

Music Strategy



Core & Extended Working Teams

Department	Division	Section/Business Unit
Community Services	Culture	Creative Industries, Culture Planning, Celebration Square, Meadowvale Theatre, PFFC, LAC, Creative Programs
	Recreation	Sauga Celebrates
	Parks & Forestry	Parks Planning
	Business Solutions & Marketing	
	Tourism	
Planning & Building	Economic Development	
City Manager's Office	Strategic Communications and Initiatives	Public & Media Relations

Additional Internal Stakeholders Consulted

Department	Division	Section/Business Unit
Planning & Building	Economic Development	MBEC
	Development and Design	Development Planning Services
Community Services	Culture	Museums
	Library	Digital Library Services & Collections
City Manager's Office	Strategic Communications and Initiatives	Equity, Diversity & Inclusion
Transportation & Works	Enforcement	

What is a “Music City”?



Why a Music Strategy?

- Job creation
- Tourism and economic growth
- Attraction and retention of skilled workers
- City brand-building



Advancing City Priorities



City of Mississauga
November 2019



City of Mississauga
Tourism Master Plan

October 2017 (Updated February 2019)

FINAL REPORT



2019 Culture Master Plan

Why now?

- Music sector needs targeted support
- Support for live music will boost economic recovery for other sectors



NEWS

'Unforeseen events': Failte Irish Pub in Mississauga closes permanently after more than 20 years

Restaurants likely last to recover from COVID-19, industry association says

By Steve Cornwell  Mississauga News
Sunday, August 23, 2020

Mississauga's Opportunity

“An internationally-recognized incubator for top musical talent and a national destination for live music events and festivals”



Music Strategy - Public Engagement

Phase 1

- One-on-one stakeholder and community interviews (41)

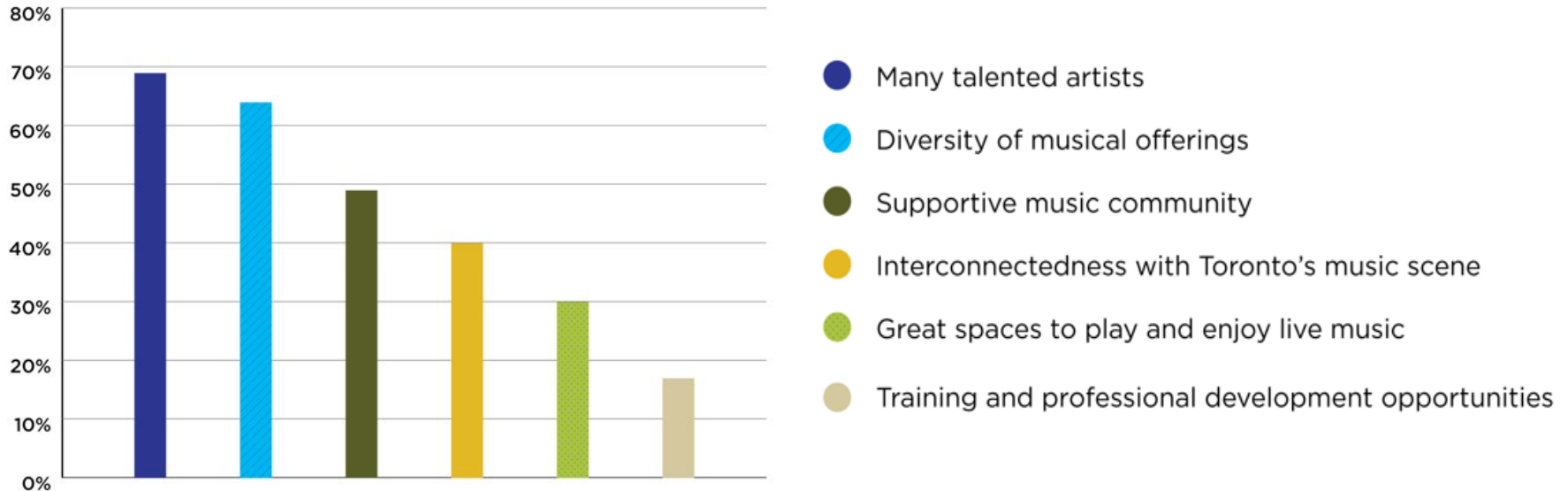
Phase 2

- Mississauga Music Strategy Survey (234 respondents)

Phase 3

- Internal stakeholder consultations
- Music industry consultations (12, local and national)

Public Engagement: Strengths of Mississauga's Music Scene



Public Engagement: Areas for Improvement

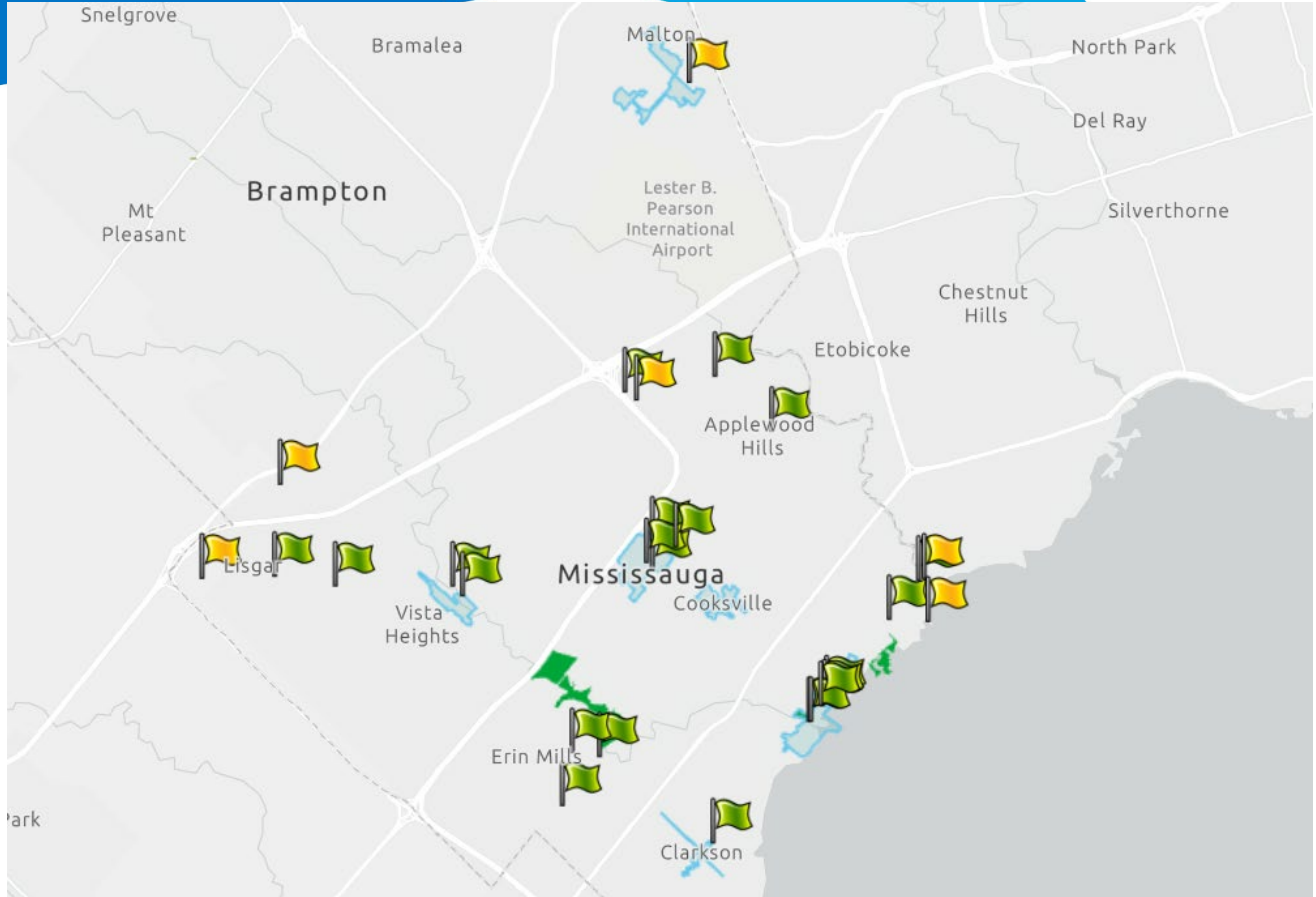
1. The need for **more live music spaces**, particularly mid-sized venues (500-1500 capacity)
2. The need for **more training opportunities and youth engagement**
3. The need for **greater promotion** of artists, venues, events and performances in Mississauga
4. The need for **better data**

Music Strategy: Guiding Principles

1. Amplify our Artists
2. Create a Favourable Environment for Live Music
3. Support Underrepresented People and Groups
4. Celebrate our History and Success



Music Venues: Increasing our Supply



What will this Strategy do?

Quick Wins:

- ✓ More local concerts immediately
- ✓ Get local musicians back to work
- ✓ Increase economic activity in related businesses
- ✓ Incentivize concert and festival producers to choose Mississauga

Long-term:

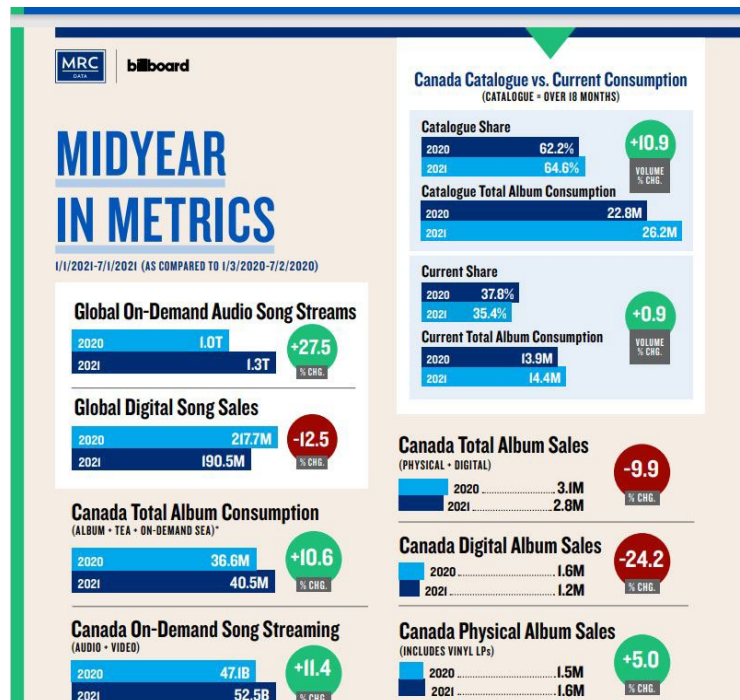
- ✓ Raise the profile of Mississauga's music sector
- ✓ Lay the foundation for long-term growth

Implementation Plan (2022-2026)

- 32 actions over a five-year period
- 29 actions contained in the draft Strategy can be implemented through existing & business as usual budget allocations
- 3 actions requiring additional funding are being incorporated into the 2023 & 2024 Business Planning Cycle

Key Actions: Better Data

- Economic Impact Analysis
- Consumer Insights Project (Market Development)



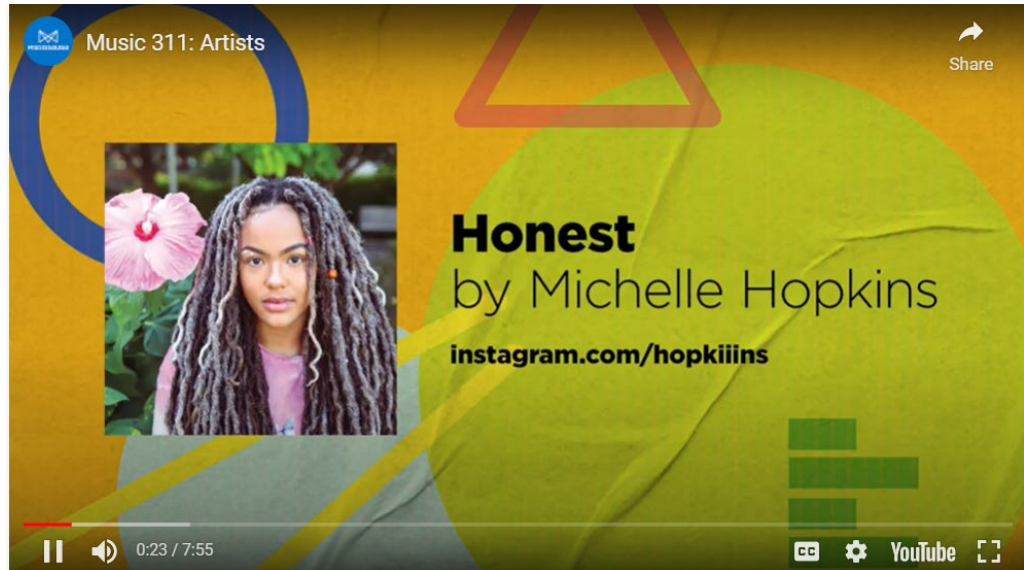
Key Actions: “Building the Ladder”

- Instrument Lending Library
- Registered Programs for Music
- Professional Development & Mentorship
- Live Music Grant Pilot



Key Actions: “Brand & Brag”

- Music 311
- Showcases, music exchanges & trade missions
- Promote our music assets





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