

January 11, 2011

City Clerk
100 Queen St. W
10th Floor, West Tower
Toronto, ON M5H 2N2

To Whom It May Concern,

The Canadian Academy of Recording Arts and Sciences (CARAS) is a not-for-profit organization that was created to preserve and enhance the Canadian music and recording industries and to contribute towards higher artistic standards.

The mandate of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music. CARAS is dedicated to celebrating, promoting and honouring the achievements of Canadian artists.

CARAS serves as an umbrella organization to:

- The JUNO Awards – Canada's Music Awards
- MusiCounts – Canada's music education charity associated with CARAS
- The Canadian Music Hall of Fame

The JUNO Awards are celebrating our 40th Anniversary in Toronto in March 2011 with a week of music and arts based festivities. JUNO Week will take place from March 21-27 and also marks a return to Toronto after a 9 year absence.

Please accept this letter as a formal request to have The JUNO Awards declared an event of municipal significance.

Additionally, the JUNO Awards are requesting the City of Toronto grant permission to extend liquor licenses until 4am to the venues that are participating in select JUNO Events. **Page 3 of this letter provides a list of venues.** We are requesting extended licenses (to 4am) on the following dates:

Friday March 25
Saturday March 26
Sunday March 27

The JUNO Awards are the most recognizable national celebration of Canadian music with 1.6 million dedicated viewers, and over 6.5 million people tuning in throughout the broadcast. CARAS anticipates over 80,000 attendees to a variety of events that take place throughout JUNO Week, with an economic impact of approximately \$15,000,000.00.

I believe the next committee meeting is on January 18, 2011. It is our hope that this request can be included on the meeting agenda? A list of venues will be submitted in early January in advance of the meeting.

Please do not hesitate to contact me should you require any further information

Sincerely,

Chris Topping
Vice President, Events & Special Programming

Venue List for Liquor License Extension

| Venue | Address | Extended License Dates: | | |
|-------------------------|----------------------------|-------------------------|-----------------|------------------------|
| | | Fri March 25/11 | Sat March 26/11 | Sun March 27/11 |
| Bovine Club | 542 Queen St. W M5V 2B5 | JunoFest | JunoFest | |
| Dakota Tavern | 249 Ossington Ave. M6J 3A1 | JunoFest | JunoFest | |
| Delta Chelsea | 33 Gerrard St. W. M5G 1Z4 | Host Hotel | Host Hotel | Host Hotel |
| El Mocambo | 464 Spadina Ave. M5T 2G8 | JunoFest | JunoFest | |
| Fairmont Royal York | 100 Front St. W. M5J 1E3 | Host Hotel | Host Hotel | Host Hotel |
| Hard Rock Café/Club 279 | 279 Yonge St. M5B 1N8 | JunoFest | JunoFest | |
| Horseshoe Tavern | 368 Queen St. W. M5V 2A2 | JunoFest | JunoFest | Post JUNO Awards Party |
| Hugh's Room | 2261 Dundas St. W. M6R 1X6 | JunoFest | JunoFest | |
| Lee's Palace | 529 Bloor St. W. M5S 1Y4 | JunoFest | JunoFest | |
| Lula Lounge | 1585 Dundas St. W. M6K 1T9 | JunoFest | | |
| Maison | 15 Mercer St. M5V 1H2 | | | Post JUNO Awards Party |
| Mitzi's Sister | 1554 Queen St. W. M6R 1A6 | JunoFest | JunoFest | Post JUNO Awards Party |
| Silver Dollar | 486 Spadina Ave. M5S 2H1 | JunoFest | JunoFest | |
| Sneaky Dee's | 431 College St. M5T 1T1 | JunoFest | JunoFest | |
| Spice Route | 499 King St. W. M5V 1K4 | | | Post JUNO Awards Party |
| The Drake Hotel | 1150 Queen St. W. M6J 1J3 | JunoFest | JunoFest | |
| The Garrison | 1197 Dundas St. W. M6J 1X3 | JunoFest | JunoFest | |
| The Great Hall | 1087 Queen St. W. M6J 1H3 | JunoFest | JunoFest | |
| The Mod Club | 722 College St. M6J 2X3 | JunoFest | JunoFest | |
| The Opera House | 735 Queen St. E. M6J 1G1 | JunoFest | JunoFest | |
| The Phoenix | 410 Sherbourne St. M4X 1K2 | JunoFest | JunoFest | |
| The Rivoli | 322 Queen St. W. M5V 2A2 | JunoFest | JunoFest | |
| Wrongbar | 1279 Queen St. W. M6K 1L4 | | JunoFest | |