



TE 28.76.4

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CITY CLERK'S OFFICE
CITY OF TORONTO

2013 NOV -1 P 2: 26

Rosalind Dyers
City Clerk
City of Toronto – City Clerk's Office
100 Queen St. West, 12th Floor
Toronto, ON M5H 2N2

October 30, 2013

Dear Rosalind;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* in 2014 for liquor licensing purposes. The event has been moved to new dates for 2014 and is scheduled to take place May 6-10, 2014.

Canadian Music Week (CMW) is excited about the new programming and event opportunities that the new time period will open up for our local attendees and international delegates.

For more than 32 years, CMW has been the largest international music and entertainment event of its kind in Canada designed to promote Canadian talent to International markets. Attracting more than 2,000 registered delegates from around the world, the conference segment of the event will take place at the host hotel, The Downtown Marriott Eaton Centre and the showcase events featuring more than 1,000 artists will be held in 57 various downtown venues.

Each year CMW brings in more than 400 key international delegates who represent publishing, talent booking, promoters, record labels, distributors and music supervisors from such territories as Australia, China, Finland, France, Germany, India, Japan, New Zealand, The Netherlands, UK and USA for the express purpose of promoting Canadian talent to the International decision makers.

Enclosed is more information on Canadian Music Week along with sample marketing materials from the 2013 event but should you require any additional information, please do not hesitate to contact me at 905.858.4747 or by email at verle@cmw.net

Our festival team has already begun working on special performances for next year and we anticipate our team will have the complete schedule completed by February 2014.

Thank you in advance for your consideration.

Sincerely

Verle A. Mobbs
General Manager

cc: Councillor Ana Bailao
Councillor Paula Fletcher
Councillor Mike Layton
Councillor Gord Perks

Councillor Adam Vaughan

PURPOSE

The primary focus for CMW continues to be a Canadian based world-class event as well as a launching pad for Canada's emerging new recording artists. Canadian Music Week (CMW) maintains its strategy to assist the Canadian Music Industry educate and develop the artist and music business professionals of the future, and to help promote Canadian artists and their recordings to international markets.

OVERVIEW

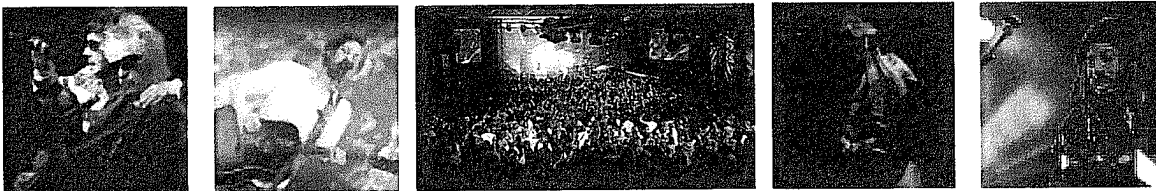
Canadian Music Week (CMW) has established itself worldwide as one of the premiere entertainment events in North America consisting of 4 conferences: The Music Summit, Social Music Conference, Radio Interactive and Digital Media Summit. The only event of it's kind, CMW brings all sectors of the entertainment industry together under one roof to learn about the latest trends facing their industries, develop new relationships and the opportunity for cross sector networking and getting down to business.

In addition to the conferences, CMW also stages the International Music Festival, hosts 4 awards shows, a film festival and comedy festival.

Over 300 trade journalists and reporters from around the world generate significant media coverage and unprecedented media contra value in support of Canadian Music Week.

For 2014, CMW will continue to explore the many challenges facing the industry in the fast and furious pace of emerging technologies and the techno-savvy consumer.

THE FESTIVAL



CMW presents one of Canada's largest new music festivals – featuring over 1,000 of the best unsigned and independent artists in 57 of Toronto's hottest nightclubs and music halls. CMW has been instrumental in providing a forum for discovery of many of Canada's top recording artists. Past years' Festival headliners, featured artists and discoveries include:

Metric, Marianas Trench, Ron Sexsmith, The Sheepdogs, Serena Ryder, Colin James, Hedley, Platinum Blonde, ill Scarlett, K-OS, Great Lake Swimmers, The Arcade Fire, Stereos, Finger Eleven, 3 Days Grace; Alanis Morissette; Amanda Marshall; Avril Lavigne; Barenaked Ladies; Billy Ray Cyrus; Blue Rodeo; Bran Van 3000; Bruce Cockburn; Bruce Guthro; Carolyn Dawn Johnson; Chocclair; controller.controller; David Usher; Daniel Lanois; Danko Jones; Default; Edwin; Ennis Sisters; Esthero; Fat Boy Slim; Fefe Dobson; George Canyon; Great Big Sea; High Holy Days; Holly McNarland;

Jack soul; Jewel; Joydrop; Jully Black; Matt Dusk; Matthew Good Band; Moffats; Mudvayne; Nelly Furtado; Nickelback; Pretenders; Prozzak; Remy Shand; Ronnie Hawkins; Ryan Malcolm (Canadian Idol); Sara Harmer; Semisonic; Serial Joe; Shaye; Sky; Smoother; Soul Decision; Sum 41; Tal Bachman; The Trews; The Waking Eyes; The Zoobombs; Theory of a Deadman; Thornley; Tom Cochrane; Tragically Hip; Wide Mouth Mason

The festival contributes to the development of artists as both a short-term economic vehicle and a longer-term investment in their career through their potential to gain public and industry support. More than 80 A&R scouts and talent buyers from around the world attended last year's event.

In addition to its social and cultural benefits, the Festival provides economic benefits to many Canadian owned and operated businesses and their staff including club operators, restaurants, retail stores, transportation means, community radio and newspapers, manufacturers, graphic designers, printers, advertising agencies, etc., all of which contribute to the Canadian Music Industry's economic development.

TARGET MARKET

ATTENDANCE

2013 Attendance - Festival, Awards, Conference, Trade Show, National Talent Searches reached approximately 65,000+

AUDIENCE BREAKDOWN

As most of the festival venues are licensed bars and clubs, the majority of events are geared towards and audience of LDA and above, however CMW also offers a number of specialty shows dedicated to all ages.

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|---------------|---------|-----|-----------------|-----|
| Teens: | 12 – 18 | 12% | Adults: 25 - 35 | 34% |
| Young Adults: | 19 - 25 | 40% | Adults: 35 + | 14% |

Men to women ratio 55:45

2014 EXTENDED LICENSING VENUES

Canadian Music Week will apply for a 2-hour Liquor Sales License Extension (until 4:00am) for the attached clubs.

Dates for extended licensing will include:

Wednesday May 7, 2014
Thursday May 8, 2014
Friday May 9, 2014
Saturday May 10, 2014
Sunday May 11, 2014

Revised - November 14, 2013

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EXTENDED LICENSING VENUES 2014

| Venue | Address | Contact | Phone | Email | Ward | Councillor | Police Division |
|------------------|--------------------|---|-------|-------|------|--------------|-----------------|
| Adelaide Hall | 250 Adelaide St. W | Eli Klein | | | 20 | Adam Vaughan | 14 |
| Bovine | 542 Queen St. West | Darryl Fine Adam Kreeft | | | 20 | Adam Vaughan | 14 |
| Branthouse | 522 King St. West | Mary Sakellariou Andrew Christoforou | | | 20 | Adam Vaughan | 14 |
| Cameron House | 408 Queen St. West | | | | 20 | Adam Vaughan | 14 |
| Cheval | 606 King St. West | Mary Sakellariou Andrew | | | 20 | Adam Vaughan | 14 |
| Cobra | 510 King St. West | Mary Sakellariou Andrew | | | 20 | Adam Vaughan | 14 |
| Horseshoe Tavern | 370 Queen St. West | Craig Laskey | | | 20 | Adam Vaughan | 14 |
| Lee's Palace | 529 Bloor St. West | Ben Pearlman | | | 20 | Adam Vaughan | 14 |
| Measure | 296 Brunswick Ave. | | | | 20 | Adam Vaughan | 14 |
| Rancho Relaxo | 300 College St. | Donnie Blais Dan Melouick | | | 20 | Adam Vaughan | 14 |
| Rivoli | 334 Queen St. West | Todd Pinnell | | | 20 | Adam Vaughan | 52 |
| Silver Dollar | 486 Spadina Ave. | Dan Burke | | | 20 | Adam Vaughan | 14 |
| Sneaky Dee's | 431 College St. | Travis Porter | | | 20 | Adam Vaughan | 14 |
| Supermarket | 268 Augusta Ave | Greg Botrell | | | 20 | Adam Vaughan | 14 |
| The Hideout | 484 Queen St. West | Dan Good | | | 20 | Adam Vaughan | 14 |
| The Hoxton | 69 Bathurst St. | Richard Lambert | | | 20 | Adam Vaughan | 14 |

| | | | | | |
|-----------------------------|------------------------|---------------------------------|----|----------------|----|
| Underground Garage | 365 King St West | Noel Copeman Amanda Landon | 20 | Adam Vaughan | 52 |
| Velvet | 508 Queen Street West | Dan Burke/Pat Viola | 20 | Adam Vaughan | 14 |
| Drake | 1150 Queen St. West | Chris Loane | 18 | Ana Ballao | 14 |
| Underground Cadillac Lounge | 1296 Queen St. West | Andre Denabe Sam Grosso | 14 | Gord Perks | 14 |
| Cinema | 135 Liberty St. | | 14 | Gord Perks | 14 |
| Parts & Labour | 1566 Queen St. West | Richard Lambert | 14 | Gord Perks | 11 |
| Central | 603 Markham St | Teppei Kamei | 19 | Mike Layton | 14 |
| Cherry Cola | 200 Bathurst St | Dave Holender | 19 | Mike Layton | 14 |
| Clinton's Tavern | 693 Bloor St. West | Fleish | 19 | Mike Layton | 14 |
| Dakota Tavern | 249 Ossington St. | Shawn Creamer Maggie Duhl | 19 | Mike Layton | 14 |
| The Great Hall | 1087 Queen Street | Mark Foster | 19 | Mike Layton | 14 |
| The Great Hall - West | 1087 Queen Street | Mark Foster | 19 | Mike Layton | 14 |
| The Black Box | 812 Dundas Street West | Darren Quinn Justin Jones | 19 | Mike Layton | 14 |
| Hard Luck | 722 College St | Bruno Sinopoli Mark Prinsloo | 19 | Mike Layton | 14 |
| Virgin Mobile Mod Club | 218 Ossington Ave | Sam Papadriannakis | 19 | Mike Layton | 14 |
| Painted Lady | 783 College St. | Joe Saturnino | 19 | Mike Layton | 14 |
| Revival | 838 Bloor St. West | | 19 | Mike Layton | 14 |
| Tall Boys Craft Beer House | 1197 Dundas St. West | Shaun Bowring | 19 | Mike Layton | 14 |
| The Garrison | 735 Queen St East | Athena Ellinas-Tamara | 30 | Paula Fletcher | 55 |