

COMPANY: Music City North  
EVENT NAME: Soundtrack of the City  
TYPE: Music Series

Music City North is a booking company in Toronto that works with local venues and musicians to build a stronger live music community. The idea is that if we build a strong community, one that we are proud of all year round, and not just when music festivals are happening, people will want to come here and be part of it. Which will create a music scene, much like that of Nashville or Austin.

As it is right now, people come here for NXNE, CMW and the Jazz festivals, but then the rest of the year the venues and artists struggle to get people out.

Music City North (MCN), has been hosting smaller festivals for three years now, focusing on areas of Toronto rather than spreading it out so that people waste most of the night travelling to see the bands they want to see. What we are hoping to accomplish is a community where patrons are going back and forth between bars in a small area that is vital to the music scene of Toronto. People will run into each other night after night and compare who they have seen, make new friends, talk about the bands they just saw and where they saw them. This is done TWO times a year. Once in March and the other in August.

DATES: August 20-23, 2015

Cloak & Dagger

394 College St

Toronto, ON

M5T 1S7

HOURS: 9:00PM – 4:00AM

Detour Bar

193 Baldwin St

Toronto, On

M5T 1L8

HOURS: 9:00PM – 4:00AM

Lola

40 Kensington Ave

Toronto, ON

M5T 2J9

HOURS: 9:00PM – 4:00AM

Rancho Relaxo

300 College St

Toronto, ON

M5T 1R9

HOURS: 9:00PM – 4:00AM

Silver Dollar  
486 Spadina Ave  
Toronto, ON  
M5S 3E6  
HOURS: 9:00PM – 4:00AM

The above venues are the venues that we will be looking for extended hours for. We will also be hosting at Graffiti's Bar and Grill as well as Kensington Lodge but will not be seeking for extended hours at either of those venues.

With the larger festivals, smaller bands are not really given an opportunity as people want to see the bands that have been promoted, the headliners. Bands from around the world are overlooked if they are not heard of. Local bands are skipped because they are local so therefore can be seen anytime. Essentially, they are fillers.

With our festivals, they are the headliners. It is about them. Creating an interest in what we have HERE. We hope to have labels, media, agencies, publishers, etc, out to see these bands. One of our shows, a band we work with, Radio Free Universe was signed to a major management company and has some big things coming up. THIS is what we should be trying to do ALL YEAR ROUND.

There will be a couple of headliners added to festivals so that the indie artist has a chance to be DIRECT support for an artist and so that extra attention is given to the festival. This is what the extended hours does as well. It allows for us to program extra spots for artists and to place artists with a smaller draw in these spots as the venues are busier based on the extended hours.

With all of that being said, we would like to turn this into a music series. Host it once a month all year round, but just at one venue in the off months. Create a buzz ALL YEAR. Giving more opportunities to the artists. We say we want to build a stronger music scene but people keep going large scale. They forget about the day-to-day business and the bands that bleed for this city. Venues such as El Mocambo wouldn't close if we were more supportive all year round, and would not need to be saved by a Dragon.

The weekends we are looking to add are:

DATES: April 30 - May 3  
VENUE: Detour  
ADDRESS: 193 Baldwin St  
Toronto, On  
M5T 1L8  
TIME: 9:00PM – 4:00AM

**DATES: June 4-7**  
**VENUE: The Hideout**  
**ADDRESS: 484 Queen St W**  
**Toronto, Ont**  
**M5V 2B4**  
**TIME: 9:00PM – 4:00AM**

DATES: July 3-5  
VENUE: Detour  
ADDRESS: 193 Baldwin St  
Toronto, On  
M5T 1L8  
TIME: 9:00PM – 4:00AM

DATES: September 10-20  
VENUE: Detour  
ADDRESS: 193 Baldwin St  
Toronto, On  
M5T 1L8  
TIME: 9:00PM – 4:00AM

**DATES: October 16-18**  
**VENUE: The Hideout**  
**ADDRESS: 484 Queen St W**  
**Toronto, Ont**  
**M5V 2B4**  
**TIME: 9:00PM – 4:00AM**

DATES: November 13-15  
VENUE: Detour  
ADDRESS: 193 Baldwin St  
Toronto, On  
M5T 1L8  
TIME: 9:00PM – 4:00AM

**DATES: December 11-13**  
**VENUE: The Hideout**  
**ADDRESS: 484 Queen St W**  
**Toronto, Ont**  
**M5V 2B4**  
**TIME: 9:00PM – 4:00AM**

Want to keep it simple at the same two venues in the areas that we host the bigger festivals in. Once we have created a name for the series, rotate among the venues in the two areas throughout the year.

We are also spreading to other cities in the future. This summer, we are hosting Soundtrack of Oshawa from July 16-18, creating opportunities for artists to leave the city and potentially get new fans. Musicians tend to play the city over and over again, saturating their market. This allows them broaden their market and this is what we want to do. Create the community that will turn into a scene.

The difference between our festival/company and others is we are driven by passion. Our goal to is make the music community a success, which includes everyone: the artists, the venues, the promoters, the fans. In turn, that will mean that we are a success. Also, we only profit, when the musicians profit. Everyone wins. The best part is, bands and venues WANT to work with us, which means it is already working. We are creating a community.