

City of Mississauga Corporate Report



Date: April 15, 2025

To: Chair and Members of General Committee

From: Nadia Paladino, Acting Commissioner of Community Services

Originator's files:

Meeting date:
May 7, 2025

Subject

Economic Impact of Live Music in Mississauga

Recommendation

That the Corporate Report entitled "Economic Impact of Live Music in Mississauga" and the appendices dated April 15, 2025, from the Commissioner of Community services be received for information.

Executive Summary

- An economic impact analysis of Mississauga's music sector is a recommendation from the Music Strategy (2022-2026) wherein staff identified a lack of local data.
- A study of Mississauga's live music sector was conducted alongside the first-ever national study on the economic impact of Canada's live music industry. Both the national study and Mississauga study were conducted by Nordicity with support from the Canadian Live Music Association.
- The Mississauga study finds that our live music sector:
 - Adds an estimated \$28 million to Mississauga's GDP
 - Supports an estimated 290 full-time equivalent (FTE) jobs and generates \$14.7 million in labour income; and
 - Is a strong incubator for artists & live music workers and Mississauga is building a reputation as a music hub.
- The national study finds that Canada's live music industry generates \$10.92B in GDP and 101,640 FTE jobs, illustrating an enormous growth opportunity for Mississauga.

Background

The approved Mississauga Music Strategy illustrates the many benefits of a vibrant music economy including job creation, tourism, City brand-building, and attraction and retention of skilled workers.

When crafting this Strategy, staff identified a shortage of data specific to Mississauga's music economy. To better understand this sector, as well as to provide a baseline to measure future growth and impact of the City's investment, the Music Strategy recommended conducting an economic impact analysis.

In 2023, the Canadian Live Music Association (CLMA) began work on the first-ever national economic impact analysis of live music in Canada. Staff worked with CLMA to include a Mississauga-specific report alongside the national study. Benefits of this approach include aligned methodology, understanding Mississauga's growth potential within the wider Canadian live music industry, and administrative savings.

Present Status

The completion of this study allows the City of Mississauga, its residents, businesses, stakeholders, and other levels of government to appreciate live music in Mississauga as a driver of employment, economic impact and cultural growth. Importantly, this study also:

- Provides a baseline against which to measure future growth Mississauga's live music sector.
- Supports future provincial and federal funding applications from the City of Mississauga, local event organizers, and businesses.
- Enables companies and organizations to make data-driven decisions.
- Showcases areas of opportunity and need in the local live music industry.

Comments

Mississauga's study represents only a portion of the city's whole music economy as the study specifically examines live music. "Live music" is defined as music played by an individual or group in front of a live audience. The recorded music side of the industry was not part of this study.

The focus on live music is helpful for Mississauga as it is a major growth area identified in the Music Strategy. Live music brings significant revenue opportunities for musicians, builds more vibrant neighbourhoods for residents and visitors, and contributes heavily to tourism. While there are several secondary industries that support live music, they are not included in the scope of this study. For instance, the transportation and hospitality industries play significant roles in facilitating live music events. Additionally, fields like music education and music therapy

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make use of components of live music. However, these secondary industries fall outside the focus of this study.

Mississauga’s study was completed using data from 2023, which was the second of a five-year implementation plan for the City’s Music Strategy. 2023 was the first year of the Live Music Grant and other key actions from the Strategy and, as such, 2023 data serves as an excellent baseline from which to measure growth of the sector and impact of the City’s investment in future years.

Strategic Plan

This study results from the City’s first Music Strategy (2022-2026), which recommends to “Measure and understand the value of Mississauga’s music economy.”

Engagement and Consultation

The Hear and Now Survey was launched to the public on April 30, 2024, and closed on July 12, 2024, as the primary financial data collection tool for this project. At a national level, a total of 387 completed responses were received, plus an additional 264 partial responses with usable data. Of those completed responses, 22 came from Mississauga-based professionals, of which over half (59%) were self-managed artists, musician performers, bands, DJs, choirs, or related; 23% answered on behalf of a music business or performing arts organization; and 18% were freelancers in the music industry.

A roundtable discussion with music industry professionals in Mississauga was held in May 2024 to gather qualitative findings about the industry. This industry roundtable was supplemented by a selection of key informant interviews with Mississauga-based music professionals and other relevant parties.

Secondary sources include reports and figures from the City of Mississauga, Mississauga Arts Council, Statistics Canada, and the International Federation of the Phonographic Industry.

Economic impacts of live music companies’ operations as well as tourism spending associated with live music were estimated using primary data collected via the national Hear and Now Survey, select secondary research sources, and two economic impact modeling tools.

Financial Impact

There are no financial impacts resulting from the Recommendations in this report.

Conclusion

The completion of this Mississauga study achieves a key recommendation from the Music Strategy, provides valuable data for stakeholders, and will be used to inform the City's future work to support and grow our music economy.

Attachments

Appendix 1: Hear and Now: Impact of Live Music in Mississauga

Appendix 2: Hear and Now: Understanding the Economic Power and Potential of Canada's Live Music Industry



Nadia Paladino, Acting Commissioner of Community Services

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