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<b>TO:</b>	<b>CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON JANUARY 27, 2014</b>
<b>FROM:</b>	<b>HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS</b>
<b>SUBJECT:</b>	<b>LONDON'S MUSIC INDUSTRY STRATEGY</b>

<b>RECOMMENDATIONS</b>
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That on the recommendation of the Director, Corporate Investments and Partnerships, the following actions **BE TAKEN** with respect to a Music Industry Strategy in London:

- a) That Council **ENDORSE** the creation of the Mayor's Music Industry Development Task Force, in order to oversee the creation of a local strategy that will support the Province of Ontario Music Fund initiative in London; and
- b) That in collaboration with local Music Industry Stakeholders, the Civic Administration **BE DIRECTED** to serve as a resource in order to formalize the above-noted Mayor's Music Industry Development Task Force.

<b>BACKGROUND</b>
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On October 28<sup>th</sup>, 2013 the Province of Ontario launched the Ontario Music Fund (OMF), intended to help support and create jobs, as well as position the province as a leading destination for recording and performing. The OMF is a \$45 million grant program over three years. The fund is intended to drive growth and innovation in the music industry by supporting home-grown talent, music companies and other industries that support the music sector; such as festivals, events and music venues.

Applications may be made under the following four streams:

- **Music Company Development** - Helps Ontario-based music companies increase recording, producing and marketing opportunities, which boost sales of music and support job creation.
- **Music Industry Development** - Provides support for initiatives such as digital innovation, music training and new approaches to increase home-grown music exports.
- **Music Futures** - Helps leverage Ontario's diverse and emerging music industry by supporting small music companies and artist entrepreneurs; for example, those who create music and also handle the business and promotion of their music.
- **Live Music** - Helps increase the number of live music events in the province and generates more opportunities for new and emerging local artists; boosting tourism and growing local economies.

Subsequently, following the Province's Music Fund announcement, Andrea Halwa, Executive Director of the London Arts Council (LAC), made a presentation to the IEPC committee (December 2<sup>nd</sup>, 2013) with respect to a funding request of \$100,000 over two years to prepare a London Music Strategy Business Plan. As suggested by the LAC, the requested funding would

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be used to hire a dedicated music Coordinator (Refer to Appendix A). The request was referred to the Civic Administration for review. As a result, on December 17<sup>th</sup>, 2013, the request was referred to the 2014 Operating Budget Emerging Issues, to be included as part of Business Case #57 Cultural Prosperity Plan (Refer to Appendix B).

Business case #57 is requesting \$100,000 in funding to implement the actions of London's Cultural Prosperity Plan. If approved the Culture office will bring back a report to Council detailing the strategies and amounts for their review. (Please refer to the City website>Budget 2014>Business Cases>Pg. 327-332):

<http://www.london.ca/city-hall/budget-business/budget/Documents/2014-Business%20Cases-8.pdf>.

<b>DISCUSSION</b>
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The proposed Task Force is aligned with the City of London 2011-2014 Strategic Plan in the following manner:

**A Strong Economy:** Develop our skilled workforce; Establish a focused strategy for the downtown; Build partnerships with key private, institutional and community partners.

**A Vibrant and Diverse Community;** • Strengthen and embrace London's diversity and cultural identity• Preserve and celebrate arts, culture and heritage• Build the vibrancy of the downtown including special events.

**A Caring Community**• Support individuals at all stages of life, from newborns to the elderly, and from newcomers to the established.

The Task Force is further aligned through the June 15, 2011 Mayor's Economic Prosperity Council Report, in which the following was identified" there is money in arts, culture and entertainment".

Furthermore, as outlined in the May 8, 2012 "Establishing the Economic Baseline" presentation, submitted to the Investment and Economic Prosperity Committee, there are five areas of focus needed to grow London's Economy:



The outlined areas of focus are directly related to the 10-year plan and the objectives set out by the Investment and Economic Prosperity Committee; which are intended to help move London's economy forward faster and ensure long term prosperity for the local community. The proposed task force would promote all five of the above noted areas of focus as it relates to the music industry (Refer to Appendix C).

This initiative supports the implementation of London's Cultural Prosperity Plan and its Strategic Directions of: 1.0 Strengthen Culture to build Economic Prosperity; 3.0 Leverage London's Cultural Assets; 4.0 Celebrate and promote Culture.

Furthermore, the Task Force would play a key a role in the development of a community wide comprehensive music strategy intended to promote and support music in London. The objective of the group would be to guide initiatives by supporting the economic and cultural development



of London’s music industry; to exchange ideas; to discuss opportunities and challenges; to provide input and advice; and to collectively take advantage of the current Ontario Music Fund, in order to support growth and innovation in London’s Music Industry.

**Conclusion:**

The music industry offers many benefits to the local economy. A strong music industry presents an opportunity to strengthen and embrace London’s diversity and cultural identity, it generates an opportunity to create jobs and attract investment. To ensure the City of London benefits from the Ontario Government’s plan to invest in people and infrastructure, as well as support a dynamic and innovative business climate through the Ontario Music Plan, the first step in such a process is to develop a Music Industry Task Force and clearly defined terms of reference.

Aligned with the “City of London 2011-2014 Strategic Plan”, the “Mayor’s Economic Prosperity Council Report” (2011), “London’s Cultural Prosperity Plan”, and “Establishing the Economic Baseline” presentation, it is recommended that Council **ENDORSE** the creation of the Mayor’s Music Industry Development Task Force, in order to create a local strategy that will support the Province of Ontario Music Fund initiative in London; and that in collaboration with local Music Industry Stakeholders, the Civic Administration **BE DIRECTED** to serve as a resource to formalize the above-noted Music Industry Development Task Force.

Furthermore, the Investments and Partnerships Division suggests that the following be considered: the Task Force, be comprised of local music industry stakeholders chaired by the Mayor; the second co-chair selected by the Task Force could be a music industry professional, preferably someone who has invested in the local music scene; the London Arts Council recommend potential names to be considered as part of the creation of the Task Force.

<b>PREPARED AND SUBMITTED BY:</b>	<b>PREPARED AND SUBMITTED BY:</b>
<b>CATHY DZIEDZIC SPECIALIST, CORPORATE INVESTMENTS AND PARTNERSHIPS</b>	<b>MAT DALEY SPECIALIST, CORPORATE INVESTMENTS AND PARTNERSHIPS</b>
<b>REVIEWED AND RECOMMENDED BY:</b>	<b>REVIEWED AND RECOMMENDED BY:</b>
<b>HARVEY FILGER DIRECTOR, CORPORATE INVESTMENTS AND PARTNERSHIPS</b>	<b>MARTIN HAYWARD MANAGING DIRECTOR, CORPORATE SERVICES AND CITY TREASURER, CHIEF FINANCIAL OFFICER</b>

1 The Task Force should represent a range of knowledge, skills and experience from the following areas: Events and Venues; Artist and Business Management & Marketing; Music Creation; Associations, Organizations & Partners; Music Awards.

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**APPENDIX A: London Arts Council Request** *(attached)*

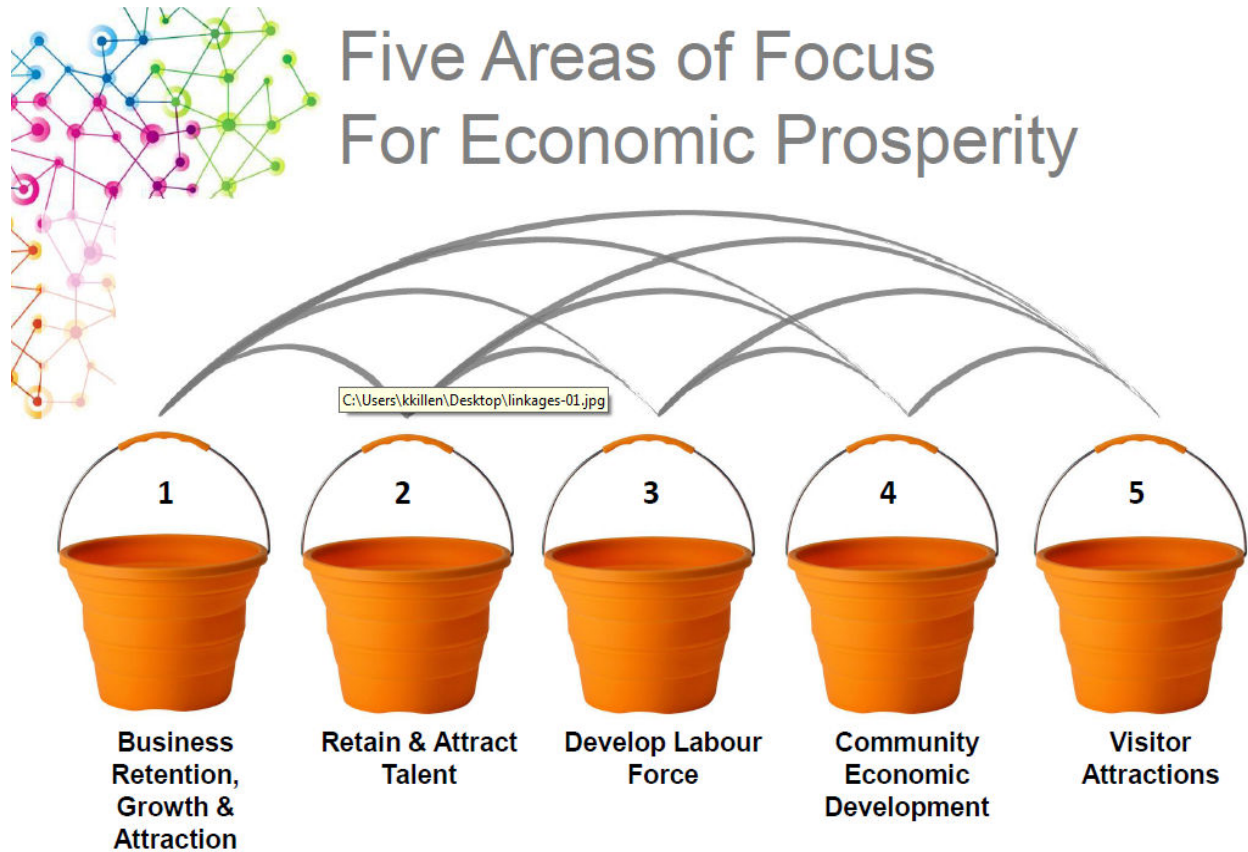
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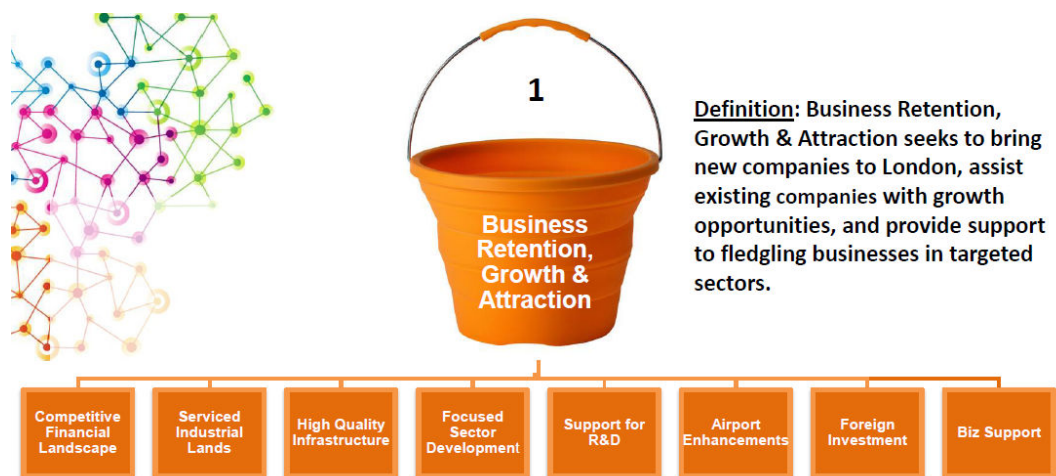
**APPENDIX B: December 17<sup>th</sup>, 2013 Council Resolution (Revised) (*attached*)**

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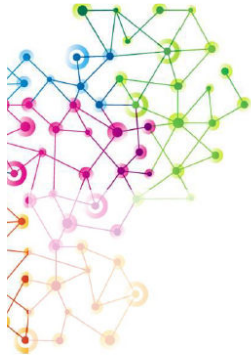
### APPENDIX C: Five Areas of Focus for Economic Prosperity



Retrieved from: [http://prosperityforlondon.ca/sites/all/themes/clean/pdfs/Establishing\\_the\\_Economic\\_Baseline.pdf](http://prosperityforlondon.ca/sites/all/themes/clean/pdfs/Establishing_the_Economic_Baseline.pdf)

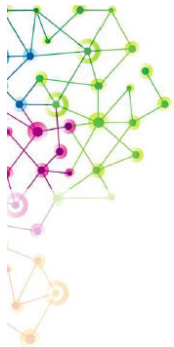


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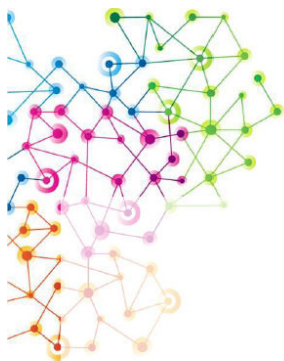
**Definition:** Talent Retention & Attraction seeks to enhance London's quality of place to entice innovative employees and entrepreneurs to choose our city over others.

- Downtown Revitalization
- Strong & Healthy Neighbourhoods
- Culture, Arts, & Heritage
- Recreation & Natural Areas
- Excellent Public Facilities & Services
- Diversity
- Urban Places & Spaces
- Transit, Cycling, & Walking
- Affordability



**Definition:** Labour Force Development focuses on providing opportunities for individuals to gain new skills to broaden their career prospects. The training opportunities are for all ages and stages of careers.

- Skills Development
- Education Programs
- Youth Leadership & Business Opportunities
- Transitional Income Support

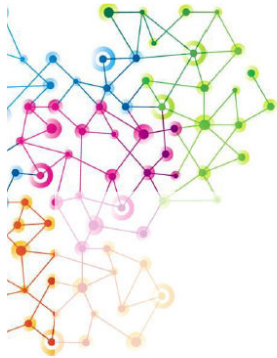


**Definition:** Community Economic Development represents efforts to stimulate the economy at the grassroots level. The focus is providing new opportunities for businesses and individuals, while improving the social well-being of community at the same time.

- Small Business Development
- Community Improvement Plans (CIPs)
- Social Enterprises
- Business Improvement Areas (BIAs)
- Investor/Entrepreneur Networking

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**Definition:** Visitor Attractions create additional entertainment opportunities and stimulate local business by adding new money to the community from other locations.

