

Thursday, January 14, 2016

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SECRETARY OF THE CITY
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HI-FI MUSICAL ADVENTURE March 10 – 12, 2016

Re: Extension of hours of alcohol services during Hi-Fi Musical Adventure 2016

To: The Toronto and East York Community Council

This letter is a request that HI-FI MUSICAL ADVENTURE be declared an event of municipal significance for liquor licensing purposes, and to permit extended liquor licenses until 4:00am from Thursday, March 10th to Saturday, March 12th (including to 4:00am Sunday, March 13th).

Hi-Fi Musical Adventure is a music festival that showcases independent artists (solo acts along with full bands) from Toronto's Independent Music community. It provides artists with a paid opportunity to play in front of audiences in a non-Queen St. West setting. With Toronto's focus on becoming an internationally recognized Music City, the independent artist living and working in the city are a vital part of the process. These artists are frequently offered showcase opportunities where "exposure" is the form of compensation and this is a fundamentally flawed way of operating as it greatly undervalues their contributions to the entertainment sector of our city. We are aiming to change that.

The following licensed establishments are registered as partner venues to this year's festival, and will be used for our late-night programming: The Silver Dollar Room and Old Laurel. Hi-Fi Musical Adventure requests to have these venues' hours of alcohol service extended to 4:00am for the full 3 days of the festival, from Thursday, March 10, 2016 and Saturday, March 12, 2016.

| Venue | Address | Dates (2016) |
|------------------------|---|--|
| The Silver Dollar Room | 486 Spadina Avenue Toronto, ON M5S 3E6 | <ul style="list-style-type: none"> • Thursday, March 10 • Friday, March 11 • Saturday, March 12 (incl. to 4:00am on Sunday, March 13) |
| The Old Laurel | 300 College Street Toronto, ON M5T 1R9 | <ul style="list-style-type: none"> • Thursday, March 10 • Friday, March 11 • Saturday, March 12 (incl. to 4:00am on Sunday, March 13) |

HI-FI MUSICAL ADVENTURE strongly supports an application for extended service hours to 4:00am during the festival and requests it to be granted to the above licensed establishments so that they may fully participate as registered festival partners.

Should any questions arise, please contact me at 416.524.8893 or at ahifima@gmail.com.

Sincerely,

Amanda Langton
Co-Founder, Hi-Fi Musical Adventure

About Us: The Story of Hi-Fi Musical Adventure

March 10 – 12, 2016

This will be a spotlight on a scene that has been thriving yet going largely unnoticed for far too long. This scene has been good to us, so we want to give it some love in return. We are calling it "Hi-Fi Musical Adventure" because we don't want to be jumbled in with the rest of the fests, showcases and what not constantly rolling in and out of the city. We want to create our own identity as we are striving to offer artists and fans a unique experience and we're doing it, not only for the bands, but for a strong music community.

We are a couple music enthusiasts with 12+ years of experience in the music scene in Toronto as booking agents, event management and festival coordination. We excel at running things smoothly, on time and we ensure that all parties are happy from the venues, the bands, the door staff and the security of each venue as we understand it's a team effort to make things work properly. In our inaugural outing, we are keeping things small and close knit for the first run: 4 venues (Silver Dollar, Old Laurel, Supermarket and Handlebar) and one \$10 cover charge will get fans into all venues for all 3 days*.

We chose to work with these venues for their history and track record for supporting our city's independent music community and their openness to try something truly new. We have their full support and hope we also have yours. Toronto has always been a Music City to us and, with the rest catching up to us, we hope to set a precedent and move toward financially compensating our artists for their contributions instead the prevalent alternate of exposure.

We thank you for reading! ☺

Amanda Langton & Anthony Dell'Orso
Founders, Hi-Fi Musical Adventure

