

COLLECTIVE

CONCERTS

174 Spadina Avenue Suite 412, Toronto, ON M5T 2C2

Toronto and East York Community Council
Toronto City Hall
100 Queen Street
Toronto, Ontario M5H 2N2

To whom it may concern;

I am writing to express my “dislike” to the proposed re-zoning of 410 Sherbourne Street (applicant number 21 235163 STE 13 OZ).

This would result in the loss of the Phoenix Concert Theatre – a vital part of Toronto’s live music scene –and one of the most important venues in the Country.

I am the co-owner and co-founder of Collective Concerts, Canada’s largest independent music promoter. We produce over 30 shows a year at The Phoenix Concert Theatre, which is currently the only 1000+ capacity venue that is Canadian owned and operated. As a local business, it provides us a cost effective option, and allows us to control all aspects of our business, including ticketing management and short term labour that we hire on a show by show basis. It allows us to remain competitive in a market that is shrinking in terms of venue options.

Canadian owned venues are incredibly important to the Canadian music ecosystem, and they are disappearing at an alarming rate. Losing The Phoenix would not only be a loss to Collective Concerts, but to music agents, other promoters, managers, the musicians and of course, the concert goers who deserve more than one company controlling all the moving parts.

As the third largest touring market in North America, Toronto needs venues like The Phoenix to sustain the economic support that music gives to the GTA. Replacing The Phoenix Concert Theatre with condos that can be built elsewhere is shortsighted and ignores the economic and socioeconomic importance of music to our city.

Thank you for your consideration.

Amy Hersenhoren

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Collective Concerts Inc.