

Municipal Licensing and Standards

Tracey Cook, Executive Director

Economic Development and Culture

Mike Tanner, Music Sector Development Officer

City Hall100 Queen Street West,
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June 8, 2015

To: Toronto Music Advisory Council and members
Re: **Industry/City Partnership – Developing Collaborative Strategies**

The City of Toronto would like to engage the city's music community through the Toronto Music Advisory Council to collaborate in addressing issues around postering and to develop a strategy that satisfies all stakeholders.

To date, the City has provided kiosks and message boards for posters while also undertaking enforcement initiatives to combat illegal postering – including laying charges against music venue operators. This has been neither efficient nor effective in dealing with this community challenge. Municipal Licensing and Standards is committing today to finding a better way.

To this end, Municipal Licensing and Standards is immediately ceasing the issuance of tickets to music venue operators.

The City would rather collaborate with the music industry on a strategy that will respond to our collective responsibilities to the community and enable a more effective response to this issue. We are seeking your cooperation in developing this strategy.

The Music Sector Development Officer, working in the Film & Entertainment Industries unit of Economic Development and Culture, will take the lead in hosting a meeting with Municipal Licensing and Standards, the Toronto Music Advisory Council (especially the Advocacy working group) and other interested industry participants to discuss the challenges experienced by the industry and to start the process of building both an ongoing partnership and effective strategy.

On behalf of the City, we both thank you for your engagement and support as we work together to build our thriving and very important music culture in Toronto.

Two handwritten signatures in black ink. The signature on the left is for Tracey Cook and the one on the right is for Mike Tanner.

Tracey Cook

Mike Tanner