

**85 Mowat Avenue
Toronto, ON M6K 3E3
T: (416) 967-7272**

Mayor Ford and Councillor Fletcher

On behalf of the members and partners of Music Canada, I wish to express our deep concern regarding the uncertain future for the iconic sign from Sam the Record Man.

The sign, as the last remaining vestige of the Yonge Street store, holds significant historic and cultural value for Toronto. Sam's was a destination for music lovers, musicians and artists from within Toronto and far beyond the city's borders. It was a gathering place, a place for music discovery, and the original location of what would go on to become a symbolic Canadian retailer. Music is a key asset, economically, historically and culturally, for Toronto, and the Sam's sign is a key component.

When the building was purchased, it was deemed important enough to warrant an agreement with Ryerson University for its restoration and reinstallation. Its value has not waned.

We encourage members of the North York Community Council, Toronto City Council and the Economic Development Department to pursue a solution that will ensure the sign is properly restored, maintained and mounted so that it can be enjoyed by the public. The financial responsibility for these activities should be assumed by Ryerson University in accordance with the original agreement. If an alternate location must be found for the restored sign, the Toronto music community will be pleased to help identify an appropriate choice.

Sincerely,

Amy Terrill

Vice President Public Affairs,
Music Canada