



February 21, 2012

To The Economic Development Committee

Ladies and Gentlemen,

Thank you for the opportunity to speak to you today in support of Recommendation 3.3 in the Creative Capital Gains report as tabled by Councillor Mike Layton.

I am here on behalf of the ownership of Revolution Recording, Toronto's, Ontario's and Canada's newest state-of-the-art recording facility.

Located at 36 Laing St. in Leslieville, Revolution is an 8,000 sq. ft., three room facility. It is the result of years of planning and significant private capital investment running into the millions of dollars.

I would be delighted to take you through Revolution at any time but you can get a sense of it via the attached photos. As you scan the photos of the largest of our three rooms, consider that the architectural and sound design consultation was provided by an exceptional Toronto-based company, Pilschner-Schoustal and Associates, whose office is on Queen Street east. These acoustical consultants design recording studios around the world, underscoring the concentration of talent that makes Toronto one of the foremost centres for music.

While I speak to you today representing Revolution Recording I also speak as someone who has spent four decades working in the music business, most of it on the record label side. I am currently the owner of Toronto independent label Pheromone Recordings, headquartered just a few blocks away on Richmond Street.

The point of mentioning Pheromone is to underline the highly integrated nature of the music industry. Music labels and recording studios have a symbiotic relationship, and I mean that not only locally and in Canada but internationally as well. Therefore, the resolution before you today is not only important for music labels, artists and musicians, but also for studios and the many professional services we all rely on, acoustical consultants being a prime example.



It is an express goal of Revolution's to attract international artists to our studio. In order to do that we have assembled the best in architecture, sound engineering and recording equipment available. Recently we had the pleasure of hosting Rush for a 10 week period. You can nominally consider them a Toronto band but, as established rock icons, they are effectively an international act and able to record anywhere they choose. And for their new album they chose Toronto for the first time in quite a while. It is important to note that while in residence in Toronto to record, bands inject a great deal of value into the local economy.

Revolution is not alone. Toronto is home to many top-notch studios that employ some of the best engineers and producers in the world today. We have supplied the raw material, the private investment and the vision for our studios and yet we believe that much more could be done.

Which is where this Committee comes in. We urge you to work with Music Canada, record labels large and small, and the studio community to bring awareness to the very significant inventory of talented individuals, outstanding facilities and dedicated labels operating in our city. At Revolution we will be happy to support efforts to create the opportunity for dialogue between City Council and staff and the music community.

Toronto is already known as one of the largest live music markets in North America. The cultural and financial benefits of raising the profile and stimulating further growth of our recording and label businesses are manifest.

Sincerely,

Kim Cooke

Revolution Recording



• REVOLUTION RECORDING •



The Neve Room recording floor and console at Revolution Recording



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