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Ellen Devlin
Committee Administrator
Toronto and East York Community Council
2nd Floor, West, Toronto City Hall
100 Queen St. West
Toronto, ON M5H 2N2

October 10, 2017

Dear Ellen;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week*, scheduled to take place May 6 - 12, 2019 for liquor licensing purposes.

This coming May marks Canadian Music Week (CMW) 37th year as the largest international music and entertainment event of its kind in Canada designed to promote Canadian talent to International markets. Attracting more than 2,000 registered delegates from around the world, the conference segment of the event will take place at the host hotel, The Sheraton Centre Toronto and the showcase events featuring more than 450 artists will be held in 35 various downtown venues.

Each year CMW brings in more than 400 key international delegates who represent publishing, talent booking, promoters, record labels, distributors and music supervisors from such territories as USA, Mexico, Australia, China, Finland, France, Germany, India, Japan, Taiwan, Colombia, Ecuador, New Zealand, The Netherlands, South Africa, Poland and UK 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 2018 event, the list of clubs, 6 copies of our conference program and 6 copies of our festival guide to be distributed to the appropriate councilors. If you require any additional information, please do not hesitate to contact me at 647.804.6670 or by email at festival@cmw.net

Our festival team has already begun working on special performances and we anticipate our team will have the complete schedule completed by February 2019.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink that reads 'STEVEN DAENAI' followed by a stylized 'I'.

Steven Daenais
Festival Manager

cc: Neill Dillon

OVERVIEW

Canadian Music Week (CMW) has established itself worldwide as one of *the* premiere entertainment events in North America that encompasses a Music Festival, Film Festival, Comedy Festival, Executive Conference, a Musicians/Songwriters Conference, 4 Award Shows, and Trade Show.

CMW's primary focus continues to be a Canadian based world-class entertainment event and a launching pad for Canada's new recording artists and upholds 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.

CMW brings 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 2019, CMW will continue to explore the many challenges facing the industry in the fast and furious pace of emerging technologies and the techno-savvy consumer.

THE FESTIVAL

CMW presents one of Canada's largest new music festivals - featuring over 500 of the best unsigned and independent artists in over 35 of Toronto's hottest venues 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:

Melissa Etheridge, Wolf Parade, Big Sean, The Strumbellas, James Arthur, 2 Chainz, Liam Gallagher, Solan, The Beaches, Tegan and Sara, Eagles of Death Metal, Skepta, X Ambassadors, Rihanna, Faith No More, Noel Gallagher, Of Monsters and Men, Billy Talent, M.I.A., Melissa Etheridge, Ellie Goulding, City and Colour, Kongos, Walk Off The Earth, Little Dragon, Brett Kissel, Nikki Yanofsky, Passion Pit, Janelle Monae, Metric, Marianas Trench, Monster Truck, Hedley, Platinum Blonde, KOS, Keisza, Alvvays, Metz, Lights, Janet Jackson, Great Lake Swimmers, Arcade Fire, Finger Eleven, 3 Days Grace, Alanis Morissette, Avril Lavigne, Barenaked Ladies, Billy Ray Cyrus, Blue Rodeo, Bruce Cockburn, Bruce Guthro, Carolyn Dawn Johnson, David Usher, Daniel Lanois, Fefe Dobson, George Canyon, Great Big Sea, Holly McNarland, Jacksoul, Jully Black, Matt Dusk, Matthew Good Band, Nelly Furtado, Nickelback, Pretenders, Ronnie Hawkins, Sara Harmer, Semisonic, Soul Decision, Sum 41, Theory of a Deadman, Thornley, Tom Cochrane, The Tragically Hip.

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 operators, community radio and newspapers, manufacturers, graphic designers, printers, advertising agencies, etc., all of which contribute to the Canadian Music Industry's economic development.

THE CONFERENCES

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.

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.

THE AWARDS SHOWS

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

The Annual Music & Broadcast Industry Awards

Last year's ceremonies featured a special performance by 54*40 celebrating Hall of Fame inductees Arthur Fogel and Marilyn Denis. Rush was also presented with the Humanitarian Spirit Award.

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 Gary Russell into the Hall of Fame.

The Indies

The Canadian Independent Music Awards recognize the outstanding achievement of Canadian artists.

The Live Music Industry Awards

The LMIA's honour outstanding individuals and achievements in the live music business sector.

ECONOMIC IMPACT

Total Overall CMW Spectators/Attendees

170,000

1. Total economic impact of festival estimated at \$21.3M

•Non-local spectators, bands, business delegates and event operations resulted in approximately \$23.9M of new spending

•Estimate includes direct, indirect and induced impacts

2. Local employment supported by event

•Equivalent of 232 full-year jobs supported by festival

•Estimated \$7.1 M in tax revenue generated by festival-related spending

3. Festival is strong yearly contributor to Ontario Economy

•Over the last four years Canada Music Week has contributed an estimated new spend of \$82.2M

2018 EXTENDED LICENSING VENUES

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

Dates for extended licensing will include:

Monday May 6, 2019
Tuesday May 7, 2019
Wednesday May 8, 2019
Thursday May 9, 2019
Friday May 10, 2019
Saturday May 11, 2019
Sunday May 12, 2019



Venue	Address	Contact	Phone	Email	Police Division
Adelaide Hall	250 Adelaide St. West	Timur Inceoglu	289.687.7406	timur@mrgconcerts.com	52
Baby G	1608 Dundas St. West	Shaun Bowring	416.820.1832	shaunbowring@gmail.com	11
Bovine	542 Queen St. West	Darryl Fine	416.400.6747	darrylfine@gmail.com	14
Cameron House	408 Queen St. West	Cosmo Ferraro	416.703.0811	cosmo.ferraro@hotmail.com	14
Cherry Cola	200 Bathurst St	Matt Groopie	416 564 5234	<u>mattgroo12ie@gmail.com</u>	14
Dakota Tavern	249 Ossington St.	Shawn Creamer	416.850.4579	thedakotatavern@me.com	14
Drake Underground	1150 Queen St. West	Iain McNeil	416.531.5042 ext.258	iain@thedrakehotel.ca	14
Garrison	1197 Dundas St. West	Shaun Bowring	416.820.1832	garrisonbooking@gmail.com	14
The Great Hall	1087 Queen Street West	Mark Foster	416-531-4635 ext 7121	mark@thegreathall.ca	14
Horseshoe Tavern	370 Queen St. West	Craig Laskey	416.598.0720	craig@collectiveconcerts.com	52
Lee's Palace	529 Bloor St. West	Ben Pearlman	416.598.0720	Ben@collectiveconcerts.com	14
Longboat Hall	1087 Queen Street West	Mark Foster	416-531-4635 ext 7121 / (mark@thcgrcathall.cG	14
Mod Club	722 College St	Jorge	(416) 588-4663	jorge@themodclub.com	14
Opera House	735 Queen St East	Athena Ellinas-Towers	416-828-2980	athena@theoperahousetoronto.com	55
Phoenix Concert Theater	410 Sherbourne St.	Cameron	647 209 2852 / (416) 323-1	cameron@thephoenixconcerttheatre.com	51
Revival	783 College St.	Joe Saturnina	416.294.6409	joe@revivalbar.com	14
Rivoli	334 Queen St. West	Serg Sargento	416.970.3786	booking@rivoli.ca	52
Sneaky Dee's	431 College St.	Japeth Maw	416.603.3090	sneakydees@gmail.com	14
Velvet Underground	508 Queen Street West	Steven Biasutti	416.504.6688	steven@thevelvet.ca	14