



City of Toronto

# Mayor Rob Ford

---

Mayor Lee Leffingwell  
City of Austin  
301 Willie Nelson Boulevard  
Austin, Texas 78701  
United States of America

March 7, 2013

Dear Mayor Leffingwell,

Please accept my thanks for your invitation to meet and discuss the potential of a Music City Alliance. While I am not personally able to attend the South By Southwest Conference this year, two Members of Toronto City Council, Councillors Gary Crawford and Josh Colle, who share my passion for music, will be attending on behalf of the City of Toronto.

You will be interested to know that, in working with leaders of the music industry in Toronto, we have learned much about the important role that the commercial music industry plays in the economic and cultural framework of the City of Austin. I have been quite interested to learn about the valuable opportunities for job creation, business investment and tourism that exist for Toronto, based on the best practices which Austin has established.

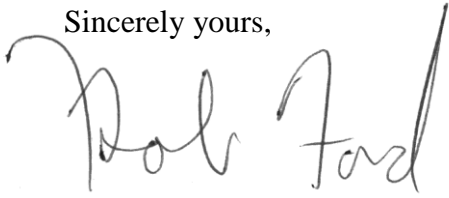
Austin's demonstration of a world-class music city is well known to us in Toronto and we are keenly interested in discussing ways we can work together in a Music City Alliance..

Councillor Crawford, who is a member of the Economic Development Committee and my Executive Committee, has been instrumental in developing new music initiatives through the Economic Development Committee and through Council. It was his motion at an earlier Council meeting this year which helped to secure funding for support for Toronto's music cluster, and we are very proud of the work he has done.

Similarly, Councillor Colle has been a steadfast champion of the development and expansion of Toronto's music scene. In addition to helping raise awareness and shepherd initiatives through the legislative process, Councillor Colle has helped to organize an informal live music task force for Toronto which is working to address challenges facing their sector. This live music task force is loosely parallel to Austin's Music Commission.

I look forward to an opportunity to meet with you in person soon and working with you to develop new tourism and trade pathways between Austin and Toronto. In the meantime, please accept Councillors Crawford and Colle as delegates to meet with you during South By Southwest.

Sincerely yours,

A handwritten signature in black ink that reads "Rob Ford". The signature is written in a cursive, flowing style with a large initial "R" and a long, sweeping underline.

Mayor Rob Ford  
City of Toronto