



London
CANADA

300 Dufferin Avenue
P.O. Box 5035
London, ON
N6A 4L9

September 8, 2017

Chair and Members of the
Strategic Priorities and Policy Committee

Re: Support of Request for Funding – 2019 JUNO Week Bid

The JUNO Awards and the related events represents one of, if not the largest, cultural events held in Canada. Tourism London has actively been working to secure this event for London. This weeklong event will not only bring economic benefits to our community and region, but also supports the initiatives undertaken by the City of London to establish the city as a strong music, entertainment and culture centre.

The undersigned strongly support the request from Tourism London for the City of London to provide a financial contribution of \$500,000 to The Canadian Academy of Recording Arts and Science (CARAS) towards the 2019 JUNO Week Bid. It is noted that this financial contribution will be used to leverage additional funding from the Province of Ontario and other potential sources. The economic benefits of this event for our region, will be realized for much longer than the JUNO Week itself.

We therefore respectfully request that Municipal Council fully support the request from the General Manager, Tourism London and the Director of Culture & Entertainment Tourism to provide the above-noted financial contribution.

Respectfully submitted,

Mo Salih
Councillor Ward 3

Paul Hubert
Councillor Ward 8