

# Hear and Now:

## Impact of Live Music in Mississauga

# Introduction to Impact Assessment

The project focused on **quantifying the economic impacts** and identifying the **unique social impacts, needs and opportunities** associated with Mississauga's live music ecosystem.

## Specifically, this study:

- Provides a baseline to measure future economic growth of Mississauga's live music sector.
- Supports funding applications from the City of Mississauga, local event organizers, and businesses.
- Enables companies and organizations to make data-driven decisions.



# Scope of the Project

- Assessment included survey, in-person engagements, desk research and analysis.
- Impacts extend beyond economic -- e.g., community identity, city building, branding.
- Live Music represents only a portion of the city's whole music economy.
- Focused on "Live Music" as it was identified as an underdeveloped sector / major growth area.
- Data from 2023 – perfect baseline period to measure future growth and investment.
- Secondary industries (e.g., transportation, hospitality), and fields like music education and music therapy, fell outside the scope of this study.
- Findings can be considered conservative estimates.



# Mississauga's Results

Live Music in Mississauga generates:

**\$28 million to GDP**

**290 (FTE) jobs**

**\$14.7 MILLION**  
IN LABOUR INCOME

**\$10.9 MILLION**  
IN TOTAL TAX REVENUE



## Mississauga Sector Profile:

**111**


live music assets

**29**

venues

Higher-than-average  
share of musicians



  
Building reputation as  
a **music hub**

Strong **incubator** for artists and live music workers  
– a gap in the Canadian industry

# Needs & Opportunities for Growth

Mississauga could unlock even greater economic, tourism, and social benefits through live music.

**Growth can be supported by...**

- 1 | Supporting Places to Play
- 2 | Growing Reputation as Music Hub
- 3 | Strengthening Grassroots Infrastructure
- 4 | Addressing Financial Pressures
- 5 | Developing Talent & Artist Discovery