

Date: May 10, 2022	Originator's files:
To: Chair and Members of General Committee	
From: Jodi Robillos, Commissioner of Community Services	Meeting date: June 1, 2022

Subject

Draft Music Strategy

Recommendation

That the Corporate Report dated May 10, 2022, from the Commissioner of Community Services, entitled "Draft Music Strategy" be approved.

Executive Summary

- This Strategy proposes 13 recommendations and 32 actions to help Mississauga gain a reputation as a "Music City."
- Research, benchmarking and public engagement shows Mississauga has the opportunity to become an internationally-recognized incubator for top musical talent and a national destination for live music events and festivals.
- Seizing this opportunity will bring: job creation, tourism and economic growth, attraction and retention of skilled workers, and City brand-building.
- Live music was one of the sectors hardest hit by the COVID-19 pandemic and will be one of the last to fully recover. This Strategy proposes short-term recovery and rebuilding actions alongside those for long-term sector development and growth.
- The draft Strategy has a five-year implementation plan and budget of \$419,500.

Background

In fall 2016, Council approved Culture's Creative Industries Strategy. A key recommendation from that Strategy was "help to build a live music scene from the ground up." This recommendation was supported by adding a music officer to "advise and develop the live events and music sector." Culture's Master Plan, approved in 2019, further reiterated the potential to grow the creative industries by enhancing and developing Mississauga's live music sector.

In late 2019, the City opened its Music Office with the hiring of a Music Development Coordinator and began work on a Music Strategy. A Steering Committee, as well as Core and Extended Working Teams were formed with staff expertise in programming, music venue management, large scale events and sector development. The teams included members from Tourism, Economic Development, Celebration Square, Sauga Celebrates and the Living Arts Centre and Paramount Fine Foods Centre.

Staff conducted a three-phased public and industry engagement process. Core and Extended Teams provided input on recommendations and supporting actions. Staff consulted additional internal stakeholders from Libraries, the Equity, Diversity and Inclusion Office and others affected by the draft recommendations to gather input on feasibility and work plan alignments.

This project was also endorsed by the City's Economic Recovery Task Force and approved by Council as a priority in the City's **Economic Recovery Plan - Creative Industries**.

Present Status

Research and public engagement shows that Mississauga's music sector has a strong foundation on which to build:

- Mississauga has a unique position in the provincial market and is home to a large pool of diverse artists.
- Mississauga is already producing top industry talent, including musicians, sound engineers, live production specialists and industry professionals.
- Ontario's live music industry is poised for growth.

Mississauga's interconnectedness with Canada's largest music market, Toronto, is also an advantage, bringing high audience potential for events and festivals and easy access to major industry institutions.

The music sector however, was among the hardest hit by the COVID-19 pandemic. Since 2020, Statistics Canada reports a 31 per cent drop in operating revenues for the performing arts sector, with for-profit business experiencing a 40 per cent drop in revenue. 80 Canadian music venues have permanently closed, including one of Mississauga's most active venues.

Comments

Research, benchmarking and public engagement shows that Mississauga has the opportunity to become an **internationally-recognized incubator for top musical talent and a national destination for live music events and festivals**.

To help Mississauga achieve this opportunity, the Music Strategy proposes 13 recommendations and 32 supporting actions to foster long-term growth. The Strategy also proposes short and medium-term actions to help Mississauga's music sector recover financially from the pandemic.

Key recommendations from the draft Strategy include: Increase the number and frequency of live music events in Mississauga, create a regulatory environment in which music venues can thrive, help create employment opportunities for Mississauga musicians, and create musical pathways for youth.

The actions proposed to support these recommendations include:

- Two projects that will produce unique and valuable data on Mississauga's music sector: An **economic impact analysis** to capture data on job creation and employment, market size, trends, and opportunities for sector growth, and; a **permanent change to industry reporting** to provide necessary data on local music consumer and spending habits, and real-time genre and artist information to drive promoter decisions and investment.
- A new **Live Music Grant pilot** within the Culture Community Grant Program utilizing the City's discretionary portion of MAT funding. This stream will be open to for-profit businesses and organizations historically ineligible for Culture grants with enormous potential for tourism and cultural growth.
- **Two annual business accelerator programs** for music entrepreneurs and concert producers.
- Creating equitable access to musical enrichment opportunities for youth, including an **instrument lending program** through the City's Library system and **enhanced musical experiences through the City's Culture Programs**.

For more detailed information on recommendations and supporting actions, see Appendix 1: Mississauga Music Strategy (2022-2026) Draft.

Strategic Plan

The Music Strategy supports the following three pillars of Mississauga's Strategic Plan:

- **Prosper:** Strengthen Mississauga's reputation as an incubator of top creative talent and destination for live music.
- **Belong:** Support underrepresented artists and musical styles and foster a vibrant music scene that supports musicians at all stages of their careers.
- **Connect:** Contribute to a high quality of life and vibrant neighbourhoods by using the power of music to build strong, connected, and resilient communities.

Engagement and Consultation

An extensive public and industry engagement process occurred in three phases:

- **Phase one (August 2019 – December 2020)** included more than 40 one-on-one interviews and facility tours with artists, managers, record labels, event and festival producers, and many more stakeholders from across Mississauga's music community.
- **Phase two (November 2020 – January 2020)** was the Mississauga Music Strategy budget, an online survey of 234 music sector respondents designed to use feedback from Phase one. See Appendix 2 for survey details.

- **Phase three (September 2021 – January 2022)** consisted of consultation with a dozen local and national music industry organizations to review the Strategy's recommendations and implementation plan. These groups were overwhelmingly in support of the Strategy's action items. During this phase, all City sections affected by the recommendations were also consulted to ensure feasibility and timeline alignments.

Public engagement identified three major strengths of Mississauga's music sector:

1. A high number of **talented local artists**.
2. The **diversity of music** being made and enjoyed locally.
3. A close-knit and supportive music **community**.

Areas for improvement identified in public engagement are:

1. The need for **more live music spaces**, particularly mid-sized venues (500-1500 capacity).
2. The need for **more training opportunities and youth engagement**.
3. The need for **greater promotion** of artists, venues, events and performances in Mississauga.

For additional information on engagement and consultation, see Appendix 2: Mississauga Music Strategy Survey Results

Financial Impact

The total proposed budget for the Draft Music Strategy (2022-2026) Implementation Plan is \$419,500.

- 29 actions totalling \$239,500 can be implemented through annual Culture Services' Creative Industries – Music (CC 21123) operating budget.
- One new Budget Request (#9397) will come to Budget Committee for 2023 – 2026, requesting Arts Reserve (RF#30195) funding for three actions:
 - Economic Impact Analysis (2024 – \$40,000)
 - Consumer Insights Market Development Project (2025 - \$50,000)
 - A new Live Music Arts & Culture Grant pilot project using \$90,000 of existing Municipal Accommodation Tax funds (RF#35591) to support concerts in underutilized spaces, as well as large-scale concerts and festivals.

Please refer to Appendix 3: Mississauga Music Strategy Budget (2022-2026) Draft for the detailed financial breakdown.

Conclusion

The draft Music Strategy proposes 13 recommendations and 32 actions, informed by extensive community and industry engagement, to help Mississauga gain a reputation as a “Music City.” Taking steps to become a “Music City” will help Mississauga achieve its goal of becoming an internationally-recognized incubator for top musical talent and a national destination for live music events and festivals.

Attachments

- Appendix 1: Mississauga Music Strategy (2022-2026) Draft
- Appendix 2: Mississauga Music Strategy Survey Results
- Appendix 3: Mississauga Music Strategy Budget (2022-2026) Draft



Jodi Robillos, Commissioner of Community Services

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