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**TO:** GENERAL COMMITTEE

**SUBJECT:** 2022 BUSKING PROGRAM PILOT AND EMERGING ARTISTS/MUSICIANS PROGRAM

**WARD:** ALL

**PREPARED BY AND KEY CONTACT:** A. DYKE, CULTURE OFFICER DEVELOPMENT, EXT. 4593  
S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT, EXT. 5036

**SUBMITTED BY:** S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

**GENERAL MANAGER APPROVAL:** B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER, INFRASTRUCTURE & GROWTH MANAGEMENT

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

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### **RECOMMENDED MOTION**

1. That the Director of Economic and Creative Development be authorized to execute the Memorandum of Understanding with Canadian Musicians Cooperative, Inc. (CMCI) for delivery of the Emerging Musicians Program as a music industry incubator for 2022 and for subsequent years under the same general terms and conditions and in a form that is approved by the Director of Legal Services.
2. That staff in the Economic and Creative Development Department pursue a one-year pilot busking program whereby artists that are ineligible for the Emerging Artists/Musicians Program can apply for a Busking Permit to perform at a designated "busk stop" in downtown Barrie in a form to the satisfaction of the Director of Economic and Creative Development and the Director of Legislative and Court Services.

### **PURPOSE & BACKGROUND**

#### Report Overview

3. The purpose of this Staff Report is to obtain authority for the Director of Economic and Creative Development to execute and MOU to continue the Emerging Artists/Musicians Program for 2022 and subsequent years and to deliver a pilot busking program to provide opportunities for street performance and activations in the downtown for musicians and artists that are ineligible for the Emerging Artist/Musician Programs.

#### Previous Council Direction

4. On March 26<sup>th</sup>, 2018, City Council adopted Motion 18-G-046 regarding the renaming of the Street Performer Program to the Emerging Artists/Musicians Program, with the following direction:  
  
"1. That the Street Performer Program be renamed to the Emerging Musicians Program to capitalize on the successful track record of the program in launching musical careers.

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2. That musicians be issued annual permits and perform during scheduled shifts in return for gratuities from the public and increased marketing support as compensation.
  3. That the following objectives of the program, be approved:
    - i) Animation of downtown Barrie, outside of high traffic time such as festivals and events; and
    - ii) Harnessing the downtown community as a platform to showcase emerging Barrie musicians.
  4. That staff in Creative Economy report back to General Committee through a memorandum regarding the Emerging Musicians Program's effect on downtown visitors and revitalization by March 31st of each year.
  5. That staff in Creative Economy continue to explore opportunities for increased partnership and program enhancements to ensure sustainability. (CE003-18)"
  5. On June 4, 2018, City Council adopted Motion 18-G-112 that approved a pilot project with the Canadian Musicians Co-operative Inc. (CMCI), as follows:

'That the Canadian Musicians Co-operative Inc. be permitted to utilize the City of Barrie's Emerging Artists Program to deliver their initiative to develop young musicians, as a one-time pilot project in 2018'.
  6. Via memorandum to Members of Council on May 6<sup>th</sup>, 2019, based on the success of the 2018 pilot, the Emerging Musicians Program was continued in 2019, with the intention of concentrating the performances in Meridian Place. Participants continued to receive professional development and business skills coaching throughout the program via a continued partnership with CMCI.
  7. On April 1, 2020, City Council adopted Motion 20-G-075 to continue partnership with CMCI, as follows:
    - "1. That staff in the Economic and Creative Development Department continue the partnership with Ontario Musicians Cooperative, Inc. (OMCI) for 2020 to deliver the Emerging Musicians Program in an adapted manner that maintains adherence to mandated health measures due to COVID-19.
    2. That the Director of Economic and Creative Development be authorized to enter into a Memorandum of Understanding with the OMCI for delivery of the Emerging Musicians Program in a form that is satisfactory to the Director of Legal Services.
    3. That staff in the Economic and Creative Development Department report back to General Committee concerning the 2020 operations of the program and associated impacts of the program as part COVID-19 Recovery Plan program reports. (ECD007-20)"
  8. Via memorandum to Members of Council on May 31, 2021, staff in Economic and Creative Development reported on the success of the Emerging Musicians Program in 2021, including the successful pivoting from on the street public performances to virtual concerts and live-streaming of performances by program participants. Based on the success of the 2020 cohort, staff entered an MOU with CMCI to operate the program in the same fashion for 2021.
  9. Given the success of the program as a pilot project, Staff will be integrating the program as part of the annual programming supported by the Economic and Creative Development Department as part of the arts and culture development portfolio.

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### 2021 Emerging Musician Program

10. In addition to other areas, CMCI were successful in funding 44 fulltime paid positions for youth across Barrie's two ridings through the Canada Summer Jobs program.
11. In response to COVID-19, CMCI continued with an alternative plan to busking and community performances that allowed for increased mentorship and professional development for program participants as they engaged in self-isolating and social distancing.
12. Public and community engagement has continued to be delivered through the delivery of quality live online performances of solo artists since the spring of 2020, utilizing a scheduled and advertised delivery plan. CMCI participated in virtual community events as well as providing regular online shows via their Facebook page. As part of their participation in community events, CMCI youth employees worked to pre-record and edit works that were captured via audio and video recordings and shared alongside partner messages as marketing or community engagement campaigns. This engaged not only musicians, but other young creatives in the community, developing their work portfolios while providing valuable content for partners. They continue to license all live performances through the Society of Composers, Authors and Music Publishers of Canada (SOCAN) so that members can collect royalties.
13. As pandemic restrictions loosened in the summer of 2021, CMCI were able to plan and deliver a free to the public season-ending Emerging Musicians Showcase in Meridian Place, giving young people employed through the program an opportunity to put their training to the test. The entire event was produced and performed by Emerging Musicians. Open Air Dunlop events in the fall of 2021 allowed the opportunity for Emerging Musicians to perform as part of the Dunlop Street pedestrianization.
14. 2021 Highlights:
  - i) Total number of hours of training = 4503
  - ii) Total workshop attendance = 3142
  - iii) Total number of workshops = 103
  - iv) Provincial co-funding for professional development workshops from Ontario Creates = \$15,000
  - v) Number of SOCAN-licensed online shows = 296
  - vi) Number of SOCAN-licensed "Live in person" shows = 28 total
15. In addition to musicians, CMCI were able to employ young people full-time in communications, human resources, web and social media, content creation, IT, public education and production roles in 2021. Program participants have gone on to other fulfilling careers upon completion of the program:
  - i) The Finance Manager became a Financial Officer for the Schulich School of Medicine and Dentistry at Western University
  - ii) The Head of Production (Video) is now a full-time producer for Rogers Media.
  - iii) An HR Administrative Assistant was hired as an Administrative Generalist for a company that conducts clinical research for academic and industrial clients
  - iv) An HR Generalist became an Executive Search Assistant aiding in recruitment for corporate executives
16. The City contributes approximately \$9,750 to its Cultural Development Budget to support the costs of delivering the program, including marketing and speaker fees. Additional support is provided with the annual Showcase held at Meridian Place. When not performing, musicians employed by CMCI spent most of their remaining working hours in key training and development sessions to increase their professional aptitude as practicing artists. Training included communications, networking, business planning, health and safety, performance coaching as a sample.

### 2022 Emerging Musicians Program

17. CMCI have once again applied for Canada Summer Jobs funding for up to 80 positions to support the 2022 program and plan to return to live, busker-style performances in high-traffic areas in downtown Barrie and on the waterfront, as well as performing at community festivals and events. Health and safety protocols for these performances would align with Provincial and Municipal standards and policies. In addition, the organization's head office is being fully renovated to include

a live streaming studio, with plans to continue offering live streamed performances for their audience and develop live stream performance and technical skills in the emerging musicians and other youth employed by the program.

18. The Emerging Musicians Program has served as a music industry incubator, developing creative and technical skills in the youth engaged in the program, supporting the development of a music industry cluster here in Barrie. The program fits into the larger entrepreneurship ecosystem that has grown with the support of the City and its partners, and will continue to be operated in conjunction with other programs offered by Invest Barrie. As the program has grown to employ other types of creatives in the music industry, and to better reflect standard language in the industry, CMCI have rebranded their program to the Emerging Artists Program.

Pilot Busking Program

19. In response to inquiries from artists not eligible for the Emerging Artists/Musicians Program, staff in Economic and Creative Development have undertaken benchmarking of similar communities' busking programs to develop a pilot program that serves to animate downtown Barrie with performance art while providing artists an opportunity to share their craft and collect tips.
20. The proposed pilot program will operate in conjunction with the Emerging Artists/Musicians Program, so that Emerging Artists/Musicians may continue to perform in designated spaces in downtown Barrie and on the waterfront according to a pre-approved schedule. A separate, pre-approved "busk stop" location in downtown Barrie provide a venue for buskers interested in casual performance opportunities
21. One designated busk stop is being recommended at this time, but may be reviewed during the pilot based on overall demand and program success. Staff in Economic and Creative Development are consulting with Parks and Waterfront Facilities staff to select an appropriate location for the busk stop that will not interfere with other programs and operations.
22. The permitting process will require Buskers provide proof of insurance and sign an agreement to adhere to the City's code of conduct for performances on municipal property and will be made aware of by-laws and criteria for collecting tips, volume of performance, type of performance and other general standards. There will be no audition process for this pilot program to provide a more a more flexible and open approach to casual performance.
23. For 2022, as part of the pilot project, staff are recommending that there is no fee associated with a permit and Staff in Economic and Creative Development would receive applications and issue permits with a process approved through Legislative and Court Services.
24. By designating one busk stop for casual busking by permitted artists, separate from the scheduled locations allocated for the Emerging Artists/Musicians Program, the pilot busking program can operate in conjunction with the Emerging Artists/Musicians Program by increasing the amount of live entertainment and animation in downtown Barrie while creating an additional stream whereby artists can be engaged and earn income.

Program Proposed Details

<b>Details</b>	<b>Emerging Artists/Musicians Program</b>	<b>Busking Program</b>
Permit/Code of Conduct required?	Yes	Yes
Age limitation	Yes (only youth per Canada Summer Jobs funding)	No
Proof of Insurance	Yes (through CMCI)	Yes, artist must provide
Scheduled performances	Yes	No; first come, first served within approved performance time frame (1 hour max)

Performance/busking sites	Multiple, preapproved by stakeholders	One pre-approved Busk Stop, separate from Emerging Musicians location
Approved artform	Music only	Music and some performance art (subject to health and safety requirements.)

Analysis

25. The Emerging Artists/Musicians Program and the Canadian Musicians Cooperative, Inc. are unique, Barrie-created entities that have enhanced the music industry ecosystem in Barrie and beyond by serving as incubators for musical artists and other young creatives.
26. Staff Report ECD007-20 referenced plans for the program following the pandemic including creation of a secondary program stream for casual, late-coming and mature buskers, both musical and otherwise, that will allow for increased animation of the downtown and key community spaces while giving creatives more opportunities to earn.
27. Development of a secondary stream for buskers supports arts sector recovery by animating downtown Barrie with additional types of performance art beyond music, and by artists of all ages. Having a separate Busk Stop open for permitted buskers to utilize on a first come, first serve basis ensures there is no conflict between participants in the Emerging Musicians Program and those in the busker program. The Code of Conduct developed for both program outlines how artists are to behave while performing on municipal property and any by-laws and restrictions applied, including those that prevent noise pollution and interruption of downtown businesses or events.

Environmental/Climate Change Impact/Matters

28. There are no environmental and/or climate change impact matters related to the recommendation.

Alternatives

29. The following alternatives are available for consideration by General Committee:

Alternative #1 General Committee could decide not to approve a pilot busking program and only permit street performance on municipal property through the Emerging Artists/Musicians Program.

This alternative is not recommended as the City of Barrie has seen incredible success of the Emerging Artists/Musicians Program and is now positioned to expand and offer a secondary permit stream for performing artists to animate downtown Barrie and earn income.

By offering flexibility, the City of Barrie can support a broad range of artists and increase positive programming to enhance downtown Barrie beyond the summer-long Emerging Musicians Program.

Financial

30. There are no new financial implications to the tax base associated with this recommendation beyond staff time.
31. The funding for the 2022 Emerging Artists/Musicians Program is included as part of the part of the operating budget for Economic and Creative Development through the 2022 business plan.
32. The proposed pilot program for busking has been made relatively narrow in scope in order for staff to adequately support. Take up, participation, program structure and feedback from participants will be reviewed and assessed to inform the future of the pilot and the need for resources.

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Linkage to 2018-2022 Council Strategic Plan

33. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Strategic Plan:
  - Growing Our Economy
  - Supporting a Vibrant & Safe Downtown
34. The Emerging Artists/Musicians Program and busking program support the goal of growing the economy by making it easier for young artists and creatives to do business, and develop their skill sets through public performance. The long-term impact of the program supports the creation of more stable and diverse jobs and has supported tourism industry growth by enhancing festivals and events and animating public spaces.
35. The Emerging Artists/Musicians Program and busking program support a vibrant and safe downtown by enhancing public spaces and creating an atmosphere of positivity and creativity in downtown Barrie, thereby encouraging shoppers to linger in the city centre and explore local businesses.