

## Mississauga Music Strategy - Draft Budget (2022 - 2026)

Action	Timeframe	Estimated Capital Costs	Additional Operating Costs	Budget source	Potential external funding	2022 Budget	2023 Budget	2024 Budget	2025 Budget	2026 Budget	Total Budget
<b>Eliminate the Notice Requirement for Live Music on Patios (COVID-19 Recovery)</b> [Recommendation 1.b]	0w3	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<b>Event Producer Training Program</b> [Recommendation 1.d] <i>Local skills and capacity building needed to develop talent at grassroots level</i>	2022 – 2026 (Short-term)	N/A – Grant received through Reconnect Event and Festival Program	\$8,000 annual	Creative Industries - Music (21123)	Reconnect Event & Festival Grant, Celebrate Ontario, Sponsorships	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$40,000
<b>Community Music Activation Fund (COVID – 19 Recovery)</b> [Recommendation 1.a – Phase 1] <i>Pilot grant for for-profit events to maximize tourism and economic impact</i>	2022 – 2024 (Short-term)	\$90,000 (\$40,000 in year 1, \$50,000 in year 2) Explore Provincial/ Federal programs and sponsorship opportunities	N/A	Reallocation of Arts & Culture MAT funding	Reconnect Event & Festival Grant, Celebrate Ontario, Sponsorships	0	\$40,000	\$50,000	0	0	\$90,000
<b>Amplified Sound Pilot Program – Existing Music Venues (COVID-19 Recovery)</b> [Recommendation 2.a]	2022 – 2024 (Short-term)	N/A	N/A	Creative Industries - Music (21123) annual operating	N/A	0	0	0	0	0	0
<b>Networking Events</b> [Recommendation 11.b]	2022 – 2025 (Short-term)	N/A	\$2,500 annual	Creative Industries - Music (21123) annual operating	Sponsorships	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$12,500
<b>Support the Mississauga Music Walk of Fame</b> [Recommendation 6.c] <i>Through promotional support and connections to external funding</i>	2022 – 2026 (Short-term)	N/A	N/A	N/A	Arts & Culutre Grants, Heritage Grants	0	0	0	0	0	0
<b>Promote Events and Opportunities within Mississauga</b> [Recommendation 7.a]	2022 – 2026 (Short-term)	N/A	\$2,000 annual	Creative Industries - Music (21123) annual operating	N/A	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000

<b>Play More Local Music in City-Owned Digital and Physical Spaces</b> [Recommendation 3.c]	2022 – 2026 (Short-term)	N/A –Phase 1 capital costs allocated in 2021 Music Office budget	\$5,500 annual	Creative Industries - Music (21123) annual operating	N/A	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$27,500
<b>Heritage Recognition</b> [Recommendation 6.a] Consideration for Heritage registry, designation, and interpretation	2022 – 2026 (Short-term)	N/A	N/A	N/A	Heritage Grants	0	0	0	0	0	0
<b>Support Mississauga Music Week</b> [Recommendation 7.c]	2022 – 2026 (Short-term)	N/A	\$2,000 annual	Creative Industries - Music (21123) annual operating	Reconnect Event & Festival Grant, Celebrate Ontario, Ontario Creates	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$10,000
<b>Summer Concert Series Expansion (COVID-19 Recovery)</b> [Recommendation 3.a]	2022 – 2023 (Short-term)	N/A	\$4,000 annual – Explore Sponsorship opportunities	Creative Industries - Music (21123) annual operating	Sponsorships	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$20,000
<b>Create Ready-Made Playlists for Businesses</b> [Recommendation 5.a]	2022 – 2024 (Short-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<b>Support Measures for Music Venues</b> [Recommendation 2.b] In lieu of property tax benefits offered in Toronto, maintain a competitive advantage for local venues through other means	2022 – 2025 (Medium- term)	N/A	N/A	N/A	Provincial skills trianing & workforce development programs	0	0	0	0	0	0
<b>Low-Cost Access to City Space</b> [Recommendation 4.a] Create a new stream of the CORA program to extend benefits to music groups	2022 – 2025 (Medium- term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<b>Registered Programs for Music</b> [Recommendation 8.a]	2022 – 2025 (Medium-term)	N/A	N/A – To be included as part of Culture Programs annual	Culture Programs - revenue opportunity	N/A	0	0	0	0	0	0
<b>Instrument Lending Library</b> [Recommendation 8.b]	2022 – 2025 (Medium- term)	N/A – Funding through sponsorship or existing Library budget	N/A – existing Library operations	Library operating budget	Sponsorships to cover instrument purchase	0	0	0	0	0	0

<p><b>Help Local Venues, Festivals and Promoters Create Safe, Inclusive Environments</b>                  [Recommendation 9.a]                  Provide free workshops/training through external organizations</p>	2022 – 2025 (Medium-term)	N/A	\$2,500 annual	Creative Industries - Music (21123) annual operating	N/A	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$12,500
<p><b>Establish an Annual Music Entrepreneurship Skills Training and Mentorship Program (COVID-19 Recovery)</b>                  [Recommendation 13.a]</p>	2023 – 2026 (Medium-term)	N/A	\$7,000 annual	Creative Industries - Music (21123) annual operating	Sponsorships	\$0	\$7,000	\$7,000	\$7,000	\$7,000	\$28,000
<p><b>Create a City-wide Payment Policy for Musicians</b>                  [Recommendation 3.b]                  Rates set out by Canadian Federation of Musicians</p>	2023 – 2024 (Medium-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<p><b>Planning Initiatives that Allow Vibrant Music Scenes and Residents to Thrive Together</b>                  [Recommendation 2.c]                  Planning principles and processes</p>	2023 – 2026 (Medium-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<p><b>Event Advertising Through City-Owned Assets</b>                  [Recommendation 4.b]                  i.e. screen-based media</p>	2023 – 2026 (Medium-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<p><b>Promote our Music Assets Outside the City</b>                  [Recommendation 1.c]</p>	2023 – 2026 (Medium-term)	\$1,000 Design for promotional materials	\$1,000	Creative Industries - Music (21123) annual operating	N/A	0	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
<p><b>Conduct Music Exchanges and Trade Missions</b>                  [Recommendation 7.b]                  Begin regionally and provincially, build capacity for national and international opportunities</p>	2023 – 2026 (Medium-term)	N/A	\$5,000 - \$20,000	Creative Industries - Music (21123) annual operating	Sponsorships, collaboration with EDO, Tourism (additional funding beyond 2023 pending partnerships and sponsorships)	0	\$5,000	\$10,000	\$15,000	\$20,000	\$50,000

<b>Large Scale Event and Festival Grant</b> [Recommendation 1.a – Phase 2]	2023 – 2026 (Medium- term)	N/A – seek Provincial / Federal grants in partnership with Tourism & utilize	N/A	Reallocation of Arts & Culture MAT funding, partnership with Tourism, carry over	Celebrate Ontario, Reconnect Event & Festival Grant	0	0	0	0	0	0
<b>Mentorship for Emerging Artists and Entrepreneurs</b> [Recommendation 12.b]	2024 – 2026 (Medium-term)	N/A	\$3,000 annual	Creative Industries - Music (21123) annual operating	N/A	0	0	\$3,000	\$3,000	\$3,000	\$9,000
<b>Music History Exhibits</b> [Recommendation 6.b]	2024 – 2026 (Medium- term)	N/A	\$2,000 annual	Museums	Sponsorships	0	0	\$2,000	\$2,000	\$2,000	\$6,000
<b>Economic Impact Analysis</b> [Recommendation 10.a] <i>Look at cost sharing with internal and/or industry partners</i>	2024 – 2026 (Long-term)	BR/BC: \$40,000 – \$20,000 (2024) \$20,000 (2025)	N/A	Budget Request	Cost-sharing with external partners: MAC, CLMA, Ontario Creates	0	0	\$20,000	\$20,000	0	\$40,000
<b>Connect our Music Businesses to Local Educational Institutions</b> [Recommendation 11.a]	2024 – 2026 (Long-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<b>Pilot Business Licencing Fee Incentives to Play Local Music</b> [Recommendation 5.b]	2025 – 2026 (Medium- term)	N/A	\$5,000 annual	Creative Industries - Music (21123) annual operating	N/A	0	0	0	\$5,000	\$5,000	\$10,000
<b>Help Create Music Training and Certification Opportunities for At-Risk Youth</b> [Recommendation 8.c]	2025 – 2026 (Long-term)	N/A – Funding from Provincial/Federal programs, sponsorship	N/A	N/A	Provincial, Federal skills trianing & workforce development programs	0	0	0	0	0	0
<b>Five-year Music Sector Survey</b> [Recommendation 12.a]	2025 – 2026 (Medium-term)	N/A	N/A	N/A	N/A	0	0	0	0	0	0
<b>Market Development - Enable accurate capture of Mississauga music consumer data</b> [Recommendation 1.e] Required to escalate Mississauga’s reputation as a top music market / destination	2025 – 2026 (Long-term)	BR/BC: \$50,000 - \$25,000 (2025), \$25,000 (2026)	N/A	Budget Request	Cost-sharing with external partners: MAC, CLMA, Ontario Creates	0	0	0	\$25,000	\$25,000	\$50,000
<b>Total</b>	<b>Total by Year</b>					<b>26,500</b>	<b>79,500</b>	<b>119,500</b>	<b>104,500</b>	<b>89,500</b>	<b>419,500</b>