

TO: City Hall
FROM: Roy "Django Pan Fyah" Mc Rae
Date: Friday, November 10th, 2017

RE: COMMUNITY EVENT REQUEST
Event date: 30th December, 2017
Venue: Jamaican Canadian Association
Address: 995 Arrow Rd, North York, ON M9M 2Z5

As a professionally accredited musician, and recent recipient of the 2017 Caribbean Music Award for solo pan artist, I would like to humbly request your consent to present an album release party and permission for a temporary liquor license in order to host my 50th Elegant Birthday Dinner, Show & Dance; where I will put forward my exclusive music release of All of Me (Remix), Jah Neva Fail I Yet, Gimmi Da Love, Be Wid Me, Steel Pan Sound and Mamma.

I am funding this event; however I have resolved that I would require your bid in order to successfully execute this event. With your help I would be provided the opportunity to reinvest in what matters to me most – music and our community.

Assembling this event will allow me the creative freedom of selecting peers I'd like to support as well as showcase their talent. Artists such as Mr. Cooper, Daddy Rusty, Jay Harmony and comedians Naggo Morris and John Phillips will perform, bringing about a strong, unique collection of artists. Having other artists perform will exhibit unity, camaraderie and solidarity among musicians as well as within our community.

In hosting this event, I aim to send a message that says "we should work together", thus providing a platform for business networking to take place for other musicians and entrepreneurs. Entrepreneurs are frequently thought of as assets to both our growing community and economy. As an entrepreneur, I regularly nurture entrepreneurial ventures and other like-minded individuals. By promoting fellow entrepreneurs it enables new markets to be developed and new wealth to be created. Understanding the importance of nurturing entrepreneurship will result in a positive impact on our economy and community.

I'd also like to prove that when one puts the proper amount of time and effort into working with different artists on a mutually rewarding live show, an organic relationship is developed; naturally increasing chances of creating genuine musical collaborations.

Having wisely selected the group of performers, I am also expecting a diverse audience. Every attendee that evening as the potential to be a lifelong fan and by putting forth my best effort I can build a lasting impact on a fan who truly lives for music. Through my music and the music of my peers, I aim to leave a positive impression after this event. Having this event will help me to efficiently build on my personal brand, and will provide me access to potential future business opportunities. As my personal brand expands; so will the reach of my music into fresh, new, meaningful markets.

With your go ahead, having this event will provide me with an opportunity to promote entrepreneurs, musicians, diversity, and culture within our community. I thank you in advance for your benevolence.

My kind regards
Roy "Django Pan Fyah" Mc Rae

