

City of Mississauga
Corporate Report



<p>Date: October 29, 2020</p> <p>To: Chair and Members of General Committee</p>	<p>Originator's files:</p>
<p>From: Shari Lichterman, CPA, CMA, Commissioner of Community Services</p>	<p>Meeting date: December 2, 2020</p>

Subject

The Economic Recovery Plan – Creative Industries

Recommendation

That the report entitled, “The Economic Recovery Plan – Creative Industries” dated October 29, 2020 from the Commissioner of Community Services be received for information.

Report Highlights

- Culture Division staff led the development of the Economic Recovery Plan that supports creative industries which include the Film, Television and Music sectors.
- Staff engaged with business owners and key industry leaders to understand the challenges and opportunities facing the local creative industry sector to inform the plan.
- The Economic Recovery Plan was presented to the City’s Economic Resiliency Task Force (the “Task Force”) on September 18, 2020 with subsequent follow-ups with Task Force members.
- Staff received Task Force input and support in principle for the priorities and accompanying actions outlined in the plan.
- The resource requirements for delivering the actions within this plan will be managed through Culture Division’s existing and 2021 and 2022 proposed budgets.

Background

In early 2020, the COVID-19 virus spread across the world impacting the health and wellbeing of its citizens and disrupting the global economy.

In response to the crisis, Council adopted the City’s COVID-19 Recovery Plan Framework in May 2020. The framework is divided into four distinct pillars to address all aspects of recovery: Economic, Finance, Community and Corporate.

The Economic Recovery Plan for Creative Industries falls under the Economic Pillar. Culture Division staff led the development of a recovery plan that supports the creative industry sector (specifically, Film, Television and Music).

Present Status

Since the beginning of the COVID-19 pandemic, the Province has indicated that 350,000 jobs in Ontario's culture sector have been lost resulting in an estimated \$17.5 billion drop in economic impact from the culture sector to Ontario's economy. A nationwide artist impact survey conducted by Music Canada also found that nearly half of respondents reported losing more than 75 per cent of their income. In Mississauga, local creative industries and entrepreneurs were forced to cease operations and are facing mass uncertainty.

Film & Television

Ontario has long stood as a substantial player in Canada's film and television production industry, as well as in the global market.

- 2017-2019 were particularly strong years for Ontario's film and television production sector.
- This sector contributed \$2.16 billion to the provincial economy through 343 productions in 2019, up a substantial 14.3% from 2018.
- The film and television industry continues to be an increasingly strong employer in Ontario. In 2019, this sector generated 44,540 full-time direct and spin-off jobs.

In 2019, the City's film revenue reached a record setting high of \$727,000. For 2020, film revenue was forecast to reach more than \$900,000 in keeping with upward trends. With the opening of a sixth studio in Mississauga in 2021, Culture staff anticipates increased location filming resulting in additional revenue for the Corporation. Depending on the ability of film production to scale according to provincial guidelines, revenues are difficult to estimate however, reports from industry leaders are favourable to a strong sector recovery.

Music

Similarly, Ontario's music sector is a significant economic driver and the live music sector, in particular, was poised for growth. The economic impact of the music sector in Ontario generates:

- 10,500 live music full-time equivalent jobs with tourism activity accounting for an additional 9,520 jobs (Music Canada)
- 4,028 jobs in the sound recording and music publishing sectors, representing 45% of the 8,986 jobs created nationally (Statistics Canada)

A recent economic impact analysis of live music in Ontario also found that 83 per cent of live music companies, in the province, expected revenue growth pre-COVID.

With Mississauga's proximity to Toronto (Canada's largest music market), the city is positioned to benefit from a strong regional music economy. Mississauga's sound recording sector contributes \$40,148,892 to the provincial GDP and creates 409 FTE jobs.

Culture Division's Response

From the onset of the pandemic, Culture staff took immediate action to 'pivot' services to best support Mississauga's creative industries. A number of initiatives were undertaken to better understand and mitigate the impact of COVID-19 on local businesses.

In the spring of 2020, Culture staff was invited to assist with the Mayor's Town Hall for Arts, Culture and Heritage organizations. This team also participated in economic recovery and supporting 'round tables' hosted by the Economic Development Office (EDO) to identify future recommendations that Culture could deliver to aid recovery efforts. Surveys were included to inform these discussions.

Ongoing dialogue and engagement with all sectors and industry stakeholders including: the Ministry of Heritage, Sport, Tourism and Culture Industries; ONcreates; Canadian Live Music Association; GTHA film and music offices; and local businesses continues to be foundational to this Division's recovery work.

Stakeholder Feedback

Despite re-opening the film industry in Stage 2, filming and production continues to be limited in its scope. Ontario's health and safety protocols for on-set production (Ontario Health and Safety Act, Section 21, www.filmsafety.ca) include physical distancing measures that reduce film crew size and number of staff in studio and on location filming. Travel restrictions and quarantine measures have also impacted production.

The impacts outlined by the city's local live music organizers included:

- No access to work spaces
- Cancellation of programs
- Cancellation of events (All 2020 Festivals in Mississauga were cancelled; some moved to online events)
- Reduction in sponsorship/fundraising dollars
- Concerns about future funding supports

Throughout this pandemic, staff have engaged with businesses and entrepreneurs to provide support and raise awareness of Culture's services as well as other City services and programs.

Comments

The Economic Recovery Plan for Creative Industries is organized around the three distinct phases of recovery found within the City of Mississauga's COVID-19 Recovery Plan: Mitigate, Reboot, Grow. Through the various engagements and COVID-19 Culture-related services, programs and activities provided in 2020, themes naturally emerged and helped to prioritize action items.

Themes

Culture staff will work with the Economic Development Office, Tourism and other City divisions to focus on the following themes:

- **Build Confidence** – Re-establishing confidence in our community to support these sectors during the pandemic is a priority. Feedback confirms that although the film industry has opened up under strict provincial guidelines and the transition to digital content is helping the music industry in the short-term, these are not long-term solutions. To build back confidence in this sector, Culture staff will provide opportunities for musicians and artists to perform live; develop marketing campaigns that target specific audiences and build public confidence; expand cultural tourism efforts; and work with other divisions to open City venues safely for both film and music production.
- **Remove Barriers** – The sector has identified the need to remove barriers that impede it from re-booting and growing. City policies and processes such as the Film and Noise Policy will be reviewed and updated; updates will include more modern and efficient ways of working (i.e. remotely and digitally) and be more responsive to resident and business needs.
- **Attract Investment** - Ensuring Mississauga remains competitive and attractive to film and music production is vital to Mississauga’s recovery efforts. Continuing to position Mississauga as a film industry leader and an emerging music city will be achieved by: providing excellent customer service; ensuring efficiencies in process (i.e. moving to digital); educating residents about the benefits of filming and live music to our creative economy; and marketing the city as both film and music friendly.

For more detailed information on these themes, please refer to Appendix 1- Guiding Themes and Priorities, pages 11-14.

Implementation – Activating the plan

To be effective, this Recovery Plan must be flexible and responsive to the evolving impacts of the pandemic on the global and local economy. With the film, television and music sectors being so severely impacted, enhanced service delivery and resources will be required to reboot and grow. The following action items are priorities that have been identified through continuous engagement with sector-specific stakeholders.

Action Item	Phase	Theme
Film		
Virtual Office	Mitigate	Remove Barriers
Remote Payment Solution	Mitigate	Remove Barriers
Support for filming in underutilized facilities	Mitigate	Build Confidence
Barriers Project	Reboot	Remove Barriers
Digital Signature Process	Reboot	Remove Barriers
Studio Expansion	Grow	Attract Investment
Marketing and Industry Recognition	Grow	Attract Investment
Music		
Digital Summer Concert Series	Mitigate	Build Confidence
Artist and Industry resources	Mitigate	All
Mississauga Music Awards	Mitigate	Build Confidence
Starter Company Plus for Music (MBEC)	Reboot	Remove Barriers
Expanded Concert Series	Reboot	Build Confidence
Busking	Reboot	Build Confidence
Music Strategy	Grow	All
Music 311	Grow	Attract Investment
Musical Pathways for Youth (Culture Programs)	Grow	Remove Barriers

For more detailed information about these action items please refer to Appendix 1 – Activating the Plan - pages 16-23.

Strategic Plan

The action items identified in the Economic Recovery Plan for Creative Industries directly align with the [City's Strategic Plan pillar of Prosper](#)- cultivating creative and innovative businesses.

While the COVID-19 pandemic has, and will continue to require a significant shift in the City's immediate creative industry development, the core priorities for a sustained creative economy are also outlined in the [Cultural Policy](#) and the [Culture Master Plan](#).

Financial Impact

The Economic Recovery Plan for Creative Industries (Appendix 1) outlines a set of actions for Culture staff to lead in building awareness of the City's economic priorities. The resource requirements for delivering the actions will be managed through Culture Division's existing and proposed 2021 and 2022 budgets.

Conclusion

Culture Division's Economic Recovery Plan for Creative Industries priorities reflect both the urgent and evolving needs of creative industries that will emerge through recovery, while at the same time, continue to build upon the strategic priorities that will guide the City's path towards sustained economic prosperity. The City's Economic Resiliency Task Force reviewed this plan, provided their input and agreed to its implementation in principle.

The unprecedented nature of COVID-19 places uncertainty around the outlook of the pandemic and resulting business impacts. As such, outcomes of this recovery plan will be regularly reviewed and assessed to ensure the plan is adaptable and relevant to the rapidly changing environment. With the internal support of other divisions and departments as well as partnerships with local arts and culture community organizations, Culture staff is committed to putting this recovery plan into action.

Attachments

Appendix 1: City of Mississauga Economic Recovery Plan – Creative Industries



Shari Lichterman, CPA, CMA, Commissioner of Community Services

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