

Wednesday November 14, 2012

Sent via Email to: exc@toronto.ca

Executive Committee Secretariat
Attn: Frances M. Pritchard
10th Floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

**Re: Executive Committee Item EX24.8 – Future of the Three Major Civic Theatres
- Directions Resulting from REOI No. 9101-12-7008**

To the Executive Committee,

I am writing to express my concern regarding the Report on the Future of the Three Major Civic Theatres. I wish to address specifically the results of the Report as it relates to Live Nation Canada and the Sony Centre for the Performing Arts.

I am concerned as the report mistakenly contends that Live Nation Canada and the Sony Centre are competing entities. This is inaccurate and suggests a less than thorough understanding of the live entertainment and theatre businesses in Toronto on behalf of the author(s) of the report.

Had the author of the report shown due diligence and consulted myself or other Live Nation Canada executive(s) prior to citing our company as a direct competitor to the Sony Centre, we would have been able to provide more thorough and accurate insight into the business dynamic between the two organizations. The Sony Centre is in no way a direct competitor to Live Nation Canada. On the contrary, Live Nation Canada is a regular client of the Sony Centre and has been for years. We view the Sony Centre as one of Toronto's premiere theatre venues; and it is a preferred choice for us when it comes to producing theatre-appropriate shows of that size.

In the context of the corporate/commercial live entertainment promoting/producing business in the G.T.A., to suggest that the Sony Centre is major competing commercial entity in this regard would be completely inaccurate; and for City Council to base their determination for the venue's future on this assumption would be grossly ill informed. Such an improper assessment would surely result in a determination that is neither in the City's best interests, nor the best interests of the arts and entertainment industry and community in general.

We are concerned that if you allow the Sony Centre to fall into some sort of "adaptive reuse" operational purpose as the Report suggests, then the Centre will no longer be as readily available as a first choice option for us to use for future productions.

In addition to certain other points of inaccuracy found within the Report, the conclusion that the Sony Centre be divested by the City also fails to take into account the significant and valuable contribution the Sony Centre makes to Toronto as the only venue that programs a truly broad range of unique, multicultural and educational shows from around the world that satisfy and enrich our wonderful and diverse community.

The Sony Centre is a vital City asset and it should continue to be subsidized by the City. Please amend the Report to eliminate the aforementioned inaccuracies, especially in regards to any assertions that the Sony Centre is a commercial competitor of Live Nation Canada.

Please do not hesitate to contact me with any questions or concerns regarding the above. I would be more than happy to answer any questions that the Executive Committee and/or City Council may have regarding these matters. I appreciate yours and the City's time and attention to this issue.

Sincerely,

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Riley O'Connor
Chairman
Live Nation Canada

cc: Executive Committee Members

Mayor Rob Ford (Chair)
Councillor Paul Ainslie
Councillor Michelle Berardinetti
Councillor Mike Del Grande
Councillor Doug Holyday
Councillor Norman Kelly
Councillor Giorgio Mammoliti
Councillor Peter Milczyn
Councillor Denzil Minnan-Wong
Councillor Cesar Palacio
Councillor Jaye Robinson
Councillor David Shiner
Councillor Michael Thompson