
VIA EMAIL TO mtoft@toronto.ca

April 1 2016

Toronto City Council
100 Queen St West
Toronto, ON M5H 2N2

Attention: Marilyn Toft

Dear Toronto City Council:

**Re: Toronto Music Industry Advisory Council
Adoption of the Toronto Music Strategy**

I am Co-Chair (along with Councillor Michael Thompson) of the Toronto Music Industry Advisory Council ("TMAC"), and my intention in writing this letter is to impart to Toronto City Council the importance of TMAC and its Toronto Music Strategy ("Strategy") to the economic and cultural health of Toronto's music industry.

We – industry members representing Toronto music – are very pleased that the City of Toronto ("City") has identified the music sector as a key driver of economic gains and cultural capital creation, and further, that the City is considering adopting the Strategy as an official City document. The Strategy is a comprehensive roadmap for how the City may facilitate the development of Toronto music; it is holistic, taking into account such factors as music education, business development, tourism, community programs, and live musical performance. Indeed, the Strategy represents a watershed moment for Toronto's already world-class music industry, and it will be the first of its kind for a Canadian city.

Over the past 10 months, TMAC's 29 public members have worked diligently, often in close consultation with City staff, to prepare and present the Strategy. Going forward, in implementing the Strategy, TMAC will continue to work closely not only with City staff and its industry partners, but also with the six City Councillors who sit on TMAC. The successful implementation of the Strategy will be achieved only if industry members, the Mayor's Office, City staff and Councillors work together and from the same page.

I respectfully urge Toronto City Council to approve the Strategy as drafted. In so doing, Council will be sending a clear message to the industry that the City recognizes the economic, social and cultural benefits of having a healthy, world-class music sector. The value to the music industry of the City's adoption of the Strategy, and of the City lending to the industry its political, financial and moral support, cannot be underestimated.

Yours truly,



Andreas Kalogiannides
Co-Chair, Toronto Music Industry Advisory Council
Barrister and Solicitor