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London
CANADA

February 17, 2015

Chair and Members
Strategic Priorities and Policy Committee

Re: **Music and Entertainment District for London, Ontario**

The establishment of Culture Districts, that may include music and entertainment, is an effective tool for municipalities to use to draw performers and tourists to specific areas of a city. It seems logical for London to have such Districts, given the various venues that are already in place that support these activities including Budweiser Gardens, the Grand Theatre, Harris Park, Fanshawe Centre for Digital and Performance Arts, the Palace Theatre, numerous bars and eateries, various streets and squares that host many festivals and celebrations during summer months, among others. A vibrant Culture District can also make a significant contribution to a healthy economy. With this in mind, the following motion is being brought forward for consideration:

Moved by Councillor M. Salih and seconded by Councillor J. Helmer:

That the Civic Administration BE REQUESTED to report back to the Strategic Priorities and Policy Committee on the feasibility of establishing Culture Districts, that may include music and entertainment, within the City of London, as well as what supporting actions would need to be taken to enable the success of a Culture District (e.g. possible amendments to the Sign and Canopy By-law, Noise By-law, Zoning By-law, Business Licensing By-law, etc.).

M. Salih
Councillor, Ward 3

J. Helmer
Councillor, Ward 4