



Bethanys Hope FOUNDATION

Research Leukodystrophy. Live for the Cure.

326 Queens Avenue, London, Ontario, Canada N6B 1X4
Telephone: (519) 642-7589 / Facsimile: (519) 642-4724
Charitable Business Number - 88737 4833 RR0001
Canada Revenue Agency - www.cra-arc.gc.ca/charities

Friday, April 03, 2015

City of London
Attn: Mr. Bill Coxhead
Managing Director, Parks and Recreation
300 Dufferin Avenue
London, ON PO BOX 5035
N6A 4L9

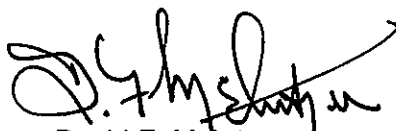
Re: "Rock the Park 12 – July 2015" - Amendment

Dear Mr. Coxhead,

As per our Harris Park Rental Request submitted on October 8th, 2014 and several conversations between our partner, Mr. Brad Jones of the Jones Entertainment Group (JEG) with Mr. Scott Stafford, Councillor's Salih and Helmer, we are submitting the attached amended documents for consideration.

We are respectfully seeking your approval to add an additional concert date to *Rock the Park 12* at Harris Park. On our behalf, JEG has an incredible opportunity to host one of best music festivals ever held in London, however to make this possible we need to operate *Rock the Park (RTP)* from Tuesday, July 14th thru Saturday, July 18th, 2015 (5 consecutive days). All of our very talented entertainers have been signed for Tuesday thru Thursday as well as an amazing closing concert for Saturday however at this point we are "dark" on Friday due to current restrictions. We have an opportunity to present a very unique community event on Friday night for 8,000 fans coming into downtown London with a huge potential economic spinoff for the local economy in additional tourism dollars thru hotel reservations, dining, shopping etc.! 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. There is no similar restriction for Victoria Park with Ribfest operating at least 5 consecutive days. With the fifth concert date our Foundation has the potential to raise substantial additional funding for our London based Leukodystrophy Research Laboratory at Children's Hospital.

Please find our enclosed updated "2015 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. Thank-you for your anticipated cooperation.


David F. McIntyre, *President*
Bethanys Hope Foundation

Sincerely,


Brad Jones, *President*
Jones Entertainment Group





London
CANADA

City of London
Recreation Services Division

2015 SPECIAL EVENTS REQUEST FORM

Return to: Lina D'Oria

P.O. Box 5045, 151 Dundas St., London, Ontario N6A 4L6 (Phone 661- 2500 ext. 5230 Fax 661-5793)

Today's Date: Sunday, April 5th, 2015 / Permission to Publicize Contract Information Below: Yes					
Name of Organization: Bethanys Hope Foundation					
Signing Officer's Name/Organizer's Name : David F. McIntyre, President					
Address: 326 Queens Avenue, London, ON					
Postal Code: N6B 1X4			Email Address: dmcintyre@bethanyshope.org		
Contact Numbers:		Home: 519 474-6281	Business: 519 642-7589	Fax: 519 642-4724	
Name of Event: Rock the Park 12 / Gone Country					
Description of Event: A Classic Rock / Country Festival held over a one week-end period. Proceeds to benefit Medical Research for Metachromatic Leukodystrophy at Bethanys Hope Leukodystrophy Research Laboratory located here in London, Ontario.					
This event has taken place at Harris Park for the last eleven years.					
Music: Amplified					
Circle Request:	Victoria Park	Harris Park	Greenway Park	Showmobile	
Springbank Park Roadway	Maurice Chapman Roadway	Greenway Park Roadway	Harris Park Roadway	Gibbons Park Roadway	
Street Closure: Dufferin into the Park Area			Other: Entrance off Dundas/Springbank at Yellow Gate		
Set-up Day 1	Saturday, July 11 th , 2015	Set-up Time	6:00 am	to	4:00 pm
Set-up Day 2	Sunday, July 12 th , 2015	Set-up Time:	6:00 am	to	9:00 pm
Set-up Day 3	Monday, July 13 th , 2015	Set-up Time:	6:00 am	to	9:00 pm
Concert	Tuesday, July 14 th , 2015	Time of Event:	3:00 pm	to	11:00 pm
Concert	Wednesday, July 15 th , 2015	Time of Event:	3:00 pm	to	11:00 pm
Concert	Thursday, July 16 th , 2015	Time of Event:	3:00 pm	to	11:00 pm
Concert	Friday, July 17 th , 2015	Time of Event:	4:00 pm	to	11:00 pm
Concert	Saturday, July 18 th , 2015	Time of Event:	3:00 pm	to	11:00 pm
Clean-up Day 2	Sunday, July 19 th , 2015	Clean-up	6:00 am	to	9:00 pm
Clean-up Day 3	Monday, July 20 th , 2015	Clean-up	6:00 am	to	9:00 pm
Expected Attendance: 8,000 to 9,000 each day of the Event					



Dear City Council and City Staff:

Over the last 6 years we have been a proud sponsor of Rock the Park and the economic impact on restaurant, hotels, bars and other businesses during the festival is insurmountable. Last year the introduction of country music to accompany the other genres of music that is played during the festival also proved to be quite popular. This year's line up once again appeals to all different kinds of genres. The events starts on Tuesday this year and to have a void in the festival which typically has 8000 people on a Friday night would have a negative impact on the city.

Rock the Park has provided us with guest's from all over Ontario, Quebec and Michigan, who continue to come back year after year. Many of these are first time visitors to London and provides invaluable word of mouth advertising for the city.

July is typically a slower month for hotels and restaurants in the city and to have a 5 day event like Rock the Park gives leisure tourism a huge boost for the city.

Thank you for considering this matter.


Gerry Champagne
General Manager



April 9, 2015.

City of London,
300 Dufferin Ave,
London, ON. N6B 1Z2.

Re: Rock the Park.

Dear Mayor and City Councillors.

Rock the Park has been a signature festival for the past several years and possibly the most successful at attracting many tourists to London during what has historically been the slowest time of year for the hospitality industry.

Notwithstanding that the City rules for Harris Park have also been in place for many years, we would support, and respectfully request, a slackening of this rule for this event. To have the Friday night "dark" would have a negative impact on the overall event and by extension, the local economy.

Events like Rock the Park have put us on the map for all the right reasons, I hope we can see fit to do the right thing as an exception until we can amend the rules for the proposed Culture and Entertainment district.

Thank you for your consideration in this matter and thank you for all you do for the City of London.

Sincerely,
DOWNTOWN LONDON

A handwritten signature in blue ink, appearing to read "Janette MacDonald", is written over the printed name.

Janette MacDonald,
CEO & General Manager.



Wednesday, April 8th, 2015

Dear City Council and staff,

Since entering the business in 1977, I currently operate four downtown restaurants that bracket Victoria Park in London. From my vantage point, I have witnessed Jones Entertainment strategically produce and evolve Rock the Park - over more than a decade - into a top attraction on London's summer calendar. Last summer in particular, the addition of Country music brought increased appeal and attracted music fans from a wide demographic.

The success of Rock the Park has had an outstanding impact for the local retail and hospitality industry, filling a void when Downtown London is generally less busy. Our business and many others have been fortunate enough to serve thousands of people that attend the festival, many from out of town or province that stay in local hotels.

The Rock the Park Music festival has also managed to bring incredible awareness and financial resources to the Bethany's Hope Foundation, a cause that is very important to our restaurant group and to the medical research it supports.

Recently we became aware that an existing bylaw is prohibiting Rock the Park from producing a concert on Friday, July 17th, 2015. This would remove an estimated 8000 potential concert goers from restaurants, retail stores and hotels in the downtown core, causing a significant negative impact on London's tourism.

We strongly urge our leaders to remedy this situation and allow for economic growth,

Sincerely,

Michael C. Smith



267 Dundas Street,
Suite 201,
London, Ontario, N6A 1H2
(519) 661-5000

Discover our Spirit!

April 8, 2015

Jones Entertainment Group
550 Wellington Street
London, ON N6A 3P9

Dear Mr. Jones:

We have been advised that current special event regulations have become a barrier to Rock the Park operating more than four nights in a row. Subsequently, your organization is unable to provide programming on Friday July 17, 2015. Specifically, London's *Special Events Policies and Procedures (Section 10.3)* prohibits Rock the Park from producing a concert on Friday July 17th as it contravenes a policy that Harris Park is limited to 5 significant events, (no more than 4 consecutive days in length) totaling no more than 12 days combined of amplified concerts per year.

Because of the obvious significant economic and entertainment benefits, Tourism London supports your request to extend the days of activity to include Friday, July 17th.

Tourism London strongly supports a request by Jones Entertainment Group's 2015 production of Rock the Park to be exempted from Special Event Policy 10.3 and further would recommend a comprehensive review of the Special Events Policies and Procedures in consultation with all stakeholders and city staff.

We will work with you and assist you in any way we can in this process.

Thank you for your attention and support in this matter.

Best regards,

A handwritten signature in black ink that reads "John Winston". The signature is stylized and includes a long, sweeping flourish that extends upwards and to the right.

John Winston
General Manager
Tourism London