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TO:	CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON APRIL 14, 2014
FROM:	HARVEY FILGER DIRECTOR OF CORPORATE INVESTMENTS AND PARTNERSHIPS
SUBJECT:	LONDON'S MUSIC INDUSTRY STRATEGY – TERMS OF REFERENCE

RECOMMENDATIONS

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 Terms of Reference for the proposed London's Music Industry Development Task Force, as outlined in the discussion section of this report.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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January 27, 2014: *London's Music Industry Strategy*, Investment and Economic Prosperity Committee, Corporate Investments and Partnerships.

BACKGROUND

By way of background, on January 27, 2014, the Investment and Economic Prosperity Committee was presented with the "London's Music Industry Strategy" report, which proposed that a Task Force be considered for the purpose of strengthening London's Music Industry through the creation of a local strategy. The proposed London's Music Industry Development Task Force would be 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.

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:

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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.

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.

As a result of the February 11th, 2014 Municipal Council meeting, Civic Administration, in collaboration with local music stakeholders was directed to prepare Terms of Reference for the proposed London's Music Industry Development Task Force. In that regard, Civic Administration has met with various Music Industry Stakeholders, as well as solicited input towards the draft Terms of Reference through the Prosperity for London website.

In addition, 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. Everyone who attended the reception was encouraged to visit the Prosperity for London website and comment on the draft Terms of Reference.

Taking into consideration all information and comments derived from the above mentioned methods, which were used to engage the music industry stakeholders for their comments related to the draft Terms of Reference, no specific changes were recommended to the draft document. Majority of the respondents expressed their keen interest in either indirect contribution and/or direct participation on the London's Music Industry Development Task Force.

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DISCUSSION

Civic Administration in collaboration with Local Music Stakeholders has prepared the following Terms of Reference:

TERMS OF REFERENCE:

LONDON'S MUSIC INDUSTRY DEVELOPMENT TASK FORCE

COMPOSITION:

Voting Members:

Thirteen members consisting of:

- **The Mayor or designate**
- **2 members from each of the following sectors of the music industry (or as may be appropriate):**

Independent Artists

- Representative(s) from a pool of independent artists.

Events and Venues

- Venues
- Events/Festival
- Promoters
- Production Management

Artist and Business Management, Representation and Marketing

- Booking Agents
- Talent Development Firms
- Artist Management

Music Creation

- Recording Studios
- Mastering Studios
- Recording and Distribution Labels
- Publishers

Associations, Organizations and Partners

- Trade Associations
- Unions and Guilds
- Educational and Training Institutions
- Artist Associations

Music Awards Programs

- Media and Broadcasting
- Music Technology
- Retail and Distribution

DUTIES:

London's Music Industry Development Task Force will play a key role in overseeing 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.

The objectives of the group will be to:

- a. oversee the creation of a local strategy that will support the Province of Ontario Music Fund initiative in London, as well as other sources of funding;

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- b. guide initiatives by supporting the development of London's music industry;
- c. develop recommendations and rationale of the strategies and actions proposed to be undertaken in order to support growth and innovation in London's music industry by: exchanging ideas, discussing opportunities and challenges, as well as providing input and advice;
- d. strengthen and embrace London's diversity and cultural identity;
- e. consider the health, competitiveness and viability of London's music sector;
- f. achieve long-term sustainable economic growth and job creation;
- g. develop, support and showcase talent;
- h. enhance local and regional positioning and branding of the city and its music sector;
- i. support a dynamic and innovative business climate;
- j. promote collaboration;
- k. build partnerships

GOVERNANCE:

Advice and recommendations which require action and/or implementation by City of London staff must be considered by the Investment and Economic Prosperity Committee and approved by Council before any action is taken. Please note that this is an industry lead Task Force.

Recommendations by London's Music Industry Development Task Force for inclusion in the comprehensive music strategy will be arrived at by consensus or by vote where a consensus cannot be reached.

TERM OF APPOINTMENT:

The London Music Industry Development Task Force shall be disbanded upon submission of a community wide comprehensive music strategy to the Investment and Economic Prosperity Committee for consideration and approval by Municipal Council.

The Task Force shall be Chaired by the Mayor (or designate) and the Vice-Chair shall be selected from among the members of the Task Force.

MEETINGS:

London's Music Industry Development Task Force will meet Monthly, and may meet more frequently at the call of the Chair.

Corporate Investments and Partnerships, and the Culture Division staff will provide meeting organization and administrative support to London's Music Industry Task Force.

APPOINTMENT POLICIES:

Through an advertisement on the Mayor's Face Book Page and posting on the Prosperity for London website, qualified residents of the municipality will be invited to apply for appointment to the London's Music Industry Development Task Force.

Applications for membership to the Task Force will be considered by the Chair of the Task Force, who will subsequently appoint the members to the London's Music Industry Development Task Force.

REMUNERATION:

No remuneration is paid to the London's Music Industry Development Task Force members.

CONTACT:

CHAIR:

Name:
Phone:
E-mail:

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TASK FORCE STAFF SUPPORT:

Name:
 Phone:
 Fax:
 E-mail:

CONCLUSION

The Terms of Reference describe the purpose and structure of the London's Music Industry Development Task Force. The Task Force should have representation of various segments in the music industry, ranging from: *Independent Artists; Events and Venues, Artist and Business Management, Representation and Marketing, Music Creation; Associations, Organizations and Partners; to Music Award Programs*. The London's Music Industry Development Task Force will play a key role in overseeing the development of a community wide comprehensive music strategy intended to promote and support music in London.

Once the London's Music Industry Development Task Force Terms of Reference have been endorsed by Council, qualified residents of the municipality will be invited to apply for appointment to the London's Music Industry Development Task Force. Please note that applications as well as other related information will be posted on the Prosperity for London website.

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