



Corporation of the City of London
300 Dufferin Ave
London, Ontario N6A 6H9

Attention: Investment and Economic Prosperity Committee

Dear IEPC Members,

The London Arts Council continues to strive to promote and grow the arts in London by exercising opportunities for various disciplines within our sector. In the last year the provincial government launched an initiative to strengthen and develop the support structures and systems that contribute to economic and cultural growth of the music industry in Ontario and provide for business plans that would impact local music industry.

The Ontario Music Fund was launched with a budget of 45 million dollars over three years to invest in Ontario's Music Sector. The objectives of this stream of the OMF program are aimed at strengthening and stimulating growth in Ontario's music companies and supporting this growing sector. The 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.

It is the London Arts Council's intention to apply through the Music Industry Development Fund to strengthen London's music industry through coordinated, joint initiatives that expand skills, business capacity and market share. Through our efforts we will promote further applications by London organizations to music funders including the OMF stream of funding. In the last year we have embarked on a professional relationship with Music Ontario to provide a regional office in London for meetings, professional development with London's music sector and to bridge relationships with decision makers in Toronto and Ottawa.

Through our ongoing efforts the London Arts Council will work with the individuals, organizations and businesses to showcase London's music and music sector; and support the development of resources and capacity of London's diverse music community.

We look forward to your positive support of our proposal, should you require further information please do not hesitate to call upon us at any time.

Sincerely,

Andrea Halwa, Executive Director
London Arts Council

London Music Strategy

Request Breakdown:

- 1) Pilot London's Music Strategy and leverage provincial investment
- 2) Two year Strategy – \$50,000 per year
- 3) Application to Ontario Music Development Fund (as noted below), funds in excess of \$100,000 – deadline January 2014 funds received must be spent by October 2014.
- 4) Post Year One Assessment – conducted in collaboration with the City of London Culture Office and Investments and Partnerships

Background:

The London music industry includes a wide range of artists and entrepreneurs, who create, produce and market original music. The London music industry includes musicians, songwriters, record labels, managers, agents, concert promoters and music publishers. Ontario's music industry is the largest in Canada with the highest revenues across the board—82% of Canada's total. These revenues come from music publishing, sound recording studios, record production and distribution. Along with critical success for their artists, Ontario independent music companies are at the forefront of business innovation, in many cases responding to industry stressors by diversifying their revenue bases.¹

Economic Impact

Music Canada's economic impact study determined that the Canadian recording industry (including the foreign-owned and independent, Canadian-owned companies) had a total economic impact output of \$400 million in 2010. *This includes just over \$309 million of impact in Ontario.* This economic impact differs from industry revenue, as reported by Statistics Canada, in that it represents only economic impact tied to expenditures, and is an estimation of activity based on input-output multipliers.

A 2013 report from the Ontario Chamber of Commerce (OCC) considers the **province's music industry to represent one of Ontario's three top competitive advantages**, along with mining and manufacturing. The OCC projects that continued public and private investment in the provincial music industry could generate 1,300 new jobs and \$300 million in economic output. Currently, the Ontario music industry is working with the provincial government and other partners, including Ontario Media Development Corporation, on a live music strategy for Ontario. The aim of this strategy is to promote live music in Ontario in order to increase music tourism, boost visitor spending and increase economic impact.

Leveraging Funding

At the federal level, support to the sound recording industry comes through the Canada Music Fund, administered by the Department of Canadian Heritage. Other organizations and funds such as **FACTOR**, the **Radio Starmaker Fund** and federal and provincial arts councils, including the **Ontario Arts Council**, provide a variety of assistance programs to the Canadian music industry.

In May 2013, the Ontario Ministries of Tourism, Culture and Sport and Finance announced the creation of a proposed **Ontario Music Fund**, which would provide \$45 million over three years to the Ontario music industry starting in 2013-14. The goals of this fund are to strengthen the Ontario music industry and to enhance Ontario's position as a global music leader.

The London Arts Council will be applying for funding from the Ontario Music Fund (deadline end of January 2014) to support the following activities:

Two Year London Music Strategy Business Plan

- 1) London Arts Council to hire a dedicated Music Coordinator
- 2) Establish a task force to develop a comprehensive strategy for Music in London
- 3) Consultations with the industry to determine immediate and long term needs

Consultation items:

- Attraction to London
- Industry professionals, venues and organizations
- Audience development
- Funding opportunities for current and future venues
- Funding opportunities for organizations and professional musicians
- Capitalize on existing venues and music sector professionals
- Review current ticketing services with potential to identify central system
- Work to enhance, mentor and support the Indie Music Scene
- Retention of students and talent from the emerging artists pool to access venues

- Facilities – detailed mapping and information of our infrastructure and resources
*some information is available through CUI mapping and Cultural Prosperity Plan

Potential Outcomes:

A business to plan to formally support and work with London's music sector:

- for profit businesses
- not for profit organizations
- educational institutions
- professional artists

Enhance the existing capacity of the music sector of London to encourage:

- Job Creation
- Talent Retention
- Business Production
- Live Music
- Marketing
- Funding
- Commercialization

Identify London's competitive advantage as a Regional Cultural Centre for music

An engagement strategy of the local music sector for-profit businesses and not-for-profit organizations, educational institutions, live music artists to identify their needs for London's Music Sector

Music Industry Development

Program Stream Objectives

The Music Industry Development stream of the Ontario Music Fund is designed to strengthen and develop the support structures and systems that contribute to economic and cultural growth of the music industry in Ontario. The objectives of this stream of the OMF program are to:

Strengthen Ontario's music industry through coordinated, joint initiatives that expand skills, business capacity, market share, export (sales) and innovation;

Collectively showcase Ontario's music and music sector; and Support the development of resources and capacity of Ontario's diverse music community. The Music Industry Development stream will provide funding to music-related associations, organizations and/or company consortiums, music industry training organizations and other not-for-profit organizations to engage in strategic initiatives with long-term impacts on the growth and sustainability of Ontario's music industry.

The Music Industry Development stream of the OMF will support new activities and expanded and/or enhanced approaches to activities that contain the following elements:

Music Education/Training: support for skills development and training initiatives delivered by music industry associations and/or music education organizations.

Professional Development: support to develop and implement business learning opportunities for the music sector. This could include activities such as developing new components to existing conferences; running a new regional industry conference; providing online training resources.

Digital Innovation: support for new initiatives that provide resources, develop tools, or leverage digital platforms to raise the profile and economic impact of Ontario music. Activities could include digital stores on major retail sites with enhanced promotion of Canadian artists.

Market Development: support for new opportunities to showcase Ontario artists at domestic and international festivals and events, engage in trade missions and expand export activities at global industry marketplaces.

Strategic Development: support to music organizations to develop new strategic initiatives to address challenges and opportunities for their stakeholder groups, and/or to address specific environmental changes.

Group Marketing: support to organizations or consortiums undertaking new strategies and approaches to access new markets, overcome barriers or enter a high potential new niche. Possible activities could include marketing through new channels, targeting niche markets, exploiting new geographic targets, and promotional focus of specific genres.

Research activities to support business development opportunities