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Web: www.cmw.net

Ellen Devlin
Committee Administrator
Toronto and East York Community Council
2nd Floor, West, Toronto City Hall
100 Queen St. West
Toronto, ON M5H 2N2

October 10, 2017

RECEIVED
CITY CLERK'S OFFICE
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Dear Ellen;

We are writing to you to formally request designation of municipal significance for our event *Canadian Music Week* scheduled to take place May 7 – 13, 2018 for liquor licensing purposes.

This coming May marks Canadian Music Week (CMW) 36th 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 USA, Mexico, Australia, China, Finland, France, Germany, India, Japan, New Zealand, The Netherlands and UK 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 2017 event but should you require any additional information, please do not hesitate to contact me at 905.858.4747 or by email at logistics@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 2018.

Thank you in advance for your consideration.

Sincerely,

Jamie Kendall
Festival Logistics Manager

cc: Councillor Ana Ballao
Councillor Joe Cressey
Councillor Kristyn Wong-Tam

Councillor Mike Layton
Neill Dixon

OVERVIEW

Canadian Music Week (CMW) has established itself worldwide as one of *the* premiere entertainment events in North America that encompasses a Music Festival, Film Festival, Comedy Festival, Executive Conference, a Musicians/Songwriters Conference, 4 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 2018, 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 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:

Melissa Etheridge, Wolf Parade, Big Sean, The Strumbellas, James Arthur, 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 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 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 54*40 celebrating Hall of Fame inductees Arthur Fogel and Marilyn Denis. Rush 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 Gary Russell into the Hall of Fame.

The Indies

The Canadian Independent Music Awards recognize the outstanding achievement of Canadian artists.

The Live Music Industry Awards

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

ECONOMIC IMPACT

Total Overall CMW Spectators/Attendees

157,274

1. Total economic impact of festival estimated at \$19.4M

- Non-local spectators, bands, business delegates and event operations resulted in approximately \$23.7M of new spending
- Estimate includes direct, indirect and induced impacts

2. Local employment supported by event

- Equivalent of 284 full-year jobs supported by festival
- Estimated \$8.5M in tax revenue generated by festival-related spending

3. Economic impact of Celebrate Ontario funded Enhancement Shows contributed to \$1.0M in new spend

- Satisfaction rating for Festival Enhancement Shows was 98%

4. Festival is strong yearly contributor to Ontario Economy

- Over the last four years Canada Music Week has contributed an estimated new spend of \$87.1M

2018 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:

Monday May 7, 2018
Tuesday May 8, 2018
Wednesday May 9, 2018
Thursday May 10, 2018
Friday May 11, 2018
Saturday May 12, 2018
Sunday May 13, 2018

venue	4am	Address	Contact	Phone	Email	Ward	Councillor	Police Division
aby G	Yes	1608 Dundas St. West	Shaun Bowring	416.820.1832	shaunbowring@gmail.com	18	Ana Bailao	11
ake Underground	Yes	1150 Queen St. West	Iain McNeil	416.531.5042 ext.236	iain@thedrake.ca	18	Ana Bailao	14
illing Buddha	Yes	961 College St	Denholm Whale	416.312.6810	denholm@thesmilingbuddha.ca	18	Ana Bailao	14
akota Tavern	Yes	249 Ossington St.	Shawn Creamer	416.850.4579	thedakotatavern@me.com	19	Mike Layton	14
arrison	Yes	1197 Dundas St. West	Shaun Bowring	416.820.1832	garrisonbooking@gmail.com	19	Mike Layton	14
reat Hall	Yes	1087 Queen St. West	Mark Foster	416.531.4653	mark@thegreathall.ca	19	Mike Layton	14
ard Luck Bar	Yes	812 Dundas St West	Japeth Maw	647.748.0772	hardluckbar@gmail.com	19	Mike Layton	14
od Club	Yes	722 College St	Jorge Dias	416.868.8070	jorge@themodclub.com	19	Mike Layton	14
ionarch Tavern	Yes	112 Clinton St.	Evan Georgiades	416.456.3826	evan.georgiades@gmail.com	19	Mike Layton	14
ightowl	Yes	647 College St.	Braden	647.927.4321	braden@nighthowltoronto.com	19	Mike Layton	14
addock Tavern	Yes	178 Bathurst St	Nico	416.860.9997	thepaddocktavern@gmail.com	19	Mike Layton	14
ainted Lady	Yes	218 Ossington Ave	Sam Papatriganis Nickv	647.213.5239 416.557.4819	info@thepaintedlady.ca	19	Mike Layton	14
evival	Yes	783 College St.	Joe	416.294.6409	ice@revivalbar.com	19	Mike Layton	14

Divine Sex Club	Yes	542 Queen St. West	Darryl Fire	416.400.6747	darrylfire@gmail.com	20	Joe Cressy	14
Hampton House	Yes	408 Queen St. West	Cosmo Ferraro	416.703.0811	cosmo.ferraro@hotmail.com	20	Joe Cressy	14
Race O'Malley's	Yes	14 Duncan St.	Sean	416.596.1444	sean@gracies.ca	20	Joe Cressy	14
Sidecut	Yes	423 College St.	James Good	647.539.5712	jimmy.good@me.com	20	Joe Cressy	14
Joe's Palace	Yes	529 Bloor St. West	Ben Pearlman	416.598.0720	Ben@collectiveconcerts.com	20	Joe Cressy	14
Neaky Dee's	Yes	431 College St.	Travis Porter	647.836.8728	Travis@wagotthemovement.com	20	Joe Cressy	14
Upemmarket	Yes	268 Augusta Ave	Greg Bottrell	416.840.0501	bottregreg@gmail.com	20	Joe Cressy	14
Olivet Underground	Yes	508 Queen Street West	Steven Blasutti	416.504.6688	steven@thevelvet.ca	20	Joe Cressy	14
Delade Hall	Yes	250 Adelaide St. West	Timur Inceoglu	289.687.7406	timur@mrconcerts.com	20	Joe Cressy	52
Orsshoe Tavern	Yes	370 Queen St. West	Craig Laskey	416.598.0720	craig@collectiveconcerts.com	20	Joe Cressy	52
Ivori	Yes	334 Queen St. West	Darryl Hurs	647.344.6168	ivoribookings@gmail.com	20	Joe Cressy	52
Phoenix Concert Theatre	Yes	410 Sherbourne St.	Cameron Wright	647.209.2852	cameron@the phoenixconcerttheatre.com	27	Kristyn Wong-Tom	51