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CITY CLERK'S OFFICE
SECRETARIAT SECTION

2013 APR 22 P 4: 01

Monday, April 15, 2013

Hello,

I am writing in regards to our annual event, *North by Northeast (NXNE)*. The event is once again scheduled to take place at Yonge-Dundas Square in Toronto on Thursday June 13th (11am - 11pm), Friday June 14th (11am - 11pm), Saturday June 15th (11am - 11pm) and Sunday June 16th (11am - 11pm).

We are excited to be celebrating our 19th year in Toronto.

Some of the festival's sponsors for 2013 include Sirius XM, Sony PlayStation, Harley Davidson, Deezer, Moosehead, Tito's Handmade Vodka, Twisted Tea, Magners Cider and more. It is our hope that together again with our partners we can build a well-rounded event, centrally situated, that can continue to be a part of Toronto's annual event and tourist calendar.

NXNE is a free event with music, food and informational offerings. The entertainment line-up scheduled for this year is one of our best. We are able to offer our guests a unique experience from the moment they arrive to the second that they leave.

Patrons will be able to enjoy a full day of activities including embracing outstanding musical talent from around the world, delicious dishes from our food vendors and a nice cold beverage from the licensed areas within Yonge-Dundas Square.

We will be utilizing the onsite infrastructure at the Square for all staging and live music purposes.

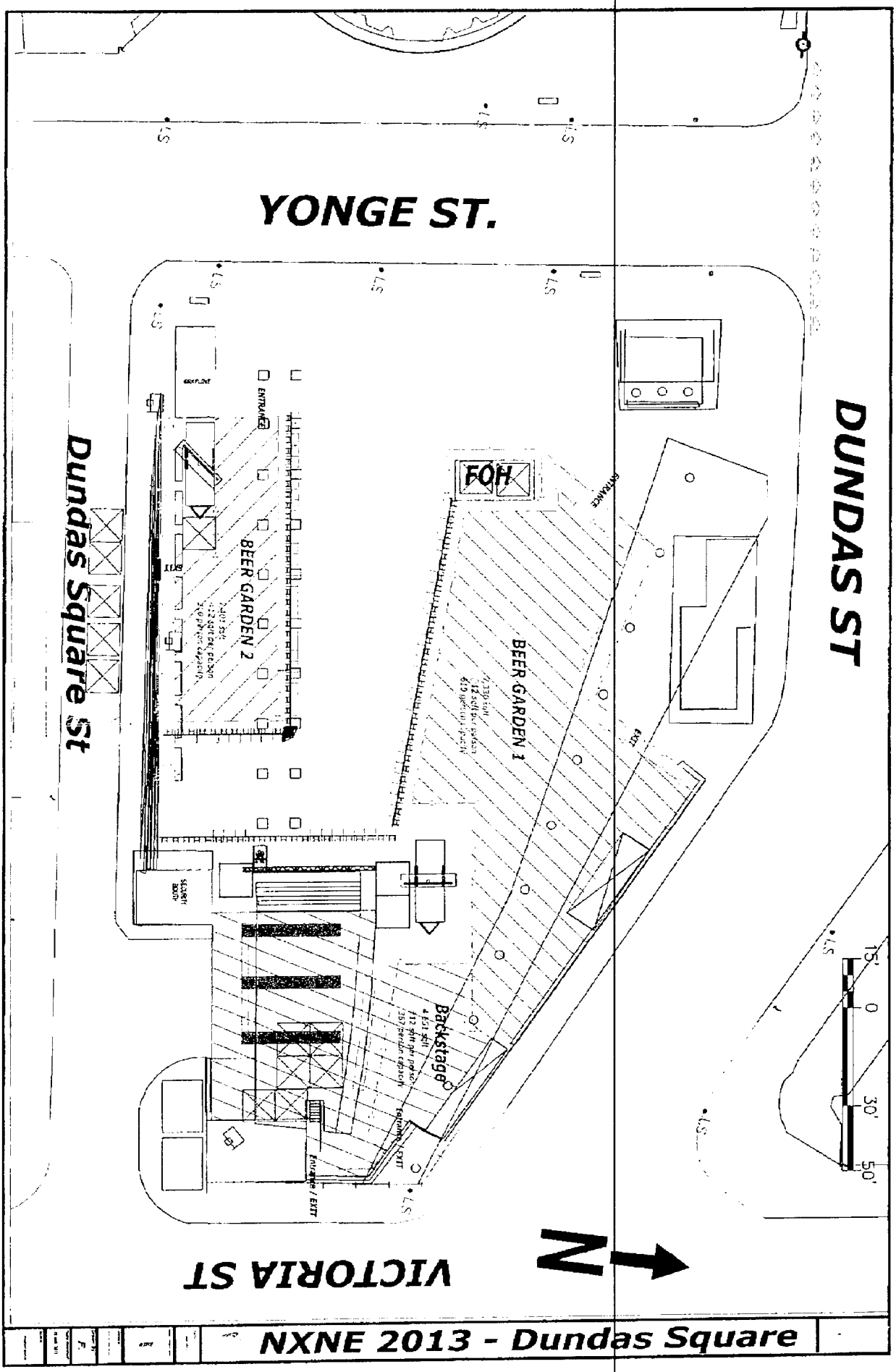
Our anticipated attendance for 2013 is approximately 30,000 people over the course of four days (Thursday-Sunday). While the event is open and free, we plan to include three (3) separate beer gardens on the premise (see map on following page):

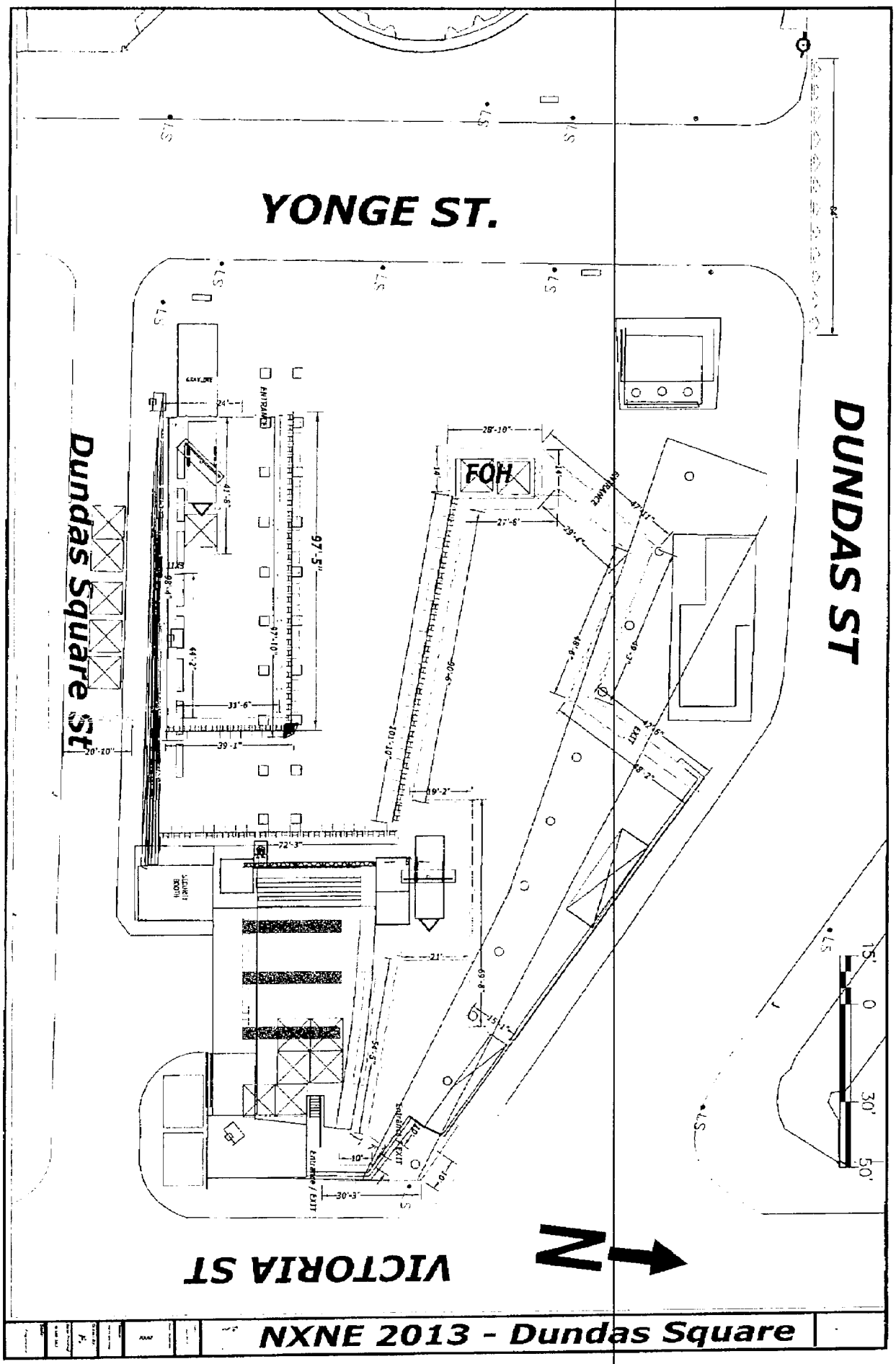
1. Main Garden - Beer Garden # 1 - North side
2. Secondary Garden - Beer Garden # 2 - South Side
3. Backstage Garden - East Side

Should you have any concerns, please do not hesitate to contact me at your earliest convenience.

Sincerely,

Christopher Roberts
Festival Director
christopher@nxne.com
416-863-6963


YONGE ST.
DUNDAS ST
Dundas Square St
VICTORIA ST
FOH
BEER GARDEN 2
BEER GARDEN 1
Backstage
ENTRANCE
EXIT
N
15'
0
30'
50'
NXNE 2013 - Dundas Square


YONGE ST.
DUNDAS ST
Dundas Square St
VICTORIA ST
FOH
97'-5"
N
NXNE 2013 - Dundas Square