

Mississauga Music Strategy Survey Summary

The Mississauga Music Strategy Survey (MMSS) was an online survey that was launched on November 16, 2020 and closed on December 31, 2020. There were a total of 234 respondents to the survey. The survey was promoted through the Culture Division website and social media channels, along with targeted emails to various stakeholders, community groups and artists that have participated in Culture Division programming.

The survey consisted of fourteen (14) questions, along with additional question for specific industry professionals and creatives. The following summary will include question responses and summary of comments received from respondents. Percentages may not add to 100% due to rounding. There will be no personal information from respondents (names, contact information, business names) included in this summary.

HIGHLIGHTS:

- Respondents were pretty equally distributed across age ranges (except for those 70+ years which had a very low response rate)
- The main strengths of Mississauga's music scene are the high number of talented artists in or from Mississauga and the diversity of music offerings available
- Opportunities for improvement that came out of the responses included the lack of mid-sized venues, lack of training opportunities and youth engagement, and overall the promotion of artists, venues, events and performances available in Mississauga
- The majority of respondents discover events through emails and eNewsletters, as well as social media
- Half of respondents, mostly those involved in producing or hosting live music, spoke to the need to address barriers to live music like bylaws, zoning and permitting
- Many respondents believe that Mississauga can primarily help the music scene in Mississauga by working to attract investment in the live music industries
- Many open comments want the City of Mississauga to create hubs, mentorship opportunities, workshops and networking available to artists, managers, producers and professionals
- Comments also want more youth outreach to engage youth in the Mississauga music scene and to recognize the value of the variety of music professions
- Respondents are also interested in having a digital database or tool for music industry professionals to search and discover artists, recording options, performance opportunities and space rentals

Q1. Personal Information (Name, Company, Email)

All answers to this question were optional and 126 respondents provided their information, which includes 53 companies/community groups.

Q2. Please select your age range

Respondents (233) were able to select their age range or select "prefer not to answer". Answers were as follows:

- Top age range selected: 25-29 years (27 respondents or 11.5% of respondents to this question)
- No one aged 14 and under responded to this survey
- Five (5) respondents chose not to answer their age, or 2.2% of respondents
- Under 30 years: 38 respondents, 16.2%
- 30-39 years: 46 respondents, 19.7%
- 40-49 years: 43 respondents, 18.4%
- 50-59 years: 36 respondents, 15.5%
- 60-69 years: 48 respondents, 20.6%
- 70+ years: 17 respondents, 7.3%

Based on breakout question, Q15, age demographics are as follows for the various professionals and creatives (respondents were able to choose multiple choices and may be represented in multiple answers to Q15):

Artists: Majority of respondents was 30-39 years (based on 20 of 59 responses)

Music Venues: Majority of respondents were 50-59 years (based on 3 of 6 responses)

Producers: Based on 22 responses, four age groups with the majority of age ranges were 25-29 years (4 respondents), 35-39 years (4 respondents), 55-59 years (4 respondents)

Artist Managers: Majority of respondents were 30-39 years (based on 4 of 8 responses)

Record Labels: Based on 5 responses, two respondents were between the ages of 30-39 years and 2 respondents were between 50-59 years

Recording Studio: Based on 6 responses, two respondents were between the ages of 30-39 years

Community Organization: Majority of respondents were 30-39 years (based on 7 of 23 responses); five respondents were between the ages of 60-69 years

DJ: Based on 5 responses, three respondents were between the ages of 30-39 years

Music Educator: Majority of respondents were 30-39 years (based on 7 of 22 responses)

Music Retailer: One response was received and the respondent was between 65-69 years

Music Fan: Based on 164 responses, 35 respondents were between the ages of 60-69 years, 32 respondents were between the ages of 30-39 years and the same number between the ages of 40-49 years; 29 respondents were under the age of 30 years and 10 respondents were above the age of 70

Q3. and Q4. These questions asked respondents if they would like to receive more information and communications from the Culture Division and Music Office.

Attending Live Music Events

The following questions asked respondents about their attendance rates and preferences at live music events

Q5. Before the COVID-19 pandemic, how often would you attend live music events?

There were 233 responses to this question and respondents were only able to choose one option. The majority of respondents, 49 of 233 or 21%, stated that they attend live music a few times a year. 39 respondents (16.7%) attend live music event more than once per month, with 35 respondents (15%) attending live music events once per week.

Of those that attended music more than once per month, the majority identified as music fans (28 respondents) and artists (9 respondents), and 19 respondents were under the age of 40.

Q6. Why do you attend live music events?

There were 233 responses to this question and respondents were able to choose multiple options, therefore percentages will not total 100% and will represent the percentage of respondents that chose that answer.

The majority of respondents (199 or 85.4%) chose “I love live music” as the main reason for attending live music events. Respondents’ top choices were also “I go to support artists” (158 respondents, 67.8%), “I got to discover new music and artists” (134 respondents, 57.5%), “I go to spend time with family and friends” (120 respondents or 51.5%) and “I go to support friends and family” (119 respondents, 51%).

There was also an open option for respondents to indicate why they attended live music. There were 24 responses with the majority stating they were artists that worked in the music business (hiring bands for a local venue, provided music services, photographed events, organized events and were artists for the event).

Q7. Please select the answer that best describes where you attend live music events

There were 232 responses to this question and respondents could only choose one option.

Respondents primarily chose “I mostly attend events in Mississauga and Toronto”, with 81 respondents or 34.9% choosing that option. There were 60 respondents or 25.9% that chose “I mostly attend events across the Greater Toronto and Hamilton region” and 43 respondents or 18.5% that chose “I mostly attend events in Toronto”. There were 34 respondents (14.7%) that chose “I mostly attend events in Mississauga”.

Of the respondents that chose “I mostly attend events in Mississauga and Toronto”, nine respondents (9) were between the ages of 20-29, 15 respondents were between the ages of 30-39, 18 respondents were between the ages of 40-49, and there were 12 respondents for each of the 50-59 year and 60-69 year age ranges.

The largest age group that chose “I mostly attend events in Toronto” were those 20-29 years (17 respondents) and the largest age group that chose “I mostly attend events across Greater Toronto and Hamilton region” were those 60-69 years (16 respondents).

Music in Mississauga

Q8. What size and type of venue would you like to see more of in Mississauga?

There were 232 responses to this questions and respondents were able to choose multiple options, therefore percentages will not add to 100%.

The majority of respondents (179 or 77%) would like to see more mid-sized venues for both local and touring talent, with 153 respondents (66%) also selecting small independent music venues and 124 respondents (53%) choosing outdoor amphitheatres.

- Of the 35 respondents between the ages of 20-29 years, 83% chose mid-sized venues, 80% chose small independent music venues and 63% chose outdoor amphitheatres. Around 46% also chose acoustic and open mic spaces and large venues and performing arts centres
- Of the 46 respondents between the ages of 30-39 years, 78% chose mid-sized venues, 59% chose small independent music venues and 39% chose outdoor amphitheatres. More respondents in this age category chose acoustic and open mic spaces – 48%.
- Of the 43 respondents between the ages of 40-49 years, 77% chose mid-sized venues, 70% chose small independent music venues and 58% chose outdoor amphitheatres. 51% of this age group also chose acoustic and open mic spaces
- Of the 36 respondents between the ages of 50-59 years, 83% chose mid-sized venues, 67% chose small independent music venues and 64% chose outdoor amphitheatres
- Of the 48 respondents between the ages of 60-69 years, the same number (63%) chose both mid-sized venues and small independent music venues. 54% of respondents in this age group chose outdoor amphitheatres

Of the 19 responses that specified specific types of venues they would like to see in Mississauga, the majority mentioned more music in the public realm – parks, outdoor venues, museums, cafes and patios. There was also a comment about venues accessible through transit and walkable neighbourhoods, which may have implications for marketing spaces and creative/tactical placemaking to better advertise distances, routes and locations of music venues.

Q7. In your opinion, what are the strengths of Mississauga’s music scene?

There were 223 responses to this question and respondents were able to choose multiple options, therefore percentages will not add to 100%.

The majority of respondents identified “many talented artists” as top strength of Mississauga’s music scene (154 respondents or 69%), followed closely by the “diversity of musical offerings” (143 respondents or 64%). 103 respondents (46%) also saw “supportive music community” as another strength.

Q8. What would you like to see more of in Mississauga?

There were 230 response to this question and respondents were able to choose multiple options, therefore percentages will not add to 100%.

Of the five options given in this question, four choices were equally selected by respondents:

- 158 respondents (68.7%) chose “greater promotion of live music events”
- 156 respondents (67.8%) chose “greater promotion of local talent”
- 153 respondents (66.5%) chose “increased number of live music events”
- 153 respondents (66.5%) chose “increased number of spaces and places for live music”

There was an option to leave open comments to this question, which saw 20 responses. Some comments mentioned mentorship programs, workshops for youth and access for professional development in more diverse music styles such as hip hop, rap and R&B. Other comments spoke of greater promoting for live music and funding for music businesses, as well as better music education offerings. One comment mentioned noise bylaws and issues with live music outdoors past 11pm.

Q9. Where do you learn about concerts you attend?

There were 233 responses to this question and respondents were able to choose multiple options, therefore percentages will not add to 100%.

Of the ten choices given, respondents made 844 selections and social media accounted for 36% of those selections (chosen 304 times). Facebook was the top media with 144 responses or 61.8%, with Instagram second with 106 responses or 45.5%.

For conventional media (radio, newspapers and magazines), there were a total of 181 of 844 selections or 21%. Radio was the number one choice with 96 responses (41% of all respondents) and newspapers received 53 responses (or 22.8% of all respondents).

The top choices for where respondents found out about concerts they attend, were email/eNewsletters and websites. These were chosen 315 times out of 844 (37%), with emails and eNewsletters being selected 137 times (58.8% of all respondents) and artist websites chosen by 116 respondents (49.8% of all respondents).

Of the 44 respondents that selected “Other”, the majority (20 respondents) indicated that “word of mouth” was an additional method of learning about concerts. There were several that learned of concerts from advertisements in venues, on websites or in print media.

Based on age breakdowns, younger respondents chose social media in higher numbers (with Facebook being the top social media channel for information) while older respondents chose emails and websites in higher numbers. Across all age groups, Facebook and email/eNewsletters were the top choices.

Q10. What role do you think the City of Mississauga should play in supporting its music scene?

There were a total 231 respondents who answered this question. Respondents were able to choose multiple responses, therefore percentages will not add to 100%.

The number one response with 145 selections (63%) was “Help attract investment into Mississauga’s music sector”. Three other responses that received multiple choices were “Program free music events” (124 responses or 53.7%), “Address potential barriers to live music (noise by-laws, zoning concerns, permitting, etc.)” (118 responses or 51%), and “Celebrate local music history and success” (116 responses or 50.2%).

There were 21 respondents who left comments. A few comments touched on creating partnerships between businesses and local artists, where businesses could provide venue space or promotion during part of their operating hours and also provide sponsorship to artists, events and festivals. Other comments mentioned the link between music investment and tourism, as well as attracting new talent to Mississauga venues.

Q11. What ideas do you have for the City of Mississauga to help support and grow its music sector?

This was an open-ended question where respondents could answer this question in a long-form format. There were 83 comments left, which was 35% of the total survey respondents.

Highlights include:

- Central marketing tool to promote performances (available to artists, residents, visitors, etc.) *(mentioned in multiple comments)*
- Mentorship opportunities – artist talks, professional assistance, resources available (private sector and City owned) *(mentioned in multiple comments)*
- The need to support diverse and different music styles, such as hip hop and “world music” *(mentioned in several comments)*
- Increase promotion and marketing of alternative, diverse and world music
- Opening more City-owned venues to local artists (creating more affordable rental rates) for performances *(mentioned in multiple comments)*
- More opportunities at privately-owned indoor venues in Mississauga for performances *(mentioned in multiple comments)*
- Promote using local artists for opening acts for major or touring performers/artists
- Continue to work with artists and engage them for more opportunities (mentorships, discussion groups, professional assistance, grants/funding opportunities)
- Soft seat venues in south Mississauga (Port Credit, Lakeview, Clarkson)
- Promotion of local artists and performances, both digital and traditional media
- Create a robust pipeline of stakeholders that support the sector which would include sponsors, industry insiders and artists
- Artists should be paid proper wages *(mentioned in multiple comments)*
- Focus on youth-orientated strategies to engage young people in music sector
- Provide free events to residents at community centres and libraries to engage with local artists
- More busking locations near major shopping centres and transit areas
- Convenient and comprehensive public transit to get home after music events
- Grants system that funds artists and music businesses *(mentioned in multiple comments)*
- City assistance in promoting local artists and bands
- More small to mid-sized venues *(mentioned in multiple comments)*
- Creation of creative hubs and incubator spaces for musicians
- More outdoor music festivals
- Music venues located in active areas to draw people from nearby entertainment venues, restaurants, retail, etc.
- Promotion of music education/lessons
- Re-assessment of noise bylaws that end live music outdoors by 11pm *(mentioned in multiple comments)*

PART II

At this point in the survey, respondents who chose an answer for Question 12 opened specific questions based on their selections. Respondents were able to choose multiple answers and therefore, not all respondents answered questions in the next section of this summary.

Results will be shown for Question 12 below, with following sections broken out for the following choices: Artist, Music Venue, Festival/Event Producer, Artist Manager, Record Label, Recording Studio

and Community Organization. Those that selected DJ, Music Educator, Music Retailer and Music Fan did not answer additional questions and were taken to the end of the quiz.

Q12. Please select the options that best describe you and/or your business.

All 234 respondents to this survey made a selection to this question. Respondents were able to choose multiple options for this question, therefore percentages will not add to 100%.

- Artist: 60 responses, 25.6%
- Music Venue: 6 responses, 2.6%
- Festival/Event Producer: 22 responses, 9.4%
- Artist Manager: 8 responses, 3.4%
- Record Label: 5 responses, 2.1%
- Recording Studio: 6 responses, 9.8%
- Community Organization: 23 responses, 9.8%
- DJ: 5 responses, 2.1%
- Music Educator: 22 responses, 9.4%
- Music Retailer: 1 response, 0.43%
- Music Fan: 164 responses, 70%
- Other (please specify): 50 responses, 21.4%
 - Residents
 - Employees of music venues, industries
 - Radio programmer
 - Retired teachers (private studios, public schools)
 - Members of various community groups
 - Students

ARTISTS

There were 60 respondents that chose “Artist” in Q12. The average age for respondents who chose Artist was 30-39 years (20 respondents), with the next largest age category 50-59 years (12 respondents). Artist also stated that they attend live music events approximately once per week (16 respondents), with more than half (33 respondents) say they attend live music events to perform for a fee. About one-third (21 respondents) attend events in mostly Mississauga and Toronto, with 17 stating they mostly attend events across the Greater Toronto and Hamilton region. Only 8 respondents stated that they mostly attend events in Mississauga.

In terms of what Artists thought of the Mississauga music scene, 47 respondents (78%) stated that Mississauga needs more mid-sized venues, with 42 respondents (70%) stating that more small independent music venues are required. 50% of Artists (30 respondents) also selected more outdoor amphitheatre venues are required in Mississauga.

Artist also overwhelmingly identified that Mississauga’s music scene strength was the many talented artists (80% or 48 respondents), along with the diversity of musical offerings (70% or 42 respondents). 53% of artists also stated that there is a strong supportive music community in Mississauga. They also stated that they wanted greater promotion of local talent (85%), an increased number of spaces for live

music (80%), greater promotion of live music events (73%) and an increased number of live music events (68%).

Artists primarily hear of live music events through social media (Facebook – 73%, Instagram – 65%) and email/eNewsletters (63%). Half of Artists hear about live music through artists’ websites and many mentioned word of mouth. In terms of traditional media, more Artists hear about live music through radio (20 respondents) versus newspapers (13 respondents).

In terms of what role the City of Mississauga should play in supporting the music scene, 85% stated that Mississauga can promote local talent, 83% chose promoting live music events, 82% said fund artists and 70% said help attract investment into Mississauga’s music sector. Well more than half of Artists also stated that Mississauga should promote local assets and institutions (65%), provide professional development opportunities (63%) and provide equitable access to music rehearsal and performance spaces (63%). Around 50% of Artists also stated that Mississauga should address potential barriers to live music such as noise by-laws, zoning concerns and permitting.

For Q12, respondents were able to select multiple options. Below are the percentage of other options Artists chose:

- 22% of Artists only chose the “Artist” option
- 23% of Artists also selected “Music Fan”
- 23% of Artists chose “Music Educator”
- 4 Artists identified as “DJ”
- 8 Artists also selected “Community Organization”
- 3 Artists selected “Recording Studio”
- 5 Artists chose “Record Label”
- 5 Artists also chose “Artist Manager”
- 22% of Artists also selected “Festival/Event Producer”
- 4 Artists also chose “Music Venue”

For the “Other” option in Q12, Artists also stated that they were singer/songwriters and music composers, radio programmers, music producers, content creators and music curators.

The following questions were only available for respondents who chose the “Artist” option in Q12 and are a summary of their answers.

How often do you perform live music in Mississauga?

55 respondents answered this question and were only allowed to answer one option. The percentages may not add to 100% due to rounding.

- 42% perform live music in Mississauga “A few times per year” (23 respondents)
- 15% perform live music in Mississauga “Approximately 6-10 times per year” (8 respondents)
- 13% perform live music in Mississauga “Approximately once per month (7 respondents)
- 13% perform live music in Mississauga “Multiple times per week” (7 respondents)

Which best describes your occupation?

52 respondents answered this question and were only allowed to answer one option. The percentages may not add to 100% due to rounding.

- 44% of respondents indicated they work one job in addition to music work
- 37% of respondents are full time musicians
- 19% of respondents work multiple jobs in addition to music work

Of the Artists that identified as “Full Time Musicians”, the majority were between the ages of 30-39 years. The majority of artists that stated they worked multiple jobs in addition to music work were under the age of 30.

As a musician, what do you feel are the benefits of living in Mississauga?

52 respondents answered this question and were allowed to select multiple options, therefore percentages will not add to 100%.

- 32 respondents (61.5%) saw ease of travel to performances in the GTHA region as the main benefit of living in Mississauga
- 30 respondents (58%) stated that the proximity to music industry institutions in Toronto as the second
- 21 respondents (40%) said Mississauga is close to studio and rehearsal space

The choice with the lowest number of respondents was “Many local performance opportunities”. Of the 15 respondents that chose this option, 50% (8 respondents) identified as Artists that work one additional job in addition to their music work. Of the respondents who selected “Affordability compared to other cities in the region” (16 respondents, 31%), only 2 respondents who had identified that they work multiple jobs in addition to their music work.

What, if any, challenges has living in Mississauga posed to your music career?

There were 54 respondents to this question and respondents were able to select multiple options, therefore percentages will not add to 100%.

- 72% of Artists say that gigs don’t pay enough
- 67% of Artists say there aren’t enough places to perform original music
- 55% say its harder to gain recognition and a fan base playing in Mississauga
- 52% of Artists stated that regional media are mostly focused on events/artists in Toronto

Of the Artists that stated it was harder to gain recognition and a fan base playing in Toronto (30 respondents), 67% were under the age of 40 years and 53% of those respondents identified as a “Full Time Musician”. For Artists that stated that there “were not enough performance opportunities for the style of music I play” (24 respondents), 54% were over the age of 40 years, suggesting more opportunities to understand what types of music Artists over 40 years are playing to understand how the City and industry can assist them.

What role do you think the City of Mississauga should play in supporting artists?

There were 58 respondents to this question and respondents were able to select multiple options, therefore percentages will not add to 100%. All choices for this question received near equal selection, with no choice falling below 75% of respondents who answered this question.

- 86-87% of respondents want the City to showcase live music by local artists, fund artist projects and initiatives, and promote local music events
- 75% of respondents want the City to showcase recorded music by local artists and promote local artists within and beyond our borders.

Overall, Artists want the City to take more initiative in promoting, showcasing and funding local music/artists, projects and events. With 52% of Artists claiming that “regional media is mostly focused on events/artists in Toronto”, this is could be a future opportunity for the City to work with private industries and businesses to leverage promotion on regional media for Mississauga artists and their performances.

MUSIC VENUES

There were 6 respondents who chose “Music Venue” in Q12. There was no respondent under the age of 30. Four of the respondents indicated they attend events in both Mississauga and Toronto, with one exclusively attending in Toronto and one travelling throughout Canada and the US. Respondents to this question were more likely to select multiple options on the types of venues that Mississauga needs more of – acoustic and open mic spaces (4), small independent venues (5), mid-sized venues (5), large venues (5) and outdoor amphitheatres (3).

Music Venue respondents all stated that Mississauga has many talented artists and a diversity of music offerings, indicating their reasoning for being located in Mississauga. All venues also stated that Mississauga needs more live music events, greater promotion of live music and an increase in spaces and places for live music, which tracks with Artists stating that the City needs to take more initiative in promoting and showcasing live music. All respondents also stated that the City could do more to promote local venues, promote local talent and live music events, help attract investment into the music sector in Mississauga and do more to celebrate local music history and success. They were spilt on providing more funding for music businesses, but more than half believed that there needs to be more professional development opportunities and addressing barriers to live music like noise bylaws and zoning concerns.

In open feedback, Music Venues provided very detailed ideas on how to grow the music sector in Mississauga. There was consensus that mid-sized venues are lacking, and that there needs to be a focus beyond “open mic” and famous artists performances that seem to dominate the performance landscape in Mississauga. Suggestions included having local musicians playing opening acts at performances. Other venues wanted to ensure that Mississauga was looking at barriers like bylaws and limited patio/outdoor performing programs to help revitalize music performances post-COVID and have an economic and promotion strategy ready post-COVID to also help the music sector expand in Mississauga.

For the following questions, only those that selected “Music Venue” in Q12. Those that selected also selected the following: Artist (4), Community Organization (3), Festival/Event Producer (2) and Music Educator (2) and Recording Studio (1).

Before the COVID-19 pandemic, how often did your venue host live music events?

All six respondents answered this question and were only allowed to make one choice. Two venues hosted live music nightly, two venues hosted multiple times per week, and two hosted live music multiple times per month.

What is the capacity of your venue?

All six respondents answered this question and were only allowed to make one choice. Two venues had a capacity of 201-300, with other venues each choosing one of the following: more than 500, 101-200 people, 51-100 people (also a Community Organization) and less than 50 people (also a Community Organization).

Does your venue provide a PA system and sound technician?

All respondents answered this question and were only allowed to make one choice. Five venues stated that “Yes” they provide a PA system and sound technician, while one venue chose “No”. The venue that chose “No” also stated that they were a Festival/Event Producer, they hosted music nightly and had a capacity of 101-200 people.

Does your venue feature artists playing original music?

All venues selected “Yes”.

What operational model best describes your music venue? Do you rent or own your space?

All six respondents answered this question and were able to select multiple choices.

- 4 Venues selected “Food and beverage establishment featuring live music”
 - 3 of these venues also identified as “For profit”
 - 2 of these venues also identified as “Community Space”
- There was 1 “Not for profit” space
- All venues rent their space, versus one “For profit”/“Food and beverage establishment” that owns their space

Before the COVID-19 pandemic, what were the biggest financial challenges in operating your music venue?

All 6 respondents answered this question. Respondents were able to choose multiple options for this question, therefore percentages will not equal 100%.

There were three options that half of Venues selected that included: Difficulty in attracting audience patrons, property taxes and insurance costs.

- “Not-for-profit” Venue was the only one to select all options in this question (except for “Difficulty attracting audience patrons”).

- Two of the food and beverage establishments only selected the option: “difficulty in attracting audience patrons”

What action would you like the City of Mississauga to take to support local music venues?

This was an open-ended question and 5 respondents provided comments. Venues spoke to the need to advertise or promote the spaces (as evidence by their responses to the previous questions), as well as the need for more mid-size venues. Also mentioned was the noise bylaw issue and providing more economic initiatives for venues to take advantage of.

PRODUCERS

There were 22 respondents who selected “Producer” in Q12. These respondents were evenly distributed across all age ranges, with 14 being under 50 and 8 being over 50. Most producers, 32% or 7 respondents, attend events in Mississauga and Toronto, and the same number indicated they attend events across the GTHA. Only 2 producers indicated they attend events mostly in Mississauga.

In terms of venues that Producers feel are missing in Mississauga, overwhelmingly 91% of Producers stated that there needs to be more “mid-sized venues for both local and touring acts”, with 77% also selecting “small independent music venues”. In keeping with Artists and Venues, around 50% of Producers also selected “outdoor amphitheatres” as a venue Mississauga needs.

Similar to other respondents, Producers stated that some of the strengths of Mississauga’s music scene was the “many talented artists” (82%) and the “diversity of musical offerings” (68%), but few of them selected “great spaces to play and enjoy live music” (27%) and “training and professional development opportunities” (14%), which may point to opportunities for Mississauga’s Music Strategy to address.

Producers saw a lot of opportunities to improve Mississauga’s scene that was somewhat similar to Artists and Venues, but also like other music businesses, saw opportunities beyond promotion and hosting events.

- 77% want Mississauga to help attract investment into the sector
- 77% want Mississauga to fund artists, while 68% want Mississauga to fund music businesses
- 73% want barriers like zoning, permitting and bylaws to be addressed to help expand the sector
- 73% want Mississauga to offer professional development opportunities

In the open comments, many Producers mentioned that Mississauga has a wealth of diverse artists from unique music genres that are often fringe or ignored for the more popular or “traditional” music genres. However, these performers are not promoted and Producers spoke about increasing this promotion and hoping that the City of Mississauga will create safe spaces for diverse artists while also equally promoting both their music and more traditional genres.

In Q12, respondents who chose “Festival/Event Producer” also chose “Artist” (13) and Community Organization (10). The following breakdown are questions only those that selected “Producer” would have been able to answer.

Please select the operational model that best describes your events.

There were 22 respondents that answered this question. They were able to select multiple response to this question, therefore percentages will not add to 100%.

- 14 respondents, or 64%, produce community events that feature live music
 - 6 of these respondents also selected “Community Organization” in Q12
 - 4 of the respondents that are also Community Organization also checked multi day festival
- 10 respondents, or 45%, are not-for-profit
 - 5 of these respondents are also Community Organizations
- 9 respondents, or 41%, also chose “For profit”, “Multi-day festival” and “Single-day festival”
 - 5 of the respondents who selected “Single-day festival” are also Community Organizations

How many attendees does your event/festival typically attract?

All 22 respondents answered this question, and could only make one selection. Percentages may not add to 100% due to rounding.

The majority of respondents (7 or 32%) stated that their events typically attract 1-100 attendees. Only one of those that run multi-day events selected this option.

There was a split between all other choices, with only one respondent choosing “2,501-10,000” attendees.

What are your event/festival’s largest expenses?

There were 22 respondents to this question and they were allowed to make multiple selections, therefore percentages will not add to 100%.

The top selection was “facility rental” costs, with 14 respondents or 63%, selecting this option. “Talent fees” were the second most chosen option, with 13 respondents or 59% selecting this option. On the other end, “utilities” received only two selections and “food and beverage” received no selection. In terms of “promotion”, only 6 respondents (27%) selected this option.

- 6 of the 9 respondents who produce selected “facility rental”
- 4 of the 6 respondents who selected “promotion” as a major expense are Community Organizations

As with other respondents, “promotion” is a major opportunity for the City to assist the music industry with. Community Organizations may already be struggle with smaller budgets and see a significant amount dedicated to facility rental fees and talent fees, thus why their promotional costs are also a budget strain and possibly an aspect of their event that is cut in favour of ensuring other fees are properly covered.

Why do you hold your event/festival in Mississauga?

There were 21 respondents who answered this question. They were able to make multiple selections for this question, therefore percentages will not add to 100%.

62% of respondents have a history of hosting their event in Mississauga, while 57% stated that most of their audience is located in Mississauga and 57% stated that Mississauga is their home. There were 5 respondents to this question that produce events outside of Mississauga.

- Only 3 of 10 Community Organizations indicated they receive funding from the City of Mississauga

What do you think the City of Mississauga could do to attract festivals and events from outside the City?

There were 22 respondents to this question, and were allowed to make multiple selections. Therefore, percentages will not add to 100%.

- 86% (19 respondents) think the City should provide incentives to host events in Mississauga
- 82% (18 respondents) think the City should promote local event spaces to attract events from outside Mississauga
- 50% (11 respondents) think the City should increase the number of spaces that allow ticketed events
 - Four Community Organizations selected this option

Additional comments stated that the City should offer spaces for little to no costs, and that the City should engage with the local music communities that have not been connected with the City previously to understand their needs or requirements to locate in Mississauga. Another respondent mentioned that the surrounding infrastructure to the event venue would help draw more events to Mississauga – a more vibrant area with restaurants, hotels, and public transit access will help festivals and events more likely to hold their events at a Mississauga venue.

What action would you like the City of Mississauga to take to support events and festivals?

This was an open ended question with 11 respondents providing feedback. A summary of submissions included:

- Increased or specialized grant funding for Live Performance or Concert Series
- Lower fees at City facilities for local artists and performers
- Increased number of venues that have audio/visual equipment and sound techs available
- Advertising on transit routes beyond Mississauga Transit/MiWay
- Increased promotion and advertisement support
- Directories of artists and venues
- Upgrading City facilities with professional equipment and setups
- Control over ticketing in City facilities (instead of using Box Office)
- Connect sponsors to promoters and organizers; increased collaboration with organizers

ARTIST MANAGERS

There were 8 respondents that selected this option in Q12. Of these respondents, five also selected Artist, two selected Producer, two selected Community Organization and two selected Music Educator. In terms of ages, there were 5 respondents under the age of 40 and respondents were evenly split between seeing live music in Mississauga and Toronto, and in the GTHA.

Like other respondents, Managers want to see an increase in mid-sized venues, however 50% also said that there needs to be an increase in small independent music venues. Managers also stated that the strengths of Mississauga's music scene are the many talented artists and the diversity of musical offerings. 50% of Managers also stated that there is an interconnectedness with Toronto's music scene and a supportive music community as strengths in Mississauga.

Managers agreed with many other respondents and stated that there needs to be an increased number of spaces for live music and an increased number of events (both received 88% of selections), while 75% also want to see more promotion of live music and promotion of local talent. This group also largely selected "Greater access to learning and professional development opportunities" compared to other respondents. Managers primarily selected these in Q10 in terms of what the City of Mississauga can do to support live music in the city.

The following questions were only available to respondents who selected "Artist Manager" in Q12.

How many artists do you currently manage?

There were 8 respondents who answered this question, and they were only able to select one option.

- Three respondents manage 2 artists
- Two respondents manage 3 artists or more than 5 artists
- One respondent manages 1 artist

Is artist management your full-time profession?

There were 8 respondents who answered this question, and they were only able to select one option. Five respondents do not manage artists as their full time profession, while three do manage artists as their full time profession.

- Managers with full time profession in artist management manage 3 or 5+ artists

What action would you like the City of Mississauga to take to support artist managers?

This was an open-ended question and 6 respondents provided comment, including:

- Workshops
- Providing access to grants and funding
- Networking opportunities for music businesses and professionals
- Creating more opportunities for artists which would help managers
- Support new and emerging local talent versus continue supporting only well known Mississauga artists

RECORD LABELS

There were five respondents that selected "Record Label" in Q12. The respondents were evenly split with two respondents selecting their ages as 30-39 years and two respondents selecting 50-59 years. One respondent selected 70+ years. Three respondents stated that they mostly attended events in Toronto, Mississauga and the GTHA, with one respondent mostly attending events in Toronto. One

respondent stated they travel wherever their business requires. In terms of options selected in Q12, these are the additional selections made by Record Label respondents”:

- All Record Label respondents chose “Artist”
- One Record Label also selected Producer, Recording Studio and Community Organization
- One respondent also selected Manager
- One respondent also selected Recording Studio and Music Educator

Like most other respondents, Record Labels also stated that there needs to be more mid-sized venues in Mississauga, however the also were evenly split on needing more small independent music venues and an outdoor amphitheatre. Similarly, Record Labels also stated that strengths of Mississauga’s music were the many talented artists and diversity of musical offerings. More than half also stated that the interconnectedness with Toronto’s music scene was a strength for Mississauga.

In terms of opportunities for improvement for Mississauga’s music scene, Record Labels were in agreement with the majority of respondents in that greater promotion of live music and increasing the number of live music events is important to improve Mississauga’s music scene. All Record Label respondents stated that there needs to be greater promotion of local talent/artists in Mississauga.

Record Label respondents selected all of the same options when asked what role the City of Mississauga should play in supporting its music scene, unlike other groups that had picked many different options. This group was the only group to all select addressing barriers as a way for the City to support music industry growth.

The following questions were only available to these five respondents that chose “Record Label” in Q12.

Why did you choose to locate your label in Mississauga?

There were five respondents to this question. Respondents were able to select multiple options, therefore percentages will not add to 100%.

Most Record Labels chose to locate in Mississauga because of strength of local talent and proximity to recording and production facilities (60%). 40% of respondents also stated that the proximity and networking with industry institutions and proximity to Pearson Airport as main factors. One respondent commented that there are lower operating costs, like rent, in Mississauga while still being close to Toronto.

What, if any, are the challenges to operating your record label in Mississauga?

There were three respondents to this question and it was an open ended question that allowed the respondents to leave comments. The summary of the responses is as follows:

- Funding in is a major challenge
- Challenges are similar to other spaces – creating a sustainable operating model
- One respondent commented that there really is no challenge due to more interconnected and digital music industry that doesn’t depend on artists/producers/professionals, etc., living in the same city

What action would you like the City of Mississauga to take to support record labels?

There were three respondents to this question and it was an open ended question that allowed respondents to leave comments. The summary of the responses is as follows:

- Funding and promotions – funding could even be subsidies
- Working on partnering for local talent searches or contests
- Funding specifically for local artists

RECORDING STUDIOS

There were six respondents that selected “Recording Studio” in Q12. All respondents indicated they were over the age of 35, but evenly spread across the older age ranges. They mostly attend events in Mississauga, Toronto and the GTHA, however they also attend across eastern Canada and the United States.

In Q12, Recording Studio respondents also chose the following options:

- One respondent only chose Recording Studio, but indicated they are also a songwriter, publisher and producer
- One respondent selected Record Label and Music Educator as well
- One respondent selected Artist
- One respondent selected Artist and Record Label
- One respondent selected Artist, Producer, Record Label and Community Organization
- One respondent selected Music Venue, Community Organization and Music Educator

Recording Studio respondents were in agreement with the majority of respondents when it came to types of venues Mississauga needs. All respondents believe that there needs to be more mid-sized venues, with only three respondents chose small independent venues and outdoor amphitheatres. Additionally, Recording Studio respondents fell in line with other respondents and chose talented artists and diversity of musical offerings as strengths of Mississauga’s music scene. However, they also identified the interconnectedness with Toronto’s music scene and the supportive music community as similar strengths to artists and diversity in Mississauga.

Recording Studio respondents wanted to see more live music events and greater promotion of music events, however they all selected increased number of spaces and places for live music and greater promotion of local talent, compared to other respondents. Recording Studios were unanimous in want the City of Mississauga to support the music scene through the promotion of local assets and institutions, attracting investment to the music sector and celebrating local music history and successes. Similar to other businesses, Recording Studios want the City to also address barriers to live music.

Recording Studios also had additional ideas for supporting the music sector and they included:

- Introducing new venues and festivals
- Music collaboration/community hub for artists to engage, network, develop and record their music
- Artist features in digital and print media
- Online databases to connect creatives and professionals

- Mentorship opportunities

The following questions were only available to those respondents who selected “Recording Studio” in Q12.

Why did you choose to locate your studio in Mississauga?

All six respondents answered this question and were able to make multiple selections, therefore percentages will not add to 100%.

- All six stated that Mississauga is their home
 - For two respondents this was the only option they chose
- 50% of respondents stated that the interconnectedness with Canadian music industry institutions as reason for their location
- Two respondents also stated proximity to Pearson Airport and affordability of space as reasons to locate

Before the COVID-19 pandemic, what were the most significant challenges to operating your studio?

All six respondents answered this question and were able to make multiple selections, therefore percentages will not add to 100%.

- 83% of respondents (5) stated equipment costs as the most significant challenge
- 67% of respondents (4) stated that attracting bookings is a challenge
- Another comment stated the image of Mississauga in the music industry compared to other hubs (Toronto, New York City, California, etc.) is a challenge

What action would you like the City of Mississauga to take to support recording studios?

This was an open ended question and three respondents provided comments. While other comments asked for contact from City staff, one comment stated that there should be a searchable database of service providers.

COMMUNITY ORGANIZATION

There were 23 respondents who selected this option in Q12. It should be understood that answers from these responses may represent the organization as a whole, the individual answering this question or be a reflection of respondents who also selected other options in Q12 and may have other professional interests in mind.

- 11 respondents that also selected Festival/Event Producer in Q12
- 8 respondents also selected Artist
- 4 respondents selected Music Educator
- 2 respondents selected Artist Manager
- 2 respondents selected Recording Studio, with one of these respondents also selecting Record Label

There were eight respondents between the ages of 30-39 years and five respondents between the ages of 60-69 years. Sixteen respondents (69%) frequently attend live music events either more than once

per month, once per week or multiple times per week. All of the respondents aged 30-39 years fall into this category. The majority (52% or 12 respondents) mostly attend these events in Mississauga and Toronto.

Like other respondents, 82% of respondents believe that Mississauga needs mid-sized venues and 70% believe that Mississauga needs more small independent music venues. Unlike other respondents, this group believes that Mississauga needs more large venues and performing arts centres (10 respondents or 43%) compared to answers from other groups.

Community Organizations overwhelmingly stated that one of the strengths of Mississauga's music scene is the many talented artists (82%), with 65% stating the diversity of artists was another major strength. Another difference between this group compared to other respondents, they were more likely to select supportive music community (14 respondents or 61%) as another strength of Mississauga's music scene.

Community Organizations agreed with many other respondents that there needs to be a greater promotion of local artist (78%) and promotion of music events (65%), they also evenly stated that Mississauga needs more spaces and places for music (70%) and an increased number of music events (57%). This group also had 48% of respondents state that there needs to be greater access to learning and professional development opportunities.

Respondents primarily want the City of Mississauga to support the music sector through funding artists, promoting local talent and providing equitable access to rehearsal and performance spaces (all had 78% respondents choose these options). 74% of respondents want the City to assist with promoting live music and 70% want the City to promote local assets and help attract investment to the music sector.

Community Organizations also provided comments on how the City of Mississauga could help support and grow its music sector. Similar to other respondents that want a database of artists, producers and other music professionals, workshops, community hubs and mentorship opportunities, Community Organizations wants the City to also:

- Adopt new and innovative economic strategies – incentivizing music investment, tax subsidies, grants and low interest loans to innovators
- Create artist in residence programs
- Review barriers (permitting, zoning, bylaws) that stagnate growth
- Develop new digital strategies for artists and producers to showcase works
- Creating more spaces in the public realm for music (busking stops)
- Providing more affordable space

The following questions were only answered by those that selected "Community Organization" in Q12.

Which of the following best describes you community organization?

There were 23 respondents to this question and respondents were able to choose multiple options in this question. Therefore, percentages will not add up to 100%.

- 39% are an Artist Collective (9 respondents)
 - 1 respondent was also a Community band/choir/ensemble and a Community creative space

- 1 respondent also selected Community creative space and Youth-focused group
- 1 respondent selected Community band/choir/ensemble
- 39% are Community band/choir/ensemble (9 respondents)
 - Besides the respondents mentioned above, 1 respondent who chose this also chose Youth-based group (and did not select any other options)
- Four respondents (17%) stated they operate as a Community creative space
- Three respondents (13%) selected Youth-focused group

How is your community organization funded?

There were 23 respondents to this question and respondents were able to choose multiple options in this question. Therefore, percentages will not add up to 100%.

- 70% of respondents (16) are funded through private donations
 - 12 of these respondents also receive funding from the City of Mississauga
- 61% of respondents (14) are funded through fundraising events
- 57% of respondents (13) are funded through membership/user fees, with the same amount receiving funding from the City of Mississauga
 - Only 1 respondent who receives funds from the City does not receive funds from private donation
- 43% of respondents (10) received Provincial/Federal funding
- 5 respondents selected all funding options in this question

Before the COVID-19 pandemic, what were the biggest challenges to the operations of your community organization?

There were 22 respondents to this question and respondents were able to choose multiple options in this question. Therefore, percentages will not add to 100%.

- 73% stated that sustainable funding was the biggest challenge
- 36% stated that promoting events was a challenge
- 27% said finding spaces to perform was a challenge

What action would you like the City of Mississauga to take to support community organizations?

There were 12 respondents to this question. Respondents were able to leave comments on this question and a summary of responses is as follows:

- Coordinate funding, grants and loan opportunities
- Work with stakeholders to access funding
- Networking and information sharing within music sector
- Bursary opportunities
- Providing artist rental fees at all City cultural facilities
- Increased promotions on City digital and print media

DJs

DJs did not have to answer additional questions beyond the first 12 questions. There were 5 respondents that identified “DJ” in Q12. Four respondents also selected Artist, one selected Artist Manager, one selected Music Educator, and one selected Festival/Event Producer, Music Venue and Community Organization. All respondents who selected DJ are over the age of 30, with three between the ages of 30-39 years.

Four of the DJs stated that they usually attend events in Toronto and Mississauga, as well as across the GTHA. All DJs stated that Mississauga needs small independent music venues with three respondents stating that Mississauga needs more mid-sized venues. DJs see the strengths of Mississauga’s music scene as the supportive music community, the diversity of musical offerings and the many talented artists.

DJs were like other respondent groups and stated that Mississauga needs more promotion of their venues, events and local artists, but also selected increase in spaces and greater access to learning and professional development opportunities in higher numbers than other respondent groups. They stated that the City could support the music sector in Mississauga by address barriers, promoting more artists and venues, providing more free music programming, equitable access to performance and rehearsal spaces and providing professional development opportunities.

MUSIC EDUCATORS

Music Educators also did not have to answer additional questions beyond the first 12 questions of the survey. There were 22 respondents that identified as Music Educators. The majority of respondents (7) were between the ages of 30-39 years, with 5 above the age of 60 years. Music Educators also identified as the following in Q12:

- 14 respondents identified as Artist
- 4 respondents identified as Community Organization
- 2 respondents each identified as: Festival/Event Producer, Artist Manager and Recording Studio
- 1 respondent each identified as: Record Label, Music Retailer and DJ

Music Educators also frequently attend live music events, with 12 respondents stating that they attend live music approximately once per week or multiple times per week. And similar to other respondents, mostly attend events in Mississauga and Toronto (10) and the GTHA (5).

In terms of venues, Music Educators were similar to other respondents in wanting more mid-sized venues (82%). Small independent venues received 64% of selections and outdoor amphitheatres received 50% of the selections. Music Educators also see many strengths in Mississauga’s music scene including many talented artists (68%) and the supportive music community (68%), as well the diversity of musical offerings (64%).

Like many other respondents, Music Educators want to see a greater promotion of local talent (82%), but also a higher number than other groups want to see an increase in the number of places for live music (73%) over an increase in promotion of live music events (59%). Music Educators were less likely to choose addressing barriers or providing free music events, and stated that the City of Mississauga can

support the music sector by promoting local talent (82%) and funding artists (77%), with 64% wanting more support in promoting local assets and music events.

There were 11 respondents that provided additional comments including:

- Continued collaboration with new and emerging and grassroots artists
- Providing more support and funding to individual artists
- Leveraging developments to include music spaces
- Mentorship and workshop programs

There was one Music Retailer that answered the survey, however their responses were captured in the above Music Educator section.