



Presentation Notes – Dec. 17, 2015

Prepared for the Infrastructure, Investment, & Development Services Committee

Amended motion by Barrie City Council...

That the matter of the COMC be referred to the IIDSC for a presentation by staff in consideration of the following matters, the benefit the music council expects to receive by having a formally recognized partnership with the City of Barrie, the structure of the proposed music office in the City of Barrie, and the anticipated impacts to the community, including costs and benefits of expanding the live commercial music industry in Barrie.

Benefits to MusicCo of a Formal Partnership with the City of Barrie

The mandate of MusicCo has significant economic implications for our region. Partnering with the City will benefit MusicCo directly by legitimizing our organization and allowing us to...

- Increase our credibility when competing for funds from the Ontario Music Fund and other grants from provincial and federal agencies. We are simply following the provincial mandate to support music in Ontario. The Ontario Music Fund is designed to drive activity and investment and to support Ontario's music companies and organizations in expanding their economic and cultural footprints within Canada and around the world. The OMF is structured to complement other public funding programs and aims to address investment gaps at key phases of industry development cycles.
- Mediate conflicts that arise between music businesses and the larger community. e.g. parking permits for loading and unloading and organize designated parking areas for touring musicians
- Advise and make recommendations on matters that affect the music industry to City Council. Keep our City Council informed and updated on music initiatives and events that impact our community. Present music-related ideas that will have an economic impact on our City. MusicCo will be the City's direct communication channel to the bursting music scene – constant, reliable, and trusted.
- Attract new music-related and other industries to Barrie. Talent attraction and retention. Out reach and actively market our city to start-ups and creative-based industries. Generate PR for Barrie in music circles, nationally and internationally.
- Study the development of the music industry and implement programs to meet the needs created by the development of our music industry. Eg. When we launch programs for local artists; how to perform live, songwriting workshops, establishing a career in the

music business, etc. we will make sure they have the spaces and places to connect with others in the industry and have places to perform and record their material. The music industry starts with the artist but is not only about the artist. An infrastructure and network of people grows around an artist and furthers their career. A robust industry creates employment in all areas of music from its creation, to performance, to distribution and promotion.

- Establish Barrie as a major Music City. We will assist in bringing world-class artists in all genres to perform in our City and region. In order to do so the City needs to be a music-friendly city that understands how to make live music enjoyable for the artists and their managers, agents, etc. as well as the folks who live, work, and play here. Geographically we have a huge advantage to other cities that would like to become a Music City. The Meridian Place stage in our downtown core on the waterfront will be a beautiful, one-of-a-kind venue, and our proximity to Toronto makes it easier for us to book well-known music artists. In addition, many artists who are amazing, but perhaps not so well-known, live in Barrie and area, and in Toronto and are more than happy to come here to perform. The Songwriter Series at Donaleigh's is a perfect example of this. Add to the fact that we have two of Canada's largest and most successful music festivals every summer at Burl's Creek and Barrie is primed to develop a large music economy.

Partnering with the City will create opportunities for a more efficient use of the resources controlled by public and private interests pertaining to the music sector. It will allow for joint solutions to issues faced by the sector instead of courting confrontation. Partnership will give the City of Barrie's leadership the ability to influence the growth of the Music Sector and ensure alignment between MusicCo outcomes and the City's Strategic Goals. Partnership will provide a framework for staff and MusicCo members to engage for the benefit of the community. Official recognition of the partnership also provides both the City and MusicCo increased credibility in competing for funds and other supports that will become available through opportunities such as the Ontario Music Fund.

Benefits of having a Music Council in Barrie

MusicCo will develop and take advantage of Economic Opportunities provided by commercial music. We will...

- Partner with stakeholders including the City of Barrie, Downtown BIA, and Tourism Barrie to implement a strategic plan to make music tourism an economic driver for Barrie and the region. This will give our City a competitive advantage as a Regional Cultural Centre for music.
- Facilitate linkage between Central Ontario Commercial Music Industry participants and City departments such as Culture, Facilities, Recreation, Operations, Parks Planning, ROWA, Municipal Bylaw, Tourism, Downtown BIA and others regarding Live and Recorded Music in Barrie and the region

- Develop an engagement strategy for the Barrie and regional music sector that includes for-profit businesses and individuals, not-for-profit organizations and educational institutions
- Identify the needs of live music artists and recording artists to facilitate business
- Build a music scene which will attract start ups and knowledge-based talent
- advise and provide consultation on music business development, including helping sector participants to navigate related City and Provincial processes and regulations
- Produce a comprehensive Strategic Plan for music to guide the music sector's growth and development
- help create more live music opportunities that provide jobs and increase the vibrancy of our City especially the City Centre
- provide advice on licensing, noise regulations, and event permitting

MusicCo is proposing that through its work and through the work of a Music Office the organization can contribute to the economic prosperity of the region while actualizing Barrie City Council's own Strategic Plan by contributing to a Vibrant Business Environment, encouraging Responsible Spending and strategic use of resources and maximizing music's ability to promote Inclusion in our local Community.

Structure Of A Barrie Music Office

Cities that have established a single point of contact for the music community are better positioned to build their music economy and develop effective music policies. Music offices have been established in Toronto, London, and Hamilton, and many other cities internationally. A Barrie music office would be...

- Funded by public and private partnerships. It is important that the City of Barrie show its support of this entire proposal to build a music economy by being one of the investors in the Music Office. The Downtown BIA/ Meridian Place is also a possible partner.
- Located with strategic partners in a shared office space in downtown Barrie. There are a number of options for office space and the BIA has expressed an interest in sharing space.
- Launched with one staff member. This should be someone with lengthy experience in the music sector and knowledge of our City.
- Working with Invest Barrie. Commercial Music is an economic driver.

Music Office Activities

- Lead the City's Music Strategy planning and implementation
- Facilitate clear communication and direction between the municipality and the music community

- Manage those live music issues that intersect with city departments like bylaws, the parks department, permitting and neighborhood planning and development
- Assist music community members through City and Provincial processes and regulations
- Increase the profile of the Barrie music scene both locally and nationally
- Incubate and develop new industry components
- Liason with MusicCo
- Facilitate communication between music industry stakeholders;

In order to fulfill its mandate the Music Office would design, create, and launch a number of music programs for the community. For example...

Music In The Parks

A spring/summer concert series for Barrie's music-loving community, featuring free, live and diverse concerts in City-owned parks. Partner with the Parks Department to present performances in park settings within Barrie neighborhoods. Cross-promotes the City's green spaces as well as introduces local music to new neighborhoods and suburbs in a family-friendly environment to residents who may not travel downtown to live music venues.

Historic Neighborhood Society

City of Barrie Music Newsletter

A monthly email newsletter informing subscribers of major events happening in Central Ontario's music community, as well as City music programs or events, music-related policy changes, and other activities that affect the music industry.

Music On Hold

Promote local music artists in the City's telephone hold music system. The Barrie-only music will reflect the diversity of our scene with songs spanning all genres. Cost effective and simple to implement.

Barrie Music Now

Partner with local Rogers TV to coordinate bookings of local artists for a weekly 'in studio' 30-minute music showcase over multiple media formats including TV, webcast, podcast, other social media.

Live Music at City Council Meetings and Music Proclamations

Weekly regular sessions of council will include a local live music artist performing 20 minutes before in-session. This will sometimes be accompanied by a City proclamation for the musician in performance if that artist is deemed to have made a significant contribution to Barrie's culture.

Urban Artist Development

Partner with Chamber of Commerce and Georgian College to offer business education to the area's musicians.

Mediation

Mediate agreements between neighborhood groups and outdoor music venues to find equitable solutions and compromises related to noise issues. The Music Office would function as the City's vehicle for addressing the increasing pressures from stakeholders related to the music industry and our population growth in the downtown core. Proactively facilitate those discussions, educating live music venue owners as well as developers and neighborhood associations about their rights, roles, responsibilities and engage community involvement to create something of a 'release valve' for potentially troubling disagreements.

Networking

Facilitate introductions, communication, and shape discussions between music business operators and promoters who may not have knowledge of each other, resulting in new business connections. Devise new programs and ways to facilitate growth of the music industry, then advocate to City Council and staff for adoption of these programs, focusing on economic development and job creation. Create partnerships with music and tech businesses and not-for-profits to produce these programs in public-private collaborations. Eg. Live music venue guidebook and app.

Benefits of Expanding the Live Commercial Music Industry in Barrie and Area

A vibrant music economy will drive value for our city in several important ways...

Job Creation & Economic Growth

Music can be a significant driver of economic activity, employment, and tax revenue. These impacts derive mainly from direct spending on the production of live music and ticket purchases by local residents and tourists, as well as music-related spending on such things as food, drink, accommodation and transport. The number of full-time equivalent jobs created by the Wayhome and Boots & Hearts Festivals was 584 (RMCG Audience Research Study). Significant economic activity is also created in recorded music, publishing, music management and other related activities. Beyond these, music generates indirect economic benefits through spending in such areas as promotion and graphic arts.

Tourism Development

In order to generate economic benefits from live music, tourist spending is a key part of the equation. Not only does tourist spending represent 'new' money to a city, but it also generates additional spending beyond music. When tourists travel to experience live music, whether a concert, music festival or a favourite band in a basement venue, they will spend significantly more on hotels, restaurant meals, bars and other local attractions. During the two festivals this past summer (Wayhome and Boots & Hearts), according to Tourism Barrie, more than \$3.6 million was spent on accommodations in the City of Barrie. Total amount of spends for these two festivals was \$54.4 million (RMCG).

City Brand Building

Music can play a powerful role in building a city's brand. For a select group of cities with the strongest music scenes or deep music heritage, music is a big part of who they are. Think 'Liverpool,' and most people think The Beatles. Think 'Memphis,' and music icons like Elvis and Johnny Cash come to mind. Austin's familiar tagline is "Live Music Capital of the World." Nashville is, simply, "Music City." Other cities are well known as major music centres, though music may not be at the forefront of their brand identity. London, Melbourne, Montreal, New York, Berlin, Bogotá and Toronto are among these ranks. Music branding not only helps to draw music tourists, but it adds a "cool" factor to a city that can accelerate other benefits such as attracting and retaining investment and talent. It also forms an important part of a Music City's self-identity.

Cultural Development & Artistic Growth

Beyond economic considerations, a successful Music City also creates the conditions to support artists in their career development. Access to the various supporting professionals, and the training to improve their craft and knowledge of the business enables more artist entrepreneurs to advance from hobby to career. In addition, more live performance opportunities, in high quality venues of the appropriate size for the stage of their career, and in front of engaged audiences, help artists hone their skills.

Attracting and Retaining Talent and Investment Outside of the Music Industry

Music plays a role in attracting and retaining talent and investment in a city's broader economy. The life that the arts brings to a city causes people to move there and attracts industry. There is currently a movement right here in Ontario by the provincial government to enhance the vibrancy of Ontario cities using music as the economic driver, in order to hang onto youth, and attract entrepreneurs and businesses. Furthermore, it is not a coincidence that companies like Google, Apple, Facebook, and IBM are major employers in Austin. High tech firms follow the music.

Strengthening the Social Fabric

Coincident with cultural benefits, vibrant music scenes offer social benefits. Music builds bridges between cultures and languages, connecting people within a city, a region, and across borders. Music is powerful.

Validating Music as a Respected and Legitimate Industry

A widespread challenge for the music industry is to convince policymakers of the wider economic benefits of music, limiting the industry's ability to gain a seat at the decision-making table, and to garner financial and policy support. Individual music businesses, which are typically small in size, lack the influence of companies employing thousands of people.

Furthermore, any arts industry, especially one with a youth orientation, can be viewed in a different paradigm to those such as automobile manufacturing or real estate development. Yet in advanced Music Cities, estimated aggregate revenue and employment in the music industry is significant.

Why For Profit vs Not For Profit?

- The capacity of the commercial music industry to generate profit can create prosperity for our entire community and region
- The goal of members of the commercial music industry is to generate revenue and profit whether they are performers, promoters, venue owners, recording engineers, or producers
- Not for Profit Arts Organizations are focused on sharing their love for an art form, or contributing to the culture of their community, but not on profit
- Not for Profits are necessary for the health of the commercial industry because they are often the training ground for many artists