

KING by KING WEST
Music Festival
Event of Municipal Significance Request

July 29th, 2014
East York Community Councilors,

We are once again ready to bring King St. to the forefront of this lovely city! Now into the 5th year, the King By King West Music Festival is excited to show off everything we have to offer in the Entertainment District. Since day one of the John St. revitalization and the inception of the TIFF building, the King West area is slowly becoming the place that the residence, BIA, and the city have been planning for. KXKW has been a great addition to this whole project as it fills the need of giving the restaurants, bars, and venues in the area a time to shine! The Underground Garage, Joe Ma Ma's, N'Awlins, The Bar Hop, The Peacock, Rock'n Horse, and Adelaide Hall have all had experience with this festival now, and want to open the doors to new people experiencing what our area has to offer! Having Adelaide Hall in the mix allows us to bring a popular band into the festival, and gather traction from music fans outside of the city. We have had the support of the Entertainment District BIA, City Council and the AGCO when it comes to allowing each of the venues to keep their doors open and serve the fans until 4am. These extended hours really help the venue's and bar's maximize their exposure, and give the new people to the area the real feel of what its like to be within 2 blocks of a wide and unique variety of music. Once again this year, The Underground Garage will be the headquarters for this festival, and again will host the wrap up party for the weekend on Sunday. Allowing the staff and bands from the other bars, restaurants and venues to come out and relax and talk about the amazingness that was the last 3 days. The wide variety of music in our area with Lou Dawg's (Blues), N'Awlins (Jazz), Joe MaMa's (R&B, Funk and Soul), The Peacock (DJ's), The Bar Hop (singer song writer), Rock'n Horse (Country), The Adelaide Hall (Headliner, 500 person capacity venue for Full Bands), and The Underground Garage (Rock&Roll), we cover all the basis and lifestyles of the people of Toronto. Some venues showcase their music during the dinner crowd into the night, and some capitalize on the late night crowd that is out to have a good time. With great bands, artists, sponsors, owners, employee's, and lovers of music, the King By King Music Festival is more then ready and excited to welcome everyone out November 27th, 28th, 29th, and the wrap party at The Underground the 30th.

As with most music festivals, time is of the essence. The later that the venue's can serve, offers more leeway for not only the bands but the venue's, to make sure the event lives up to its full potential. The main sponsors of this event, loves the extended license to further distribute their product. We were very pleased with you accepting us last year, and hope you'll allow us to continue this event with your blessing.

Attached in this email is our endorsement from our Entertainment District BIA.
We very much appreciate your time and consideration ☺

NOEL COPEMAN

KXKW DIRECTOR COPETOWN MEDIA 550 QUEENS QUAY W M5V 3M8

July 31, 2014

Noel Copeman
Marketing Director
The Underground Garage
365 King Street West
Toronto, ON M5V 1K1

Dear Mr. Copeman,

Re: **KING BY KING WEST MUSIC FESTIVAL**

This letter is intended to confirm the Toronto Entertainment District BIA's full support of extended licenses for the King by King West Music Festival.

Now approaching its fifth year, the King by King West Music Festival has established itself as an accomplished venture, enhancing the King West area by bringing the arts into its venues. This annual festival has exhibited proven success in adding cultural vitality to King Street West between Spadina Avenue and Simcoe Street. It showcases diverse and original live music, thus enriching the streetscape, venues and surrounding area. This year's participants and music genres include The Underground Garage (Rock & Roll), The Peacock (DJ's), N'Awlins (Jazz), Joe Mama's (Soul/Funk/R&B), Bar Hop (Singer Songwriters), Lou Dawg's (Blues), Rock'n Horse (Country) and Adelaide Music Hall (Bands).

The proposed festival dates are November 27 to November 30, 2013.

In order to promote and aid the King by King West Music Festival to reach its full potential, the BIA supports the idea of extended licenses to 4:00am for all participating venues. Many of these venues have been long-standing responsible operators and we therefore support them on their initiative to uphold Toronto's live music scene. The BIA promotes and values events that continually bring cultural vitality to our district and the City of Toronto.

Should you have any questions, feel free to contact me.

Thank you,



Janice Solomon
Executive Director