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TO:	CHAIR AND MEMBERS INVESTMENT AND ECONOMIC PROSPERITY COMMITTEE MEETING ON AUGUST 27, 2014
FROM:	CITY MANAGER ART ZUIDEMA
SUBJECT:	LONDON'S MUSIC STRATEGY

RECOMMENDATIONS

That on the recommendation of the City Manager, the following actions **BE TAKEN** with respect to the London Music Strategy:

- a) Council **ENDORSE IN PRINCIPLE** the London Music Strategy, as prepared by London's Music Industry Development Task Force, attached hereto as Appendix "A";
- b) Council **APPROVE** funding up to \$150,000 annually for two years on a pilot basis, for the position of "London's Music Officer and/or Office", to help assist with advancing the key priorities as outlined in the London Music Strategy;
- c) Funding for this project **BE APPROVED** as set out in the Sources of Financing Report attached hereto as Appendix "B";
- d) Any future funding requests associated with this matter from the community **BE CONSIDERED** through the Strategic Funding Framework process as part of the annual budget process; and,
- e) City of London Corporate Investments and Partnerships and the Culture Office staff representatives, **BE DIRECTED** to serve as resources to assist with the implementation of the London Music Strategy, and report back on the status of the implementation of the London Music Strategy at the end of 2016.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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March 5, 2013: The London Cultural Profile Report and London Cultural Prosperity Plan.

January 27, 2014: *London's Music Industry Strategy*, Investment and Economic Prosperity Committee, Corporate Investments and Partnerships.

March 31, 2014: *MEMO: London's Music Industry Strategy*, Investment and Economic Prosperity Committee, Corporate Investments and Partnerships.

April 14, 2014: *London's Music Industry Strategy – Terms of Reference*, Investment and Economic Prosperity Committee, Corporate Investments and Partnerships.

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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.

This proposal was brought forward after the London Arts Council had made a request to the Investment and Economic Prosperity Committee in December 2013 for funding for a two year London Music Strategy Business Plan.

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.

The 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.

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.

On April 15th, 2014 Municipal Council endorsed the Terms of Reference, and as a result, in accordance with the Terms of Reference, the London Music Industry Development Task Force (LMIDTF) was announced on June 5th, 2014, who was tasked with the development of a local music strategy.

The Task Force consisted of 22 individuals who represent every facet of music in London, and is composed of members representing a range of sub-sectors, and all genres of music, within the industry:

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

In addition, an executive facilitator, Robert Breen, who works as the Career Development and Industry Relations instructor at the Ontario Institute of Audio Recording Technology (OIART) in London, and is the present Vice President of the Audio Engineering Society (AES) (Eastern USA and Canada), was brought in to guide the Task Force.

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The City of London has provided considerable resources and support to this initiative; Cathy Dziedzic of the Corporate Investments and Partnerships Office, Robin Armistead of the Culture Office, both from the City of London, have been present as resources and organizers of all the meetings. Andrea Halwa, Executive Director of the London Arts Council also acted as a resource to this Task Force. Beginning in June 2014, five (5) collaborative meetings of the London Music Industry Development Task Force were held in collaboration with the key resource people, as identified above, to develop this community wide comprehensive London Music Strategy, which is attached as Appendix “A” to this report.

Financial Implications

It is recommended by Civic Administration that funding of up to \$150,000 annually for two years (as requested by the LMIDTF) beginning at the end of 2014 on a pilot basis be provided as a draw from the Economic Development Reserve Fund, for the position of “London’s Music Officer and/or Office”, to help assist with advancing the key priorities as outlined in the London Music Strategy.

Funding for this project is set out in the Source of Financing Report attached as Appendix “B”. The projected uncommitted balance in the reserve fund after draws of \$150,000 in each of 2014 and 2015 would be approximately \$4.2 million at December 31, 2014 and \$5.3 million at December 31, 2015, recognizing that because of the timing of this report, the full commitment will not be drawn in 2014 and will lag into 2016.

Next Steps

The music industry substantially supports London’s local economy. A strong music industry presents an opportunity to strengthen and embrace London’s diversity and cultural identity, and it generates an opportunity to create jobs and attract investment. To capitalize on these opportunities, the Model of Governance going forward is to create the new position of London Music Officer and/or Office, noting that his model will be determined by the City Manager in consultation with the London Music Committee.

The London Music Officer and/or Office would continue to work with the London Music Committee, which would evolve from the London Music Task Force. This Committee could potentially be subdivided into several sub-committees, each focusing on specific priorities as outlined as part of the London Music Strategy. Future funding requests coming from the community that are associated with these priorities would be considered through the City of London’s Strategic Funding Framework process as part of the annual budget process.

In addition, it is proposed in this report that the London Music Committee continue to have City of London resource support from the City’s Corporate Investments and Partnerships Office and the City of London Culture Office and that we would report back to Council on the status of the implementation of the London Music Strategy by the end of 2016.

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CONCLUSION

In summary, this report represents the start of a “London Music Strategy”; the high level initiatives which need to be expanded upon by a London Music Committee coordinating with the London Music Officer and/or Office to identify specific implementation strategies, timelines and measures. The London Music Strategy will form part of the implementation of London’s Cultural Prosperity Plan which will foster a strong economy and vibrant and diverse community.

PREPARED AND SUBMITTED BY:	PREPARED AND SUBMITTED BY:
CATHY DZIEDZIC SPECIALIST, CORPORATE INVESTMENTS AND PARTNERSHIPS	ROBIN ARMISTEAD MANAGER OF CULTURE AND MUNICIPAL POLICY

REVIEWED AND RECOMMENDED BY:
ART ZUIDEMA CITY MANAGER

- cc.
- London Music Industry Development Task Force
 - Robert Breen - Ontario Institute of Audio Recording Technology
 - Andrea Halwa – London Arts Council
 - Graham Henderson, Music Canada
 - Alan Dunbar, Manager, Financial Planning and Policy

Appendices:

- Appendix A: London Music Strategy
- Appendix B: Sources of Financing Report