



MEMO

To: Investment and Economic Prosperity Committee

From: Harvey Filger, Cathy Dziedzic

Date: March 31, 2014

Re: London's Music Industry Strategy-Update

By way of background, on January 27th, 2014 the report entitled "London's Music Industry Strategy", was presented to the Investment and Economic Prosperity Committee, which proposed the development of London's Music Industry Development Task Force.

Subsequently, on February 11th, 2014 Municipal Council resolved that:

- a Music Industry Development Task Force BE CREATED, to oversee a local music strategy that will support the Province of Ontario Music Fund initiative in London; and,
- the Civic Administration, in collaboration with local music stakeholders, BE DIRECTED to prepare a Terms of Reference for the Task Force, for consideration at a future meeting of the Investment and Economic Prosperity Committee.

As a result the Corporate Investments and Partnerships Division was tasked to serve as a resource to formalize the "London Music Industry Development Task Force", to be comprised of key local music stakeholders. This Task Force will play a key role in the development of a community wide comprehensive music strategy intended to promote and support music in London. The purpose will be to bring the community together as an industry to collaborate, build and prosper.

In order to create some momentum behind this initiative, and upon the request of the Mayor, a Music Industry Reception was held on March 20th, 2014. The Corporate Investments and Partnerships Division worked jointly with the Mayor's Office, as well as the London Music Hall owner (Mike Manuel), who graciously hosted the evening. The reception included performances by the University of Western Ontario Jazz Combo, Genevieve Fisher (a local country singer), a key note speech by the President of Music Canada, Graham Henderson, a special address by the Mayor, and the attendance of many key local music stakeholders. The reviews following the reception were nothing but positive, which ultimately created excitement related to the initiative within the local music industry.

At the present time the Civic Administration is in the process of collecting comments related to the DRAFT Terms of Reference for the London's Music Industry Development Task Force; until March 31st, 2014.

The next step in the process is to prepare a report to the Investment and Economic Committee which will be tasked with endorsing the Terms of Reference.

As advised by the City Clerk's Office, once the Terms of Reference have been approved by Municipal Council, the City Clerk's Office will prepare an ad in the paper to notify qualified residents of the municipality to apply for appointment to the London's Music Industry Development Task Force; as the applications will be available at that time. Local music stakeholders will need to submit their applications to the City Clerk's Office, who will prepare a report to the Strategic Priorities and Policy Committee (SPPC), which will include all of the applications. Subsequently, the SPPC committee will be tasked with the review of the applications and the selection of the members of the London's Music Industry Development Task Force.