



February 10, 2016

Councillor Michael Thompson, Chair
Economic Development Committee

Councillor Thompson and Committee Members,

Re: Supporting the Next Stage for NXNE

Toronto is the largest centre of music in Canada. This sector is a significant industry and a major cultural asset. The music scene draws in people across the city, it attracts visitors and artists and generates millions of dollars in revenues for the Canadian economy.

City Council has taken several decisive steps designed to advance the industry including an economic strategy, *Collaborating for Competitiveness: A Strategic Plan to Accelerate Economic Growth and Job Creation*, the culture strategy *Creative Capital Gains*, and a one of a kind Music City Alliance with Austin, Texas.

The Toronto Music Industry Advisory Council was established to shape plans to position Toronto as a leading live music tourist destination and promote and foster Toronto's vibrant music cluster. One way to achieve these goals include support for events such as Toronto's North by Northeast (NXNE) Festival.

NXNE is Toronto's premier music event established in partnership with SXSW, one of the biggest music and arts festivals and conferences in the world in Austin, Texas. This year the NXNE festival is proposing to transform 155 Cherry Street in the Portlands into a festival venue to produce two days of shows on June 17 and 18, 2016 and to draw 10,000 people to the venue.

NXNE in the Portlands will spur tourism and create jobs and is in-line with the city's goal to show that Toronto is a leading music city in the world.

Therefore we request the Committee consider the following recommendations:

1. The City designate NXNE as a Cultural Event of Municipal Significance;
2. The General Manager of Economic Development and Culture request all relevant City Divisions and Agencies assist in ensuring the next stage of NXNE be realized; and
3. Request the General Manager of Economic Development and Culture report to the Committee on the support given to the SXSE Festival from the City of Austin to determine if there are comparable supports that can be offered NXNE.

Sincerely,

Councillor Paula Fletcher
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