



March 8, 2024

Mayor Josh Morgan  
Mayor's Office with The City of London  
Michael Schulthess  
City Clerks Office with The City of London  
300 Dufferin Ave.  
London, ON N6A 4L9

Re: "Rock The Park – July 2024 – Amendment"

Dear Josh/Michael,

On behalf of Jones Entertainment Group (JEG), we are notifying you that Rock the Park Music Festival 2024 will be taking place once again this summer from July 9 to 13 in Harris Park, London. This year will be the 20<sup>th</sup> edition of the festival and we are very excited once again to have 4 benefiting local charities: Children's Health Foundation, *Big Brothers Big Sisters of London & Area*, *Make A Wish Foundation Southwestern Ontario and Anita May Mental Health and Music Program*. As in previous years, we have scheduled ISM Security and London Police Services for the duration of the event.

We are respectfully seeking your approval to add an additional concert date to the 20<sup>th</sup> edition of Rock the Park. JEG has an incredible opportunity to host one of the best music festivals ever held in London, especially now that London has been deemed "The Music City". However, to make this possible we need to operate Rock the Park (RTP) from Tues. July 9<sup>th</sup> through Sat. July 13<sup>th</sup>, 2024 (5 consecutive days). We have an opportunity to present some country artists on Tuesday July 9<sup>th</sup> for 10,000 fans coming into downtown London. The economic impact for the local economy and London will increase in regards to additional tourism dollars through hotel reservations, dining, shopping, and more. To move forward with our planning we are seeking relief from *Section 10.3 of the Special Events Policies & Procedures Manual* restricting the use of Harris Park to only 4 consecutive days. Evidently, there is no restriction for Ribfest operating in Victoria Park for 5 consecutive days. With the fifth concert date, our 4 local charities have potential for substantial increased funding. This request has been granted to us previously in 2015, 2017 & 2022.

Please find our enclosed updated "2024 Special Events Request Form" for your consideration. If you have any questions or require further information please do not hesitate to contact us at any time.

#### **Rock The Park Music Festival 2024 Lineup**

**Tues. July 9<sup>th</sup> - TBA**

**Wed. July 10<sup>th</sup> – Nickelback, The Glorious Sons, The Tea Party, Crown Lands**

**Thurs. July 11<sup>th</sup> – Tyler Childers, Charles Wesley Godwin, The Strumbellas, Sam Barber**

**Fri. July 12<sup>th</sup> – NAS, NE-YO, Lil Jon, Sean Kingston, TBA**

**Sat. July 13<sup>th</sup> – Neil Young & Crazy Horse, Alan Doyle, The Sheepdogs, The Watchmen**

**Gates Open: 4:00pm / Concert: 5:00pm to 11:00pm daily**

We appreciate the support from the City of London and are looking forward to another successful year. Please contact me at my office if you have any questions.

Sincerely,  
Brad Jones  
President