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January 29, 2014

City Clerk  
100 Queen St. W.  
10<sup>th</sup> Floor, West Tower  
Toronto, ON  
M5H 2N2

**Attn: Ulli Watkiss**

Dear Ms Watkiss:

I'm contacting you to make a formal request that the North by Northeast Music & Film Festival and Conference be declared **an event of municipal, provincial, national, and international significance.**

In addition, North by Northeast (NXNE) would like the City to grant us permission to serve alcohol **until 4 am from June 19 until 4 am on June 23** at selected Festival venues. This year, NXNE runs Friday June 13 – Sunday June 22, but we are requesting the extended hours for **the early hours of Thursday June 19 through the early hours of Monday June 23** – the 5 nights of the Music festival portion only.

I will be submitting to TEYCC a list of the venues for which we are requesting extended hours. This list will follow in a separate email.

I understand that the next Committee meeting on this matter is scheduled for February 25. We would very much appreciate the NXNE application being on the agenda. Please let me know if you need any other documents, or if you have any questions about this request.

Sincerely,

Mike Tanner  
Director, Operations  
North by Northeast Festivals & Conference  
416-863-6963 (o)  
647-241-0262 (c)



Now in its 20<sup>th</sup> year, North by Northeast Music Festivals and Conference (NXNE) has become a key destination on the international festival circuit, for new and emerging talent and their fans – unsigned bands, indie favourites, and major-label headlining artists alike. Seen as the most anticipated summer music event in Canada, the complete NXNE Festival (comprising Music, Film, Comedy, Art, and Interactive) is an essential gathering for artists, industry, and fans.

In all, NXNE 2014 will run 10 days and nights (June 13-22), drawing 350,000 attendees.

NXNE Music (Wednesday June 18 – Sunday June 22) is the festival's main component - **and the major reason for a designation of municipal and international significance.**

For five days and nights, NXNE Music offers the hottest music and the freshest music-related ideas—all within a few km of each other. NXNE 2013 presented over 1,000 international, national and local acts at 55 official festival stages in downtown Toronto's club district. Approximately 350,000 fans attended the festival, with thousands of industry professionals taking part in conference sessions.

During these five nights, NXNE acts as a promoter in each club designated as an official NXNE venue. NXNE books up to 7 artists per night (each performing a 40-minute set), and promotes the showcases (as well as the artists and the venues themselves) via all festival promotional channels (print, broadcast, Internet, TV). NXNE supplies stage managers, stage hands, door and cash volunteers. Venues supply their own door security and bar staff. Patrons gain admission to club venues by purchasing an NXNE badge or wristband or by paying door cover at the venue.

NXNE does not pay a venue rental fee to clubs designated as official club venues. Each establishment profits through association with the festival, and through bar sales during the five festival nights. Because of this, the 4am license extensions NXNE requests for its official venues are very important in allowing these establishments to maximize the commercial opportunities afforded by their involvement in the festival. Extended hours also allow the festival to showcase more artists and engage more paid and volunteer staff in planning, promoting, and producing these showcases.

NXNE has grown from its origins as a local music festival to become a marquee tourist destination and a signature event on Toronto's entertainment calendar. NXNE 2014 will generate an economic impact of approximately \$55 million on the City of Toronto – making it not just an event of municipal significance but also drawing tremendous attention to the entertainment cluster in Ontario. For music artists, industry, and fans, NXNE is a leading event on the world's festival circuit. And with approximately 20% of the 145,000 fans at NXNE's free 2013 Yonge-Dundas Square concerts originating outside Canada, the event has also taken on international significance.

NXNE is based in Toronto, but brings a global perspective to all programming. NXNE Music's mission is to

- provide a forum for the best new music, in which fans can catch emerging artists – tomorrow's stars – and today's most popular acts at intimate club venues
- screen the year's most exciting music-themed films
- bridge the gap between the creative industries and the interactive world

- present Toronto with an annual marquis tourist destination festival by showcasing international headline performers at huge free outdoor concerts

Many performers have played NXNE on their way to major worldwide breakthroughs. Hotly tipped buzz bands and soon-to-be-discovered gems join international touring acts, making NXNE eclectic and exciting.

Festival alumni include:

Iggy and the Stooges // The National // Ludacris // Feist // The Flaming Lips // Raekwon & Ghostface Killah // The Pharcyde // Black Lips // DEVO // The Raveonettes // Matt and Kim // Broken Social Scene // GZA // Descendents // De La Soul // No Age // Stars // Sloan // HEALTH // Crystal Antlers // Mudhoney // The Sonics // King Khan & The Shrines // K-os // Swervedriver // Monotonix // X // MC5 // Television // Kid Cudi // Dinosaur Jr. // Soundtrack of Our Lives // New York Dolls // DFA 1979 // Buzzcocks // Sufjan Stevens // The Dears... plus thousands & thousands more.

NXNE Film (Friday June 13 – Sunday June 15) screens 30 of the year's best features, documentaries, shorts, and experimental films from around the world at the Bloor Cinema in conjunction with festival partner Hot Docs. Directors (e.g. Don Letts, Guy Maddin), producers, actors and musicians attend many of the screenings – many of which are world or Canadian premieres and many more of which focus on music.

NXNE Interactive (Tuesday June 17 – Saturday June 21) is a digital interactive media conference like no other. It brings together content-creating artists, tech entrepreneurs, digital marketing gurus, web business experts, and social media aficionados for four days of workshops, presentations, and panels that explore the newest ideas in bridging the gap between creativity and the interactive world.

NXNE Comedy (June 13 – 22, exact dates tbc) showcases 150 of the edgiest new comics at six official club venues. Alumni include Big Jay Oakerson, Debra DiGiovanni, Scott Thompson, and Dylan Moran.

NXNE Art (June 13 – 22, exact dates tbc) presents challenging, iconoclastic visual art exhibits that complement the curatorial approach of the festival's other streams.

Correspondents from international media like VICE Magazine, pitchfork.com, Fused UK, Brooklyn Vegan, and Rolling Stone cover festival showcases alongside influential music bloggers, television stations, radio programmers, podcasters, filmmakers, and Canadian journalists. Over 750 accredited media covered last year's NXNE festival.

To produce an annual festival that enhances Toronto's reputation as a cultural destination and draws tourists from around Ontario, Canada, and the world, NXNE has created lasting and productive relationships with key partners, including

- the City of Toronto
- the Yonge-Dundas Square Board of Management
- the Downtown Yonge BIA
- Ryerson University
- The Art Gallery of Ontario
- Tourism Toronto
- the Greater Toronto Airports Authority
- the Ontario Ministry of Tourism, Culture, and Sport

**NXNE 2014 VENUES**

Number	Establishment	Liquor Licence Number	Address	Ward
1	Bovine Club	25151	542 Queen St W	20
2	The Cameron Public House	92134	408 Queen St. W	20
3	Comedy Bar	800787	945 Bloor St	19
4	Crawford	201141	718 College St	19
5	The Dakota Tavern	20896	249 Ossington St	19
6	The Drake Hotel	10323	1150 Queen St W	18
7	The Garrison	813148	1197 Dundas St W	19
8	Handlebar	815575	159 Augusta Ave	19
9	The Hideout on Queen	280122	484 Queen St W	20
10	The Horseshoe Tavern	90103	370 Queen W	20
11	The Hoxton	800327	69 Bathurst St	20
12	Lee's Palace	90475	529 Bloor St W	20
13	The Mod Club Theatre	40218	722 College St	19
14	The Paddock	90112	178 Bathurst St	19
15	Rivoli	22920	334 Queen St W	20
16	Rock 'N' Horse Saloon (Adelaide Hall)	801878	250 Adelaide St W	20
17	The Silver Dollar Room	809960	486 Spadina Ave	20
18	Sneaky Dee's	90168	431 College St.	20
19	Soho House	815599	192 Adelaide St W	20
20	Tattoo Rock Parlour	802586	567 Queen St W	20
21	Wrongbar	800426	1279 Queen St W	14

22	NOW Lounge	189 Church St	27
23	Free Times Café	320 College	20
24	Baltic Avenue	875 Bloor St W	19
25	Smiling Buddha	961 College St.	18