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CITY CLERK'S OFFICE  
SECRETARIAT SECTION

2009 SEP 18 P 2:59

Sept. 15, 2009

Christine Archibald  
Committee Administrator  
City of Toronto – City Clerk's Office  
100 Queen St. West, 12<sup>th</sup> Floor  
Toronto, ON M5H 2N2

Dear Christine;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* scheduled to take place March 10-14, 2010 for liquor licensing purposes.

For the past 28 years, Canadian Music Week (CMW) has established itself as the largest international music and entertainment event of it's kind in Canada designed to promote Canadian talent to the world's markets. Attracting more than 2,000 registered delegates from around the world, the convention portion of the event will take place at the Fairmont Royal York hotel with showcase events being held at various downtown venues.

Each year CMW brings in more than 300 key international delegates who represent publishing, talent booking, promoters, record labels, distributors and music supervisors from such territories as Australia, Argentina, China, Finland, India, Japan, The Netherlands, UK and USA for the express purpose of promoting Canadian talent to the international decision makers.

Enclosed are complete details on Canadian Music Week along with sample marketing materials from the 2009 event but should you require any additional information, please do not hesitate to contact me at 416.704.2413 or by email at [verle@cmw.net](mailto:verle@cmw.net)

I would also like to let you know that our Festival team will have the schedule of performances completed in January 2010.

Thank you in advance for your consideration.

Sincerely,

Verle A. Mobbs  
General Manager

cc: Councillor Paula Fletcher  
Councillor Adam Giambrone  
Councillor Pam McConnell  
Councillor Joe Pantalone  
Councillor Gord Perks  
Councillor Kyle Rae  
Councillor Adam Vaughan

## **Purpose**

The primary focus for CMW continues to be a Canadian based world-class trade fair and a launching pad for Canada's new recording artists. Canadian Music Week (CMW) maintains its strategy to assist the Canadian Music Industry educate and develop the performer and music business professionals of the future, and to help promote Canadian artists and recordings around the world.

## **Overview**

Canadian Music Week (CMW) has established itself worldwide as one of the premiere entertainment events in North America consisting of an Executive Conference, TuneUp Conference, Festival, Awards, and Trade Show.

CMW attracts major and independent record labels, manufacturers, distributors, retailers, broadcasters, radio stations & music television, print and online media, interactive technologies, publishers, songwriters, artist managers, producers, musicians, venue operators, promoters, agents and artists to the annual music industry conference and festival each year.

CMW celebrated its 26<sup>th</sup> year of success, bringing together the worlds of music, new technology, radio, television, and film, combining music industry seminars, trade shows, awards ceremonies and a large-scale music festival dedicated to showcasing new Canadian talent. CMW presents over 70 seminars, workshops, discussion forums and keynotes with the world's leading authorities and business leaders seeking to exchange information and gain insight into consumer trends and business challenges facing the entire Canadian music industry.

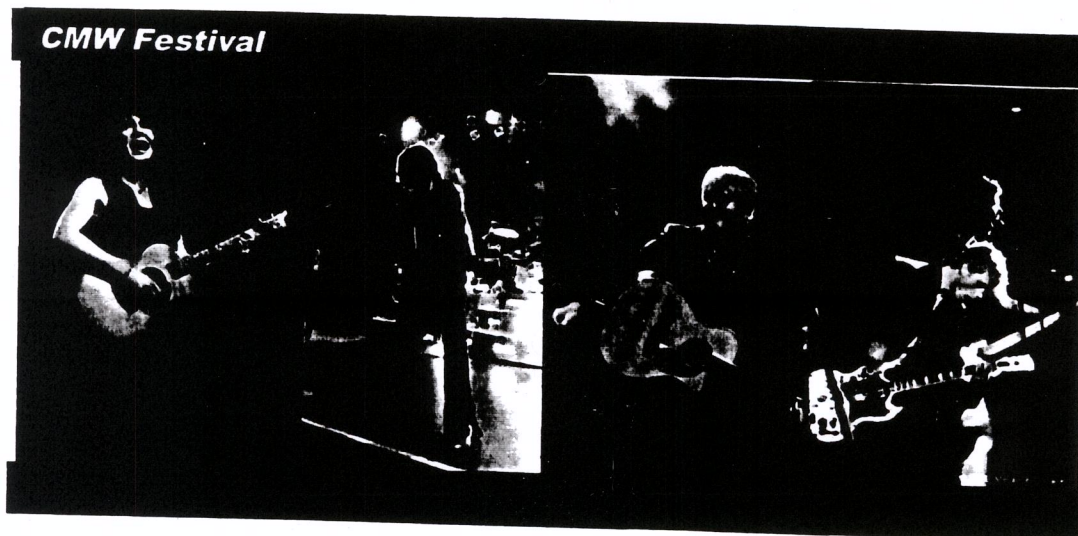
Over 300 trade journalists and reporters from around the world generate significant media coverage and unprecedented media contra value in support of Canadian Music Week.

For 2009, CMW will explore the many challenges facing the industry in the fast and furious pace of emerging technologies and the techno-savvy consumer.

## **Music Industry Conference**

As Canada's largest and most influential music conference, CMW will bring together the world's top industry professionals to participate in a three-day program of activities. Designed to stimulate the exchange of market intelligence, increase dialogue and provide networking opportunities, the CMW Executive Conference includes over 70 panels featuring over 400 industry experts. Programming that crossed over into the film and theatrical DVD sectors will continue for 2009.

The trade exhibition throughout the conference demonstrates Canadian products and services to buyers and provides opportunities for Canadian companies to develop new contacts for domestic distribution and future export opportunities.



CMW presents one of Canada's largest new music festivals – featuring over 500 of the best unsigned and independent artists in 50 of Toronto's hottest nightclubs and music halls. CMW has been instrumental in providing a forum for discovery of many of Canada's top recording artists. Past years' Festival headliners, featured artists and discoveries include:

***Finger Eleven, 3 Days Grace; Alanis Morissette; Amanda Marshall; Avril Lavigne; Barenaked Ladies; Billy Ray Cyrus; Blue Rodeo; Bran Van 3000; Bruce Cockburn; Bruce Guthro; Carolyn Dawn Johnson; Chocclair; controller.controller; David Usher; Daniel Lanois; Danko Jones; Default; Edwin; Ennis Sisters; Esthero; Fat Boy Slim; Fefe Dobson; George Canyon; Great Big Sea; High Holy Days; Holly McNarland; Jacksoul; Jewel; Joydrop; July Black; Matt Dusk; Matthew Good Band; Moffats; Mudvayne; Nelly Furtado; Nickelback; Pretenders; Prozzak; Remy Shand; Ronnie Hawkins; Ryan Malcolm (Canadian Idol); Sara Harmer; Semisonic; Serial Joe; Shaye; Sky; Smoother; Soul Decision; Sum 41; Tal Bachman; The Trews; The Waking Eyes; The Zoobombs; Theory of a Deadman; Thornley; Tom Cochrane; Tragically Hip; Wide Mouth Mason***

The festival contributes to the development of artists as both a short-term economic vehicle and a longer-term investment in their career through their potential to gain public and industry support. More than 70 A&R scouts from around the world attended last year's event.

In addition to its social and cultural benefits, the Festival provides economic benefits to many Canadian owned and operated businesses and their staff including club operators, restaurants, retail stores, transportation means, community radio and newspapers, manufacturers, graphic designers, printers, advertising agencies, etc., all of which contribute to the Canadian Music Industry's economic development.

## ***Music Industry Awards***



CMW hosts a number of gala music industry awards shows and receptions, which offer unique sponsorship and promotional opportunities including;

### ***The Annual Music Industry Awards***

Last year's ceremonies were hosted by Lawrence Gowan and featured a special performance by Randy Bachman in tribute to Hall of Fame inductees John Roberts and Chuck McCoy.

### ***The Canadian Radio Music Awards***

The CRMA's recognize excellence and outstanding achievement for new Canadian artists on radio. Last year's event featured the induction of April Wine into the Hall of Fame.

### ***The Canadian Independent Music Awards***

The Indies recognize the outstanding achievement of Canadian independent artists.

### ***The Crystal Awards***

The Crystals recognize the best in radio creative advertising.

## ***National Talent Search***

### ***Canadian Radio Star – The National Songwriting Competition***

Canada's only national songwriting competition has been running for 16 years discovering some of the hottest new Canadian songwriters.

## **Target Market**

### **ATTENDANCE**

2009 Attendance - Festival, Awards, Conference, Trade Show, National Talent Searches reached approximately 65,000+

### **AUDIENCE BREAKDOWN**

As most of the festival venues are licensed bars and clubs, the majority of events are geared towards and audience of LDA and above, however CMW also offers a number of specialty shows dedicated to all ages.

Teens:	12 - 18	12%	Adults: 25 - 35	34%
Young Adults:	19 - 25	40%	Adults: 35 +	14%

Men to women ratio 55:45

## **2010 EXTENDED LICENCING VENUES**

Canadian Music Week will apply for a 2-hour Liquor Sales License Extension (until 4:00am) for the following clubs and dates.

<b>Annex</b>	794 Bathurst St
<b>Wreckroom</b>	
<b>Big Bop</b>	651 Queen St. West
<b>(Kathedral / Reverb / Holy Joe's)</b>	
<b>Bovine Sex Club</b>	542 Queen St. West
<b>Bread and Circus</b>	299 Augusta Ave
<b>C'est What</b>	67 Front St E
<b>Cadillac Lounge</b>	1296 Queen St. W.
<b>Central</b>	603 Markham Street
<b>Circa</b>	126 John St
<b>Clinton's</b>	693 Bloor St.
<b>Dakota Tavern</b>	249 Ossington Ave
<b>Drake</b>	1150 Queen St. West
<b>El Mocambo</b>	464 Spadina Ave
<b>Gladstone Hotel - North Ballroom</b>	1214 Queen ST West
<b>Global Village Backpackers</b>	460 King Street West
<b>Gorilla</b>	372 Queen St W
<b>Monsoon</b>	
<b>Hard Rock Live</b>	279 Yonge Street
<b>Harlem</b>	67 Richmond St E
<b>Horseshoe Tavern</b>	370 Queen St. West
<b>Kool Haus</b>	132 Queens Quay

	East
<b>Lee's Palace</b>	529 Bloor St. West
<b>London Tap House</b>	250 Adelaide St. West
<b>Mod Club</b>	722 College Street
<b>Montana's</b>	145 John St (@ Richmond)
<b>Neutral Lounge</b>	349a College Street
<b>Poor Alex</b>	772A Dundas Street West (Upper Level)
<b>Rancho Relaxo</b>	300 College St.
<b>Revival</b>	783 College St.
<b>Rivoli</b>	332 Queen St. W.
<b>Silver Dollar</b>	486 Spadina Ave.
<b>Sneaky Dee's</b>	431 College St.
<b>Sound Academy</b>	11 Poison St.
<b>Supermarket</b>	268 Augusta Ave.
<b>Tattoo</b>	567 Queen St West
<b>Teranga</b>	159 Augusta Ave., 2nd Floor
<b>The Boat</b>	158 Augusta Ave.
<b>The Courthouse</b>	57 Adelaide St E
<b>The Hideout</b>	484 Queen St. West
<b>The Opera House</b>	735 Queen St. East
<b>The Phoenix</b>	410 Sherbourne St.
<b>Velvet</b>	510 Queen Street
<b>Underground</b>	West
<b>Wrongbar</b>	1279 Queen Street West

Dates for extended licensing will include:

**Wednesday March 10, 2010**  
**Thursday March 11, 2010**  
**Friday March 12, 2010**  
**Saturday March 13, 2010**