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5355 Vail Court
Mississauga, ON
L5M 6G9
Tel: 905.858.4747
Web: www.cmw.net

Ellen Devlin
City Clerk
City of Toronto – City Clerk's Office
100 Queen St. West, 12th Floor
Toronto, ON M5H 2N2

August 11, 2016

Dear Ellen;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* scheduled to take place April 18 – 22, 2017 for liquor licensing purposes.

This coming April marks Canadian Music Week (CMW) 35th 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 700 artists will be held in 40 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 2016 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 by February 2016.

Thank you in advance for your consideration.

Sincerely,

Cameron Wright
VP of Operations and Live Programming

cc: Councillor Ana Ballao
Councillor Joe Cressey

Councillor Mike Layton
Councillor Pam McConnell

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 2017, 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 700 of the best unsigned and independent artists in over 40 of Toronto's hottest venues 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:

Tegan and Sara, Eagles of Death Metal, Skepta, X Ambassadors, Rihanna, Faith No More, Noel Gallagher, Of Monsters and Men, Billy Talent, M.I.A., Melissa Etheridge, Ellie Goulding, City and Colour, Kongos, Walk Off The Earth, Little Dragon, Brett Kissel, Nikki Yanofsky, Passion Pit, Janelle Monae, Metric, Marianas Trench, Monster Truck, Hedley, Platinum Blonde, KOS, Keisza, Alvays, Metz, Lights, Janet Jackson, Great Lake Swimmers, 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, Nelly Furtado, Nickelback, Pretenders, Ronnie Hawkins, Sara Harmer, Semisonic, Soul Decision, Sum 41, Theory of a Deadman, Thornley, Tom Cochrane, The 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 performance by Andy Kim celebrating Hall of Fame inductees Alain Simard, Andre Menard, Robert J Wood. Nelly Furtado 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 Rob Steele 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 Industry Awards

The LMIA's honour outstanding individuals and achievements in the live music business sector.

TARGET MARKET

ATTENDANCE

2016 Attendance - Festival, Awards, Conference, Trade Show, National Talent Searches **attracted more than 142,000 people and generated \$16.2M 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: 7%
19-34: 61%
35-44: 14%
45-54: 12%
55+: 6%

Men to women ratio 46:54

2017 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:

Tuesday April 18, 2017

Wednesday April 19, 2017

Thursday April 20, 2017

Friday April 21, 2017

Saturday April 22, 2017

Sunday April 23, 2017

2017 CMA CANADIAN MUSIC WEEK

APRIL 18-22, 2017
RESAION CENTRE TORONTO HOTEL

| Venue | 4am | Address | Contact | Phone | Email | Ward | Councillor | Police Division |
|-------------------|-----|------------------------|-----------------------------|------------------------------|--|------|-------------|-----------------|
| Drake Underground | Yes | 1150 Queen St. West | Iain McNeil | 416.531.5042 ext.258 | iain@thedrake.ca | 18 | Ana Ballao | 14 |
| Smiling Buddha | Yes | 961 College St | Denholm Whale | 416.312.6810 | denholm@thesmilingbuddha.ca | 18 | Ana Ballao | 14 |
| Cherry Cola | Yes | 200 Bathurst St | Dave Holender | 416 885 2757 | dogmatic99@yahoo.com | 19 | Mike Layton | 14 |
| Dakota Tavern | Yes | 249 Ossington St. | Shawn Creamer | 416.850.4579 | thedakotatavern@me.com | 19 | Mike Layton | 14 |
| Garrison | Yes | 1197 Dundas St. West | Shaun Bowring | 416.820.1832 | garrisonbooking@gmail.com | 19 | Mike Layton | 14 |
| Great Hall | Yes | 1087 Queen St. West | Mark Foster | 647 525 4577 | mark@thegreathall.ca | 19 | Mike Layton | 14 |
| Hard Luck | Yes | 812 Dundas Street West | Travis Porter | 647-836-8728 | travis@wegothemovement.com | 19 | Mike Layton | 14 |
| Painted Lady | Yes | 218 Ossington Ave | Sam Papatragiannis Nicky | 647.213.5239 416.557.4819 | info@thepaintedlady.ca | 19 | Mike Layton | 14 |
| Mod Club | Yes | 722 College St | Jorge Dias | 416.668.8070 | jorge@themodclub.com | 19 | Mike Layton | 14 |
| Adelaide Hall | Yes | 250 Adelaide St. West | Timur Inceoglu | 289.687.7406 | timur@mrqconcerts.com | 20 | Joe Cressy | 52 |
| Bovine | Yes | 542 Queen St. West | Darryl Fine | 416.400.6747 | darrylfine@gmail.com | 20 | Joe Cressy | 14 |
| Cameron House | Yes | 408 Queen St. West | Cosmo Ferraro | 416.703.0811 | cosmo.ferraro@hotmail.com | 20 | Joe Cressy | 14 |
| Coda | Yes | 794 Bathurst St | Mark Atkinson | 416.738.3822 | mark@codatoronto.com | 20 | Joe Cressy | 14 |
| Handlebar | Yes | 159 Augusta Ave | Rachel Conduit | 416.738.8420 | info@thehandlebar.ca | 20 | Joe Cressy | 14 |

2017 CMA CANADIAN MUSIC WEEK APRIL 18-22, 2017 PRESENTATION CENTRE TORONTO HOTEL

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|--------------------|-----|-----------------------|-----------------|--------------------------------|--|----|---------------|----|
| Hideout | Yes | 484 Queen St. West | Dan Good | 416.910.2015 / 647.438.7664 | dan.good@me.com | 20 | Joe Cressy | 14 |
| Horseshoe Tavern | Yes | 370 Queen St. West | Craig Laskey | 416.598.0720 | craig@collectiveconcerts.com | 20 | Joe Cressy | 14 |
| Hoxton | Yes | 69 Bathurst St. | Richard Lambert | 416.721.9444 | richard@thesocialgroup.ca | 20 | Joe Cressy | 14 |
| Lee's Palace | Yes | 529 Bloor St. West | Ben Pearlman | 416.598.0720 | Ben@collectiveconcerts.com | 20 | Joe Cressy | 14 |
| Rivoli | Yes | 334 Queen St. West | Darryl Hurs | 647.344.6168 | rivollbookings@gmail.com | 20 | Joe Cressy | 52 |
| Silver Dollar | Yes | 486 Spadina Ave. | Dan Burke | 416.467.1453 | rockscars@yahoo.ca | 20 | Joe Cressy | 14 |
| Sneaky Dee's | Yes | 431 College St. | Travis Porter | 647.836.8728 | Travis@wegothemovement.com | 20 | Joe Cressy | 14 |
| Supermarket | Yes | 268 Augusta Ave | Greg Botrell | 416.840.0501 | info@supermarkettoronto.com | 20 | Joe Cressy | 14 |
| Underground Garage | Yes | 365 King St. West | Noel Copeman | 416.476.7598 | noelcopeman@gmail.com | 20 | Joe Cressy | 52 |
| UG3 | Yes | 77 Peter St | Noel Copeman | 416.476.7598 | noelcopeman@gmail.com | 20 | Joe Cressy | 52 |
| Velvet Underground | Yes | 508 Queen Street West | Steven Biasutti | 416.504.6688 | steven@thevelvet.ca | 20 | Joe Cressy | 14 |
| Drake 150 | Yes | 150 York St | Iain McNeil | 416.531.5042 ext.261 | iain@thedrakehotel.ca | 28 | Pam McConnell | 52 |