

May 27, 2016

Chair and Members
Corporate Services Committee

Re: Country Music Week – Request for Designation as a Municipally Significant Event

Country Music Week, taking place from September 8-11, 2016, represents the largest non-sporting event that London has ever hosted. It will take place across many venues in London, providing substantial opportunities for local, regional and provincial economic impact.

Associated events include an industry conference; many public and private fan, industry and educational events; in addition to the nationally-broadcasted Canadian Country Music Association Awards Show. As part of the activities, there is a Showcase Event for the Canadian performers which provides maximum exposure for the music artists and the promotion of country music in general, all of which greatly contributes to London being a successful Country Music Week host. The Showcase Event does require extended hours for liquor service for the host venue. Many other Canadian cities that have hosted Country Music Week have supported extending the liquor service hours for the Showcase Event host venue to 4:00 a.m. The last time the Showcase Event was hosted in a city in Ontario (Hamilton in 2011), that Municipal Council supported the extension of liquor service hours at the host venue until 3:30 a.m.

Tourism London is therefore respectfully requesting that London Municipal Council adopt the following motion with respect to Country Music Week:

“That the following actions be taken with respect to Country Music Week:

- a) Country Music Week, to be held September 8 to 11, 2016, in London, Ontario BE DESIGNATED as an event of municipal significance; and
- b) an application to the Alcohol and Gaming Commission of Ontario for an extension of hours for liquor service to 3:30 a.m., for the Ole Music Publishing Entertainment Showcase Event to be held Sunday, September 11, 2016 to Monday, September 12, 2016, at the London Music Hall, 185 Queens Avenue, London Ontario BE SUPPORTED.”

Country Music Week will add to London's major event hosting resume and will help further London's cultural and entertainment tourism program. While the above request may seem small, the Municipal Council's favourable support of the request is a very important part of ensuring the success of Country Music Week.

Yours truly,



Chris Campbell
Director of Culture and Entertainment Tourism, Tourism London

cc. JohnWinston,