

TE 2.13.3



MAY 1-10, 2015 | TORONTO, ONTARIO

RECEIVED
CITY CLERK'S OFFICE
SECRETARIAT 2ND FLOOR

2014 NOV 21 PM 1 01

5355 Vail Court
Mississauga, ON
L5M 6G9
Tel: 905.858.4747
Web: www.cmw.net

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

November 14, 2014

Dear Rosalind;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* scheduled to take place May 1 – 10, 2015 for liquor licensing purposes.

This coming May marks Canadian Music Week (CMW) 33rd year as the largest international music and entertainment event of it's 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 Sheraton Centre Toronto and the showcase events featuring more than 900 artists will be held in 60 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 are complete details on Canadian Music Week along with sample marketing materials from the 2014 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 and we anticipate our team will have the complete schedule completed by February 2015.

Thank you in advance for your consideration.

Sincerely,

Verle A. Mobbs
General Manager

cc: Councillor Ana Ballao
Councillor Paula Fletcher
Councillor Ceta Ramkhalawansingh

Councillor Mike Layton
Councillor Gord Perks
Councillor Kristyn Wong-Tam

OVERVIEW

Canadian Music Week (CMW) has established itself worldwide as one of *the* premiere entertainment events in North America that encompasses an Executive Conference, a Musicians/Songwriters Conference, Music Festival, Film Festival, Comedy Festival, 4 Award Shows, and Trade Show.

CMW's primary focus continues to be a Canadian based world-class entertainment event and a launching pad for Canada's new recording artists and upholds its strategy to assist the Canadian Music Industry educate and develop the performer and music business professionals of the future, and to help promote Canadian artists and recordings around the world.

CMW brings together the worlds of music, new technology, radio, television, and film, combining music industry seminars, trade shows, awards ceremonies and a large-scale music festival dedicated to showcasing new Canadian talent. CMW presents over 70 seminars, workshops, discussion forums and keynotes with the world's leading authorities and business leaders seeking to exchange information and gain insight into consumer trends and business challenges facing the entire Canadian music industry.

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 2015, 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 CONFERENCES

As Canada's largest and most influential music conference, CMW will bring together the world's top industry professionals to participate in a three-day program of activities. Designed to stimulate the exchange of market intelligence, increase dialogue and provide networking opportunities, the CMW Executive Conference includes over 70 panels featuring over 400 industry experts.

The trade exhibition throughout the conference demonstrates Canadian products and services to buyers and provides opportunities for Canadian companies to develop new contacts for domestic distribution and future export opportunities.

THE FESTIVAL

CMW presents one of Canada's largest new music festivals – featuring over 900 of the best unsigned and independent artists in 58 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:

M.I.A.; Melissa Etheridge; Ellie Goulding; City and Colour; Kongos; Tegan and Sara; Rihanna; Walk Off The Earth, Little Dragon; Brett Kissel; Nikki Yanofsky; Passion Pit; Janelle Monae; Metric; Marianas Trench; Monster Truck; Hedley; Platinum Blonde; KOS; Janet Jackson; Great Lake Swimmers; The Arcade Fire; Finger Eleven; 3 Days Grace; Alanis Morissette; Avril Lavigne; Barenaked Ladies; Billy Ray Cyrus; Blue Rodeo; Bruce Cockburn; Bruce Guthro; Carolyn Dawn Johnson; David Usher; Daniel Lanois; Fefe Dobson; George Canyon; Great Big Sea; Holly McNarland; Jacksoul; Jewel; Jully Black; Matt Dusk; Matthew Good Band; Moffats; Nelly Furtado; Nickelback; Pretenders; Ronnie Hawkins; Ryan Malcolm (Canadian Idol); Sara Harmer; Semisonic; Serial Joe; Shaye; Sky; Soul Decision; Sum 41; Theory of a Deadman; Thornley; Tom Cochrane; Tragically Hip.

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 70 A&R scouts 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 operators, community radio and newspapers, manufacturers, graphic designers, printers, advertising agencies, etc., all of which contribute to the Canadian Music Industry's economic development.

THE AWARDS SHOWS

CMW hosts a number of gala music industry awards shows and receptions, which offer unique sponsorship and promotional opportunities including;

The Annual Music & Broadcast Industry Awards

Last year's ceremonies featured a special performances by Bachman & Turner celebrating Hall of Fame inductees Bill Evanov, Stephen Stohn and themselves. Sarah McLachlan was also presented with the Humanitarian Spirit Award.

The Canadian Radio Music Awards

The CRMA's recognize excellence and outstanding achievement for new Canadian artists on radio. Last year's event featured the induction of David Marsden into the Hall of Fame.

The Canadian Independent Music Awards

The Indies recognize the outstanding achievement of Canadian independent artists.

TARGET MARKET

ATTENDANCE

2014 Attendance - Festival, Awards, Conference, Trade Show, National Talent Searches attracted more than 165,036 people and generated \$18.3M in economic benefits for the city of Toronto.

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.

Under 19: 10%

19-24: 43%

25-34: 30%

35-44: 9%

45-54: 5%

55+: 3%

Men to women ratio 48:52

2015 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:

Friday May 1, 2015
Saturday May 2, 2015
Sunday May 3, 2015
Monday May 4, 2015
Tuesday May 5, 2015
Wednesday May 6, 2015
Thursday May 7, 2015
Friday May 8, 2015
Saturday May 9, 2015
Sunday May 10, 2015

REVISED

CMA
2015
CANADIAN
MUSIC WEEK
MAY 1 - 10, 2015 TORONTO, ON

Venue	4am	Address
Cadillac Lounge	Yes	1296 Queen St. West
Drake	Yes	1150 Queen St. West
Underground		
Smiling Buddha	Yes	961 College St
Cherry Cola	Yes	200 Bathurst St
Clinton's	Yes	693 Bloor St. West
Dakota Tavern	Yes	249 Ossington St.
Garrison	Yes	1197 Dundas St. West
Great Hall	Yes	1087 Queen Street West
Hard Luck	Yes	812 Dundas Street West
Painted Lady	Yes	218 Ossington Ave
Revival	Yes	783 College St.
Virgin Mobile	Yes	722 College St
Mod. Club		
Adelaide Hall	Yes	250 Adelaide St. West
Bovine	Yes	542 Queen St. West
Branthouse	Yes	522 King St. West
Cameron House	Yes	408 Queen St. West
Dance Cave	Yes	529 Bloor St. West
Handlebar	Yes	159 Augusta Ave

CWM 2015 CANADIAN
MUSIC WEEK
SEP 11-18 2015 TORONTO ON

Hideout	Yes	484 Queen St. West
Horseshoe	Yes	370 Queen St. West
Tavern		
Hoxton	Yes	69 Bathurst St.
Lee's Palace	Yes	529 Bloor St. West
Rancho Relaxo	Yes	300 College St.
Rivoli	Yes	334 Queen St. West
Silver Dollar	Yes	486 Spadina Ave.
Sneaky Dee's	Yes	431 College St.
Supermarket	Yes	268 Augusta Ave
Tattoo	Yes	567 Queen St West
Underground	Yes	365 King St West
Garage		
Union	Yes	473 Adelaide St. W
Velvet	Yes	508 Queen Street West
Underground		
Hard Rock	Yes	279 Yonge Street
Phoenix	Yes	410 Sherbourne St.