

# London Music Strategy

London's Music Industry  
Development Task Force

# Background

## Aligned with:

- The City of London 2011-2014 Strategic Plan
- The Mayor's Economic Prosperity Council Report (2011)
- London's Cultural Prosperity Plan 2013-2018
- Establishing the Economic Baseline presentation

## Council Resolution

Municipal Council resolved that a **Music Industry Development Task Force** be created to oversee a local music strategy, February 11, 2014

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# Studies



“The Next Big Bang: A New Direction for Music in Canada”

“Accelerating Toronto’s Music Industry Growth: Leveraging Best Practices from Austin, Texas”

“Music is Good for Business”

- A thriving music-driven cultural scene not only generates revenue through music tourism...
- It serves to create ideal conditions to retain and attract a young, highly skilled work force
- ...who attract investment & high tech employers

London has a low 25-44 retention rate:

2012 - 11.6%, down from 17% in 2002

Toronto 46.6%, Windsor -27%

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# Studies



## Austin Model - “Organic Solutions”

- Not disproportionate levels of community funding for the music industry
- Music Office, Community Involvement, City “Messaging”
- Austin is the 2<sup>nd</sup> Best City in USA for well being and graduate opportunities

## Music Canada sparked similar initiatives province-wide:

Graham Henderson, President Music Canada tour

Province of Ontario - Ontario Music Fund, Toronto, Kitchener, Hamilton, Windsor, Peterborough

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# LMIDTF Defined

22 individuals who represent every facet of music in London  
Represent a full range of sub-sectors and all genres of music:

- Independent Artists
- Events and Venues
- Artist and Business Management, Representation and Marketing
- Music Creation
- Associations, Organizations and Partners
- Music Awards Programs

Selected based on their experience and understanding of the local music scene

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# With the support of...

## City Staff

- Cathy Dziedzic - Corporate Investments and Partnerships Office
- Robin Armistead - Culture Office

## London Arts Council

- Andrea Halwa

# LMIDTF Mission:

To produce 10-15 **Key Priorities** for the City of London to support growth and innovation in London's music industry

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# London Music Strategy

To develop **Music** in London as a driver of:

tourist dollars

new industry

job creation

financial prosperity and quality of life

Recognize and treat the music sector as **any other business sector**

Approach music as a **key Economic Development asset**

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# London Music Strategy – 12 Key Priorities

1. Create a Permanent Ongoing Volunteer Music Committee
2. Create a Permanent London Music Position and/or Office
3. Increase Live Music City Wide
4. Enhance Audience Development and Engagement
5. Study and Update Bylaws, Policies, Practices and Procedures to Create Favourable Business Conditions for Venues, Festivals, Performances and Music Businesses

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# London Music Strategy – 12 Key Priorities

6. **Obtain Investment** for Specific Implementation Strategies of LMIDTF Key Priorities

7. Future **Music Presentation Spaces**

8. Co-ordinate and Disseminate Directories, Websites and Mailing Lists, **Enhance the Music Resource Inventory**

9. Create a **Marketing Strategy with Demographic Study** - Increase Advertising

10. Support **Music Tourism**

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# London Music Strategy – 12 Key Priorities

11. Actively Seek and **Locate/Relocate High Tech and Music Businesses** to London

12. More **Music Residencies**

# Key Request

## Create a Permanent London Music Position and/or Office:

To network with the music community and outside community, connect with government and business, not-for-profits and for-profits

- Pilot project with an initial 2 year mandate
- Subject to review and renewal after two years
- Office location is to be determined based on cost and functionality
- Details of the position will be developed in collaboration with the committee and City Staff, in order to ensure that this position serves the Music Community as a whole

Part Economic Developer, part Marketing Director, part Business Manager - all Music Fan. Requires experience, connections and a unique skill set in the music sector.

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# Key Request

## Priorities for this office may include:

- Execute the **LMIDTF Key Priorities** with the assistance of the London Music Committee, various work-groups;
- Seek funding for music related initiatives in London;
- Co-ordinate volunteer organizations;
- Co-ordinate music resources and websites;
- Oversee marketing efforts;
- Music Business Support and Incubation;
- Represent the London Music Community at music conferences such as CMW, NXNE, SXSW as necessary;
- Encourage and aid further development of music festivals in the downtown core;
- Explore synergies and integration at all levels - from the largest festivals to independents.

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# Key Request

## Capitalize on London's Strengths

“The vision, energy and communication skills to enable London to capitalize fully on the vast array of opportunities presented by a growing Music Sector and London's unique positioning for success...”

- a recognized music Education and Production hub for over 30 years
- a geographic location within a two hour drive of Canada's largest population density
- an inexpensive cost of living
- a connected, educated potential work force of thousands who study here each year

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# Key Request

## Funding

To enable London to attract the talent required to achieve these ambitious goals:

Initial two-year funding of up to \$150,000 per year (\$300,000 total)  
Covering salary, costs and expenses

## Volunteer Support

All 22 members of the LMIDTF → London Music Committee

Will develop, in conjunction with the city, a full job posting and job description for this position

Nominate selected members to participate in the interview process with potential candidates

Will provide support, legwork and local expertise to this new position

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# Threats

1. London will not elevate its profile as a Regional Cultural Centre. We do not wish to fall behind that of other communities who have adopted similar strategies (e.g. Kitchener, Hamilton).
2. Lost employment opportunities - Londoners need to understand the value of Music as an **economic generator for our community**.
3. Failure to secure future high tech opportunities – London is well positioned to be a leader as the music industry evolves into the digital space.
4. We will not be as vibrant and diverse community as we could be if we meet our full potential - as identified in the City of London's 2011 – 2014 Strategic Plan.
5. Failure to develop and exploit London talent.
6. Inability to secure a portion of the identified \$45M Ontario Music Fund Grant for eligible applicants.

# Conclusion

Do not accept these Key Priorities for altruistic reasons

We believe London must treat these key initiatives as absolutely vital to our city moving forward – to get younger, more educated, create jobs, and enhance the quality of life

In order to:

1. Attract forward thinking music, media and high tech industries
2. Increase our profile with conferences of international significance
3. Enhance and define the identity of London worldwide
4. Achieve recognition as the power in Music Education and Production that it has been for over 30 years
5. Entice Fans - and tourist dollars - from our immediate region and far beyond
6. Create a city where a diverse pulse of music is bred into the core of who we are

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# Why we need your support:

- Much of the necessary work can be accomplished on a **volunteer basis**; however proper leadership and coordination should originate from a **full time position**
- Accomplishing this synergy of art, commerce, culture and identity will take a **leader with vision, industry experience and remarkable skill**.
- The position of **London Music Officer** requires a strong, connected candidate who **understands both the music business and business itself**.
- Sports Tourism has become a **crown jewel** for the city of London. So can **music** be if approached with similar levels of expertise and ambition.
- We believe even Toronto is ultimately selling this position short. If our proposals are followed through properly we believe that **every Londoner will reap the benefits for generations**.

*We call upon council to partner with us on our vision.*

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Thank you!

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