

Background & Benefits

Music Strategy recommended to “Measure and understand the value of Mississauga’s music economy”

Partnership with the Canadian Live Music Association (CLMA)’s national study provided:

- opportunity to align methodology
- cost and administrative savings
- insights from comparison to national findings



Analysis

- Live Music in Mississauga is an **underdeveloped sector with huge growth potential**
- Music Strategy actions support sector needs
- Continue to create concerts & attract festivals, conferences
- Continue building our reputation as an incubator and music hub



Progress – Industry Recognition

2023



**Music City
of the Year**

2024



Hosted **Country Music Association of Ontario Awards** and **Folk Music Ontario Conference**

Folk Music Ontario alone generated:

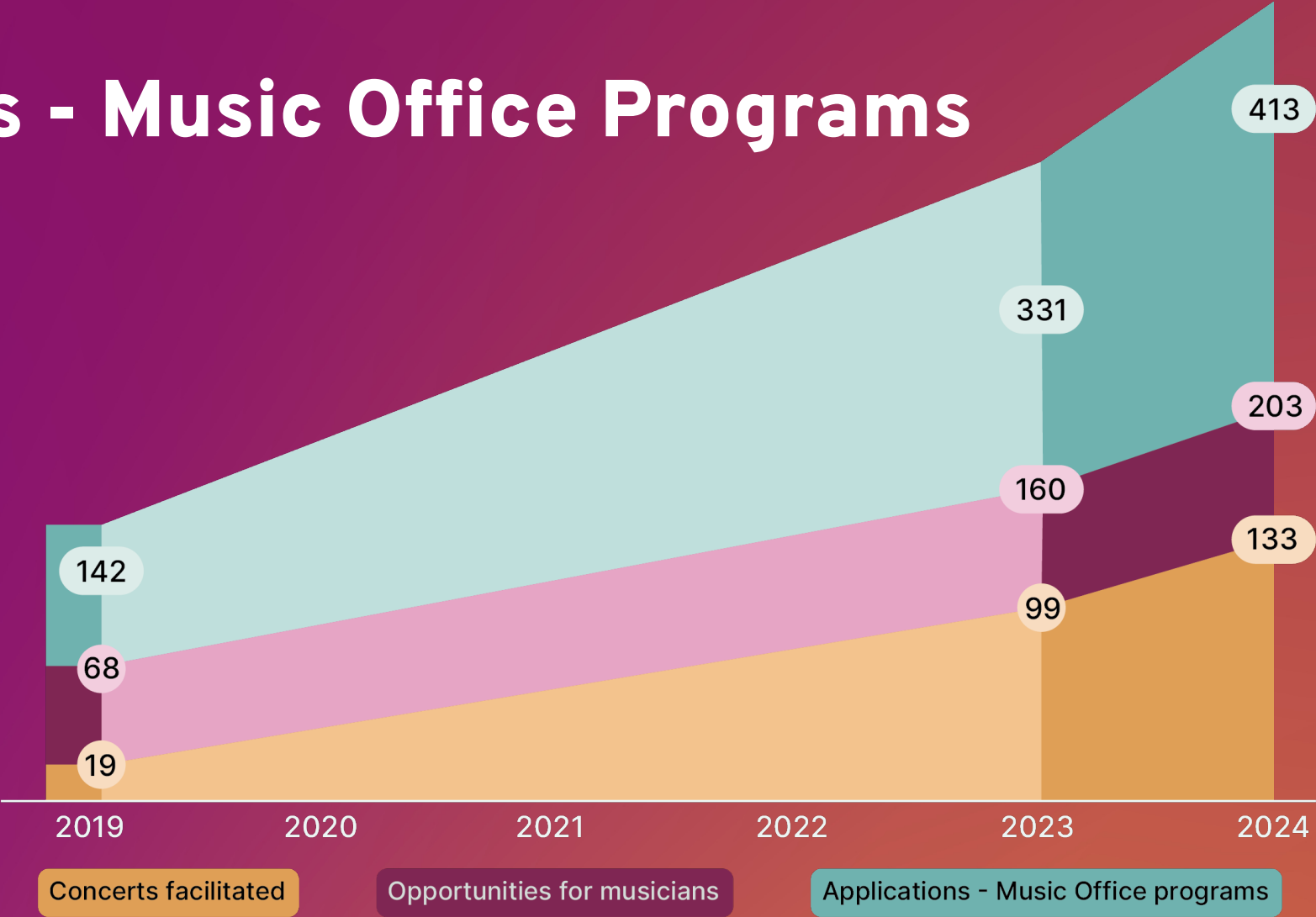
- 800 room nights
- 791 music industry delegates in City Centre
- Nearly **\$400,000 in visitor spending**

2025



Mississauga selected as NXNE's first-ever Spotlight City

Progress - Music Office Programs



In Summary

Live Music in Mississauga is an **underdeveloped sector with huge growth potential**

Data shows Music Strategy actions **address sector needs** and are growing our reputation as a music hub

Study provides a crucial benchmark to measure **impact of Mississauga's work and investment**