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5355 Vail Court
Mississauga, ON
L5M 6G9
Tel: 905.858.4747
Web: www.cmw.net

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

June 14, 2011

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 21-25, 2012 for liquor licensing purposes.

This coming March, Canadian Music Week (CMW) will be celebrating 30 years 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 900 artists will be held in 58 various downtown venues.

Each year CMW brings in more than 350 key international delegates who represent publishing, talent booking, promoters, record labels, distributors and music supervisors from such territories as Australia, China, Finland, France, Germany, India, Japan, New Zealand, 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 2011 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

Our festival team has already begun working on special performances to mark our 30th anniversary and we anticipate our team will have the complete schedule completed by January 2012.

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 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 2012, 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 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 900 of the best unsigned and independent artists in 58 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; July 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 performances by Bachman & Turner celebrating Hall of Fame inductees Bill Evanov, Stephen Stohn and themselves. Sarah McLachlan 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 David Marsden 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

2012 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:

Wednesday March 21, 2012

Thursday March 22, 2012

Friday March 23, 2012

Saturday March 24, 2012

Sunday March 25, 2012



Venue	4am	Address	Contact	Phone	Email	Ward	Councillor	Police Division
Annex Wreckroom	Yes	794 Bathurst St	Mark Atkinson			20	Adam Vaughan	14
Bovine	Yes	542 Queen St. West	Darryl Fine Adam Kreeft			20	Adam Vaughan	14
Branthouse	Yes	522 King St. West	Mary Sakellariou Andrew Christoforou			20	Adam Vaughan	14
Cheval	Yes	606 King St. West	Mary Sakellariou Andrew Christoforou			20	Adam Vaughan	14
Cobra	Yes	510 King St. West	Mary Sakellariou Andrew Christoforou			20	Adam Vaughan	14
Comfort Zone		480 Spadina Ave	Dan Burke			20	Adam Vaughan	14
El Mocambo (downstairs)	Yes	464 Spadina Ave	Yvonne Matsell			20	Adam Vaughan	14
El Mocambo (upstairs)	Yes	464 Spadina Ave	Abbas Jahangiri			20	Adam Vaughan	14
Free Times Café		320 College St.	Judy Perly			20	Adam Vaughan	14
Global Village Backpackers	Yes	460 King Street West	Shaun O'Neill			20	Adam Vaughan	14
Hideout	Yes	484 Queen St. West	Dan Good			20	Adam Vaughan	14
Horseshoe Tavern	Yes	370 Queen St. West	Craig Laskey			20	Adam Vaughan	14
Lee's Palace	Yes	529 Bloor St. West	Ben Pearman			20	Adam Vaughan	14
Neutral	Yes	349a College Street	Oz Ferrara			20	Adam Vaughan	14
Rancho Relaxo	Yes	300 College St.	Donnie Blais Dan Wolovick			20	Adam Vaughan	14
Rnoli	Yes	334 Queen St. West	Todd Pinnell			20	Adam Vaughan	52
Silver Dollar	Yes	486 Spadina Ave.	Dan Burke			20	Adam Vaughan	14
Sneaky Dee's	Yes	431 College St.	Travis Porter			20	Adam Vaughan	14
Supermarket	Yes	268 Augusta Ave	Greg Botrell			20	Adam Vaughan	14
Tattoo Rock Parlour		567 Queen St West	Sangeeta Varma			20	Adam Vaughan	14
Trinity Church		427 Bloor St. West	Marc Young			20	Adam Vaughan	14



Queen Elizabeth Theatre		200 Princes' Boulevard	Bruno Sinopoli Mark Prinsloo
Revival	Yes	783 College St.	Joe Saturnino
Watusi	Yes	110 Ossington Ave.	Darryl Fine
Canadian Room		(inside Royal York Hotel) 100 Front St. W.	Olivia Batt
Courthouse		57 Adelaide St. East	Laura Mattiussi
Government		132 Queens Quay East	Jeff Wojcik
Kool Haus		132 Queens Quay East	Jeff Wojcik
Library Bar		(inside Royal York Hotel) 100 Front St. W.	Louise Cook
Opera House	Yes	735 Queen St East	Athena Ellinas-Towers
Sound Academy		11 Polson St	Zeke Myers Erik Paquette

19	Mike Layton	14
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19	Mike Layton	14
28	Pam McConnell	52
28	Pam McConnell	52
28	Pam McConnell	51
28	Pam McConnell	51
28	Pam McConnell	52
30	Paula Fletcher	55
30	Paula Fletcher	51