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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

March 8, 2016

Dear Rosalind;

We are writing to you to formally request additional approvals for newly added venues for our event *Canadian Music Week* scheduled to take place May 2 - 8, 2016 for liquor licensing purposes.

This coming May marks Canadian Music Week (CMW) 34th 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 50 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 2015 event but should you require any additional information, please do not hesitate to contact me at 905.858.4747 or by email at Cameron@cmw.net

Our festival team has already begun working on special performances and we anticipate our team will have the complete schedule completed in March 2016.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Cameron Wright', with a long, flowing underline.

Cameron Wright
VP of Operations and Live Programming

cc: Councillor Ana Ballao
Councillor Gord Perks
Councillor Kristyn Wong-Tam

Councillor Mike Layton
Councillor Joe Cressey

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, 5 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 2016, 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 48 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:

Faith No More, Noel Gallagher, Of Monsters and Men, Billy Talent, 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; Keisza, Alvvays, Metz, Lights, 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; Jully Black; Matt Dusk; Matthew Good Band; Moffats; Nelly Furtado; Nickelback; Pretenders; Ronnie Hawkins; Sara Harmer; Semisonic; 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.

The Crystal Awards

The Crystal awards celebrate the best in Canadian Radio creative

The Live Music Awards

The LMAs honour outstanding individuals and achievements in the live music business sector.

TARGET MARKET

ATTENDANCE

2015 Attendance - Festival, Awards, Conference, Trade Show, National Talent Searches attracted more than 190,755 people and generated \$22.7M 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

2016 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:

Wednesday May 4, 2016
Thursday May 5, 2016
Friday May 6, 2016
Saturday May 7, 2016
Sunday May 8, 2016
Monday May 9, 2016

Venue	4am	Address	Contact	Phone	Email	Ward	Councillor	Police Division
Central	Yes	603 Markham St	Lucan Wai	647 268 9308	lucan.wai@gmail.com	19	Joe Cressy	14
Drake 150	Yes	150 York St	Iain McNeil	416.531.5042 ext.261	iain@thedrakehotel.ca	28	Ana Ballao	52
Great Hall	Yes	1087 Queen St. West	Mark Foster	647 525 4577	mark@thegreathall.ca	19	Gord Perks	14
Nightowl	Yes	647 College St	Braden	647 927 4321	braden@nightowltoronto.com	19	Joe Cressy	14
Nocturn	Yes	550 Queen St	Spencer Sutherland	416 832 7242	clubnocturne@gmail.com	20	Mike Layton	14
UG3	Yes	77 Peter St	Noel Copeman	416.476.7598	noelcopeman@gmail.com	20	Joe Cressy	52