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Members of the Infrastructure and Environment Committee
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

VIA EMAIL: iec@toronto.ca

January 6, 2021

Dear Members of the IEC,

**Re: IE19.11 yongeTOMorrow - Municipal Class Environmental Assessment on
Yonge Street from Queen Street to College/Carlton Street**

Music Canada is the trade association for Canada's major record labels (Sony Music Entertainment Canada, Universal Music Canada and Warner Music Canada). We advocate for a healthy and vibrant Canadian music ecosystem, which includes thriving venues and opportunities for artists to bring live music to our communities. For musicians to develop their craft and build audiences, there must be businesses who are able to showcase their music. Many of those businesses, including restaurants, pubs and live music venues can be found on Yonge Street.

We are writing to express our support for YongeTOMorrow's proposal to revitalize Yonge Street. Increased pedestrian access, reduced vehicle traffic and expanded spaces for patios would help create opportunities for businesses on Yonge Street to showcase live music and support artists and local businesses. As well, a pedestrianized Yonge Street could make it more cost-effective for festivals to expand and make Yonge Street a globally recognized festival and destination street.

When businesses like restaurants, pubs and other live music venues have opportunities and space to showcase live music, they attract music fans who visit, live, work and play in our neighbourhoods. They also sustain other music-related businesses in the city. These businesses are critical to contemporary city-building and they are a vital component of any healthy community, contributing culturally and economically in a variety of ways to the quality of life we enjoy. For example, a recent study by Nordicity for Canadian Live Music Association estimated that in 2019, the total Gross Provincial Product for Toronto live music venues was over \$850M.¹

Toronto is a world-renowned "Music City" -- but revitalized infrastructure and design, as proposed by YongeTOMorrow, would further support this sector at a time when it is desperately needed following the effects of COVID-19.

¹ <https://www.toronto.ca/wp-content/uploads/2020/10/9846-Re-Venues-FINAL-REPORT.pdf>

These comments may be shared with Council Members and the Infrastructure and Environment Committee in its consideration of the above Item (at its meeting of January 11, 2021).

Thank you for your consideration. Please contact me directly should you have any questions.

Jackie Dean
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