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TORONTO

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March 10, 2010

c/o Rosalind Dyers
Administrator, Toronto & East York Community Council
City Clerk's Office
City Hall, 100 Queen Street West, 2nd Floor West
Toronto, ONT M5H 2N2

RE: TD Toronto Jazz Festival 2010

To Whom This May Concern,

On behalf of the Toronto Downtown Jazz Society, organizers of the TD Toronto Jazz Festival, I am formally requesting declaration of the 24th annual Toronto Jazz Festival as a special event of municipal significance. This declaration will allow the Festival to apply to the Alcohol and Gaming Commission for an extension of serving hours at four official festival venues for the duration of the event. The 2010 festival dates are Friday June 25th through Sunday July 4th.

For the past 17 years the festival has hosted licenced, after-hours jam sessions from 1:00am - 4:00am. For ten years it was held at the official host hotel. In 2005 the home of the after hours jazz jam moved to The Rex Jazz & Blues Bar and Sage. Dominion on Queen, Supermarket, Lolita's Lust, and The Rex have also been official designates. With your approval we will once again apply for the extension of serving hours until 4:00am for the duration of the festival at the Dominion On Queen, Lolita's Lust, The Supermarket, The Social and possibly a small room at the Metropolitan Hotel. These venues will be official Festival venues and will have programming during regular hours as well.

The Festival has established a tradition of select official venues hosting Late Night Jazz Jams where visiting and local musicians gather to jam and socialize. The after-hours jam sessions are a very important component in the overall festival experience and contribute to it's success. They provide the opportunity for participating artists to socialize and perform together. Ordinarily, this is impossible since many artists perform until closing at other clubs. The jam sessions create a unique and spontaneous, special-event atmosphere. The international camaraderie makes the Toronto Festival a special highlight for both visiting musicians and the general public. Everyone involved agrees that the jam sessions have been one of the great aspects of the Festival.

The mandate of the Toronto Downtown Jazz Society is to promote interest and awareness of jazz and to advance knowledge of jazz culture and tradition throughout Canada. The Toronto Jazz Festival is Toronto's annual opportunity to grasp the attention of the world's jazz fans, musicians, tourists, journalists and festival-goers.

Now in its 24th year, the Festival draws over 500,000 people annually to 350 performances in 40 Toronto locations. Each year this world-class festival presents approximately 1500 of the

best Canadian and International musicians performing a diverse range of jazz and related music styles including traditional, contemporary, Latin, blues, world, funk, bebop and big band over 10 days. June 25 - July 4, 2010 visitors will experience jazz from noon - 4am daily at free indoor and outdoor stages, ticketed mainstage performances, concert halls and more than 30 clubs and restaurants. Other unique attractions include an Artisans' Village, after hours jam sessions, educational opportunities - free workshops, talkbacks, public artist meet & greets and Groove & Graffiti interactive presentations. Nathan Phillips Square is the home of the festival mainstages and the hub of the event.

Toronto is renowned as a clean safe and cosmopolitan city. Visitors come from around the world to experience the jazz festival in one of the world's truly great cities. Performers, journalists, media representatives, and over 500,000 listeners make beautiful downtown Toronto their destination every year to enjoy this celebration of music. Most festival venues are centrally located in downtown Toronto within easy walking distance of each other.

The free, outdoor stage focus of the event makes it possible for everyone to be exposed to the music and jazz fans are in their element. The essence of the festival is democratic and accessible - the curious bystander, delightfully surprised tourist, or the committed jazz enthusiast all have equal opportunity to enjoy the music that enlivens Toronto.

Not only the artists and audiences benefit from the Festival activity. Benefits are recognized by clubs, restaurants, venues, record labels, tourism industry, retailers, media organizations, community, regional and national publications, the hospitality industry, etc. etc. The positive effect on the musical form and its impact on public consciousness can not be measured. There is undeniably a major benefit derived by artists, record companies and agencies to both the increased interest in the music, the networking and information sharing that occurs through the festival and the appreciation of the work of many talented artists who might otherwise remain unknown or under-recognized.

The Alcohol and Gaming Commission of Ontario has requested that the City's declaration specifically state that the endorsement is in support of our application for extension of serving hours to 4:00 am at The Supermarket, Dominion On Queen, The Social, Lolita's Lust and the Metropolitan Hotel for the duration of the Festival.

I hope you will contribute to the success of the 24th annual Toronto Jazz Festival by declaring the festival an event of municipal significance. Thank you very much for your assistance in this matter. If you have any questions or require any further information please feel free to contact me at 416-928-2033 Ext. 22 or tdjs@tojazz.com.

Sincerely,

Patti Marshall
Director of Operations