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2010 NOV -3 A 10: 31

Oct. 29, 2010

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REVISED

Rosalind Dyers
City Clerk
City of Toronto – City Clerk's Office
100 Queen St. West, 12th Floor
Toronto, ON M5H 2N2

Dear Rosalind;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* scheduled to take place March 9-13, 2011 for liquor licensing purposes.

In the past 29 years, Canadian Music Week (CMW) has established itself 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 Fairmont Royal York and the showcase events featuring more than 800 artists will be held at approximately 50 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, China, Finland, France, 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 2010 event but should you require any additional information, please do not hesitate to contact me at 905.858.4747 or by email at verle@cmw.net

Due to the tight timelines we are working with this year, we would greatly appreciate it if we could be included on the calendar for the December council meeting. It takes approximately 3-4 weeks to receive approval from the AGCO for extended licensing and as such, we cannot complete the band invitations to perform until approval is received.

We anticipate our Festival team will have the schedule of performances completed by the end of January 2011.

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, Music Festival, Film 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 28th 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 2011, CMW will explore the many challenges facing the industry in the fast and furious pace of emerging technologies and the techno-savvy consumer.

THE 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.

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 FESTIVAL



CMW presents one of Canada's largest new music festivals – featuring over 700 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:

Hedley, Platinum Blonde, ill Scarlett, K-OS, Great Lake Swimmers, The Arcade Fire, Stereos, 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; Jully 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.

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 Hedley in tribute to Hall of Fame inductees Randy Lennox and Roger Ashby.

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 Platinum Blonde into the Hall of Fame.

The Canadian Independent Music Awards

The Indies recognize the outstanding achievement of Canadian independent artists.

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

CANADIAN MUSIC FEST 2011 OFFICIAL VENUES

EXTENDED LICENSING UNTIL 4:00AM WED. MAR 9 - MON. MARCH 14, 2011

VENUE	ADDRESS	CONTACT	PHONE	EMAIL	WARD	COUNCILLOR	POLICE DIVISION	LETTER REQSD	LETTER REC'D
Annex Wreckroom	794 Bathurst St.	Mark Atkinson / Travis Porter			20	Adam Vaughan	14	Nov. 24	YES
Bovine Sex Club	542 Queen St. West	Darryl Fine, Gregg Wolfe			20	Adam Vaughan	14	Nov. 24	YES
Branthouse	522 King St. West	Mary Sakellariou			20	Adam Vaughan	14	Nov. 24	YES
Cadillac Lounge	1296 Queen St. W.	Sam Grosso			14	Gord Perks	14	Nov. 24	YES
Cherry Cola	200 Bathurst St.	Dave Holender			19	Mike Layton	14	Nov. 24	YES
Cheval	604 King St. West	Mary Sakellariou			20	Adam Vaughan	14	Nov. 24	YES
Cobra	500 King St. West	Mary Sakellariou			20	Adam Vaughan	14	Nov. 24	YES
Czehoski	678 Queen St. West	Cindy Breault			19	Mike Layton	14	Nov. 24	YES
Dakota Tavern	249 Ossington Ave	Shawn Creamer			19	Mike Layton	14	Nov. 24	YES
Drake Underground	1150 Queen St. West	Jeff VanHarmelen			18	Ana Ballao	14	Nov. 24	YES
Garrison	1197 Durdas St. West	Shaun Bowring			19	Mike Layton	14	Nov. 24	YES
Gladstone Hotel - North Ballroom	1214 Queen ST West	Penny Rose			18	Ana Ballao	14	Nov. 24	YES
Great Hall	1087 Queen St. West	Lina Beaudin			19	Mike Layton	14	Nov. 24	
Hideout	484 Queen St. West	Dan Good / Jimmy Good			20	Adam Vaughan	14	Nov. 24	YES
Horseshoe Tavern	370 Queen St. West	Craig Laskey			20	Adam Vaughan	14	Nov. 24	YES
Lee's Palace	529 Bloor St. West	Amy Hersenhoren			20	Adam Vaughan	14	Nov. 24	YES
Maro	135 Liberty St.	Mary Sakellariou			14	Gord Perks	14	Nov. 24	YES

Opera House	735 Queen St. East	Athena Elinas-Towers	30	Paula Fletcher	55	Nov. 24	YES
Painted Lady	218 Ossington Ave.	Sam Papatragiannis	19	Mike Layton	14	Nov. 24	YES
Parts & Labour	1566 Queen St. West	Richard Lambert	14	Gord Perks	11	Nov. 24	YES
Rancho Relaxo	300 College St.	Donnie Blais; Dan Wolovick	20	Adam Vaughan	14	Nov. 24	YES
Revival	783 College St.	Joe Saturnino	19	Mike Layton	14	Nov. 24	
Rivoli	332 Queen St. W.	Todd Pinnel	20	Adam Vaughan	52	Nov. 24	YES
Silver Dollar	486 Spadina Ave.	Anthony Lacquaniti	20	Adam Vaughan	14	Nov. 24	YES
Sneaky Dee's	431 College St.	Travis Porter	20	Adam Vaughan	14	Nov. 24	YES
Social	1100 Queen St. West	Richard Lambert	18	Ana Ballao	14	Nov. 24	YES
Watusi	110 Ossington Ave.	Darryl Fine	19	Mike Layton	14	Nov. 24	YES
Wrongbar	1279 Queen Street West	Nav Sangha	14	Gord Perks	14	Nov. 24	YES

EXTENDED LICENSING UNTIL 4:00AM WED MAR 9 - SUN. MARCH 13 2011

El Mocambo	464 Spadina Ave	Yvonne Matsell	20	Adam Vaughan	14	Nov. 24	YES
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EXTENDED LICENSING UNTIL 4:00AM THUR. MAR 10 - SUN. MARCH 13 2011

VENUE	ADDRESS	CONTACT	PHONE	EMAIL	WARD	COUNCILLOR	POLICE DIVISION	LETTER REQ'S'D	LETTER REC'D
Global Village Backpackers	460 King Street West	Shaun O'Neil			20	Adam Vaughan	14	Nov. 24	YES
Mod Club	722 College Street	Mark Prinsloo			19	Mike Layton	14	Nov. 24	YES
Supermarket	268 Augusta Ave.	Greg Botrell			20	Adam Vaughan	14	Nov. 24	YES