



June 14, 2016

**RE: Proposed Amendments to By-Law No. A.-7348-49**

Downtown London is an enthusiastic partner of Tourism London and is pleased to support its request to extend the hours for amplified sound during Canadian Country Music Week.

Tourism London's request is not to make music louder downtown. It is to have music go longer. The proposed amendment by Tourism London will keep people downtown in our bars, in our restaurants, on our businesses' patios longer, and will undeniably help leave a positive impression on the thousands of visitors we expect to host.

Canadian Country Music Week gives us the opportunity to showcase London's exciting and emerging music scene developing in our downtown. New initiatives like the London Music Division, London Arts Live, and the London Music Hall of Fame compliment our acclaimed and iconic venues like Budweiser Gardens, London Music Hall, and Call the Office. More and more of our businesses are recognizing the positive impact of music and are inviting musicians to perform in their restaurants and bars. Signature music festivals also exist throughout the downtown bringing thousands of people to our parks, streets, and public squares. Embracing music in our core is part of the reason we are attracting these important events. Within a span of five weeks, downtown will host four new or reimagined music festivals; London Blues Fest, Canadian Country Music Week, Dundas Street Festival, and The London Beatles Festival. Music is undeniably an important part of our downtown.

These events have major benefits for our members. Fans, industry professionals, and talent dine at our restaurants, stay at our hotels, and visit our bars, salons, and shops. Canadian Country Music Week will take place throughout the downtown core with multiple venues contributing to our downtown in an incredibly positive way.

Downtown is not a traditional neighborhood. A vibrant downtown is loud and exciting. It has an important nighttime economy and is a place that invites people to stay and play. A vibrant downtown is loud, but this request is not to make downtown louder. We ask only to make downtown's nightlife experience last longer for a special and rare opportunity hosting Canadian Country Music Week.

We are pleased to support Tourism London's request and are incredibly excited to welcome Canadian Country Music Week downtown.

Sincerely,

A handwritten signature in black ink, appearing to read "JMac", is written over a light grey circular stamp.

Janette MacDonald  
CEO and General Manager  
Downtown London

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