MUSIC+CULTURE+TECHNOLOGY
JUNE 17-21, 2015 / TORONTO, CANADA

August 26, 2014

Ulli Watkiss, City Clerk
Mayor Rob Ford
Toronto City Council
100 Queen St West
Toronto, ON
M5H 2N2

Dear Ms Watkiss, Mayor Ford, and Members of Council:

North by North East (NXNE) has been made aware of a motion that may be brought before City Council that, if carried, will ban the sale of energy drinks anywhere that alcohol is being sold and a City permit has been issued. NXNE would like to voice its concerns about this motion.

We believe this ban on energy drinks from city SOP areas that serve alcohol may be damaging to the city's live music industry – and at the very least, that it is moving too quickly. The impact that such a ban will have on our city, our cultural events and our employment has yet to be determined and requires more time to investigate. We strongly feel a change with these sweeping implications should be properly studied and reviewed before being voted on.

The City of Toronto's existing bylaws around sponsor engagement on City property (including parks and public spaces) already significantly limit the ability of festival and event organizers to seek support through corporate partnerships. A hastily executed ban on energy drinks will further restrict the ability of live-music stakeholders

Therefore, we urge Council to defer a vote on this motion until a staff report has been prepared with information, opinion, and insight from all affected stakeholders.

Thank you for your consideration.

Christopher Roberts
Festival Director