

Councillor **Mike Layton**

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WARD 19 • TRINITY—SPADINA MIKELAYTON.TO

ST13.2.2 February 3, 2014

Re: Appointment to the Toronto Music Industry Advisory Council ST13.2

Dear Striking Committee,

I am writing to request consideration for appointment to the Toronto Music Industry Advisory Council. As a councillor who represents many of the largest and most active music establishments in the city, I believe I can bring an important perspective to the Council.

My letter to the Economic Development Committee (ED 11.8) on January 18, 2012 was one of the first steps towards the establishment of the Toronto Music Industry Advisory Council. I outlined the importance of focusing on both the recording industry and the live music sector. As the live music capital of Canada, I believe it is critical that we nurture this sector of Toronto's music industry.

At that meeting, I urged the Economic Development Committee to move and pass a motion requesting the City investigate Toronto's music industry and its economic impact, in order to develop a strategy to promote and foster Toronto's music cluster.

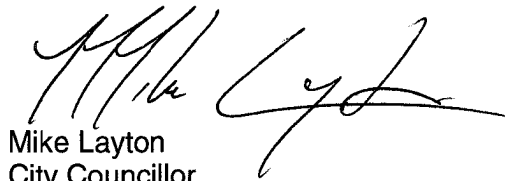
The health of the music sector in Toronto and the opportunity it brings for economic growth and job creation is an area I have been invested in and watching closely since taking office. I am proud that we have taken such great steps in the last two years and that the Toronto Music Industry Advisory Council is now being established.

Further, I have the pleasure of representing a ward that includes many live music establishments. These establishments range from mid-sized venues such as the Mod Club, the Garrison, The Great Hall, Revival and dozens more that host Toronto's signature events North by Northeast and Canadian Music Week, to larger venues including the Molson Amphitheatre, Echo Beach, and the new venue Garrison Park at Fort York.

My ward is home to a healthy music sector and I have worked hard to knit it into the residential neighbourhoods to maintain the quality of life of those living close by and the vibrancy of the music industry. I bring a dedication to city-wide growth of our music sector as well as the needed local experience that will help us tackle head on the goal of positioning Toronto as a respected global centre of excellence in music and create a plan to support our local talent to ensure the viability of our music sector.

I look forward to bringing my experience to the Toronto Music Industry Advisory Council.

Rock on!



Mike Layton
City Councillor
Ward 19, Trinity-Spadina