

November 14, 2023

RE: Planning Application Number 21 235163 STE 13 OZ - Request to Amend the Zoning By-law - 410 Sherbourne Street

Dear Toronto and East York Community Council,

I am writing to you in my capacity as President & CEO of FACTOR, a private non-profit organization dedicated to providing assistance toward the growth and development of Canadian Artists and the Canadian-owned Music Industry. FACTOR's mandate is to support and strengthen the industry, as well as reflecting the diversity of the Canadian population in our programs and promoting inclusiveness within the broader Canadian music sector.

After moving to Toronto following university, I have spent my career in various capacities within the music industry: my first decade at Universal Music, onward to Head of International at Entertainment One, and directly for Toronto's (in)arguably most influential rock band on the global stage – RUSH.

The Phoenix has been a cultural cornerstone of Toronto's music scene for over three decades (and much longer, if we're to consider its life as the Diamond before that) and I can personally attest to its enviable reputation among artists domestically and internationally. Their concert calendar consistently demonstrates unparalleled excellence in programming and their clear support for musical diversity that reflects and enriches the City of Toronto. Every music fan in this multicultural capital of the world has memories of shows at the Phoenix and desire to create more momentous evenings there.

Additionally, The Phoenix is also the only remaining Canadian-owned music venue in the City of Toronto. The Opera House, Danforth Music Hall, History, Axis, and Velvet Underground are now owned by a multi-national, foreign-owned company. It is critical that this industry maintains an independent presence that, in turn, supports Canadian artists.

The Phoenix is simply too important a musical and cultural landmark to lose.

Please recognize the significance of The Phoenix to our Canadian music landscape and reconsider the development of this property in Toronto.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Meg Symczyk". The signature is fluid and cursive, with a prominent initial "M" and a long, sweeping underline.

Meg Symczyk
President & CEO
FACTOR