Chart Magazine
40 Alternative Newsweeklies (Canada & USA)

Website Statistics:

Hits: 4,686,264
Average / Day: 19408
Page Views: 668,522
Average Views / Day: 2576
Visitor Sessions: 155,700
Average Visitor / Day : 598
Average Visitor Session Length 00:05:17
International Visitor Sessions 15.88%
Visitor Sessions of Unknown Origin 8.61%
Visitor Sessions from United States 75.49%
Visitors Unique Visitors 38,566

Economic Impact on Toronto

\$6,574,000.000

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APPENDIX #4

The 13th annual North By Northeast Music Festival, Film Festival and Industry Conference promises to be the biggest yet, attracting performing artists, speakers, delegates and fans from across Canada, the US and 18 countries worldwide.

NXNE is a hugely influential platform for introducing emerging new talent to industry moguls, media tastemakers and excited fans. It has become internationally renowned for the quality of talent it showcases, and the setting in which the festival takes place.

The City of Toronto provides an exciting, diverse and safe landscape in which delegates can sample the cultural offerings of the NXNE festival. Extending licensing hours in a few select venues can enhance this experience further. It will allow the festival to increase its programming schedule, while sending a message to the many international celebrities, delegates and touring musicians that Toronto is indeed a city that ranks with other major urban cultures worldwide.

NXNE received unanimous praise after successfully being granted a license extension at last year's festival which contributed immensely to the unique flavour of the event.

.....requesting that the North By Northeast (NXNE) Music Festival taking place on June 6, 7, 8, 9 and 10, 2007 in various locations be declared an event of municipal significance and indicate that it has no objection to it taking place, nor to the following establishments being permitted to sell and serve alcohol until 4.00 a.m. from June 6 to June 10, 2007:

Drake Hotel, 1150 Queen Street West
Bovine Club, 542 Queen Street West
Horseshoe Tavern, 370 Queen Street West
El Mocambo, 464 Spadina Avenue
Lees Palace, 529 Bloor Street West
Now Lounge, 189 Church Street
The Silver Dollar Room, 486 Spadina Avenue