



March 17, 2022

Councillor Paula Fletcher
Ward 14
Toronto City Hall, 100 Queen St West
Toronto, ON M5G 1P5

RE: Support for outdoor amplified music during CafeTO

Dear Councillor Fletcher,

We are writing on behalf of the Broadview Danforth BIA to express our support for the continuation of the Amplified Outdoor Music program during the 2022 CafeTO season.

Our BIA participated in the pilot program last summer and it was so well received by our business members and the public that we are working on a bringing back live outdoor music for this summer. BD Beats will be our 2022 summer activation and run from May through to September. At the moment the programming will present acoustic musical groups but if the amplified program is approved we will be able to offer a well-rounded mix of groups.

The presentation of live outdoor music in Toronto neighbourhoods, in combination with the CafeTO program, is a strong and positive factor in drawing additional consumers to the areas; and, encourages consumer participation creating an economic multiplier effect.

Research has also shown that music provides several health benefits including but not limited to:

- creating a feeling of social connectedness
- elevating mood
- reducing stress
- easing symptoms of depression

We've had the opportunity to review the draft report: Music Industry Strategy: 2022-2026 prepared by Nordicity and the Toronto Music Office. This report contains a number of recommendations including increasing the opportunities to

bring live music to the public realm: “An opportunity exists to make better use of Toronto outdoor space for public performances, including parks and patios associated with restaurants and entertainment venues.”

It is our sincere hope that Toronto City Council will recognize the benefits of continuing the Amplified Outdoor Music program and approve its continuation for the foreseeable future.

Sincerely,



Albert Stortchak
Board Chair



Philip Kocev
Board Treasurer