



My apologies that I can't be there in person as I am out of town this week, but I did not want to miss this opportunity to update TMAC on the progress of the Live Music Passport program.

As a recap; Live Music Passport is a biannual program that was created to support and promote live music at grass roots music venues in the City of Toronto during the historically slower business periods. The slower times of year are identified as July/August, the "Summer Session" and February/March, the "Winter Session".

The 2018 Live Music Passport – Summer Session will run from July 13 through September 2nd. Unlike traditional music festivals that are condensed into a weekend or week-long event, the Live Music Passport is spread out over an extended period of time offering venues the opportunity to participate on Fridays and Saturdays with addition of Sundays on long weekends.

I would like to take this opportunity to highlight some of the Live Music Passport achievements and future goals.

- ❖ "Live Music Passport" is registered as a not for profit corporation (Ontario). An important distinction with the focus being a co-operative approach to promoting the participating venues and their events as the main function of LMP.
- ❖ Two "beta" Live Music Passport sessions have been successfully completed. Including 2017 Summer Session and 2018 Winter Session that had 14 participating venues. All participating venues reported a positive experience and increased revenue directly related to MLP.
- ❖ 32 Venues have registered for participation in the 2018 Live Music Passport Summer Session. Showing more than a 200% increase over previous sessions. With geographically diverse venue locations that include Etobicoke, East York, The Danforth as well as West Downtown.
- ❖ There are already over 300 shows listed for the 2018 Summer Session.
- ❖ Two corporate sponsors will be providing support for 2018 Summer Session.

- ❖ Toronto and East York Community Council granted designation: Event of Municipal Significance.
- ❖ Future plans / goals include;  
Continued growth with the inclusion/participation of venues from all regions of Toronto.

A wide reaching advertising campaign for each LMP Session including print, web social media etc.

A physical "Passport" for consumers that will include incentives redeemable at participating venues and/or via corporate sponsors.

Further private, public, corporate funding to support infrastructure of NFP (in turn creating - music sector jobs as well as contracting existing music sector companies in Toronto).

Support from City of Toronto.

Thank you for your time. If you have any questions please feel free to contact me.

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