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CITY CLERK'S OFFICE
2013 MAY -6 P 1:0

Monday, April 29, 2013

Hello,

North by Northeast (NXNE) is looking to grow. We have run a successful music program at Yonge-Dundas Square for a number of years and it is our hope to continue to establish new areas throughout the Toronto region starting this year with an experience area at Ryerson University.

This experience area is scheduled to take place on a portion of Victoria Street & Gould Street outside the front of Ryerson University on Friday June 14 (11am - 11pm), Saturday June 15 (11am - 11pm) and Sunday June 16th (11am - 11pm) of 2013.

Patrons will be able to enjoy a full day of activities including embracing outstanding musical talent, delicious dishes from our food vendors and a nice cold beverage from the licensed area.

Our anticipated attendance in this space is approximately 9,000 people over the course of three days (Friday-Sunday). We are looking to implement a licensed area on Gould Street with a capacity of 167 people. Please see site map attached for placement.

Similar to our Yonge-Dundas Square initiatives, sponsors of this experience area will include Sirius XM, Sony PlayStation, Harley Davidson, Deezer, Moosehead, Tito's Handmade Vodka, Twisted Tea, Magners Cider and more. It is our hope that also working with these partners we can create another exciting NXNE destination for patrons to enjoy which is a great addition to Toronto's annual event and tourist calendar.

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


Map
Traffic
Kerr Hall South
Gould St
Travel CUTS
Ryerson University Career Centre
Alterna Savings
Ryerson University Library and Archives
100 ft
Gould St
20 ft
Tim Hortons
Ryerson Rink
Balzac's Coffee Roasters
Iranian Students Association of Ryerson University
Ryers Univer
Bond St
Gould St
Bookstore
stage
Victoria St
Heidelberg Center
Ink Port
Greek Orthodox Church Of St George
Michi Sushi
20 ft
50 ft
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