

APPENDIX "A"

TWELVE PRIORITIES OF THE LONDON MUSIC STRATEGY UPDATE - NOVEMBER 7, 2016

London Music Strategy Priorities	Description from London Music Strategy	Current Initiatives	Future Initiatives
1. Create a Permanent Ongoing Volunteer Music Committee	Keep the London Music Industry Development Task Force together as a volunteer London Music Committee - to support the initiatives in this document and help to execute additional recommendations produced by the group. In the future may form subcommittees or task forces, or invite additional members from the music industry. As a group we also request the task of developing, in conjunction with the city, a full job posting and job description of a Music Industry Development Officer, and the ability to nominate selected members to participate in the interview process with potential candidates. (Noting that any major decisions should be tabled with the committee as it relates to finalizing the Tourism London Plan).	The London Music Office is the F.U.E.L. (<i>Foster, Unite, Educate, and Live</i>) that helps drive London's music sector through community input with the London Business of Music Committee. Four focused Task Teams of dedicated Londoners represent the interests of London's music community. The London Business of Music Committee is made up of two representatives from each of the four (4) Task Teams and a select group of individuals that have been identified by the London Business of Music Committee as essential committee members. Meeting by-monthly or as needed, the London Business of Music Committee actively works on issues brought forth by Task Team representatives. (Fostering) Music Education & Incubation: The future of our community is extremely bright but guidance is needed to ensure the growth and development for the next generation. The Education and Incubation Task Team will echo the voices of their cohorts in London's education and incubation systems. This team will consist of Londoners representing all aspects and levels of music focused education. (Uniting) Music Business: London's Music Sector is built on more than just musicians and venues. The industry wouldn't be possible without the work of the manufacturing, service and retails industries. The Business Development Task Force consists of innovative industry leaders in	Explore creation of a Youth Task Team that is connected to post-secondary music programs and local High Schools. Review need for additional Task Teams specific to other challenges faced. Creation of Business Development Task Team (Nov 2016) will be a critical aspect of the London Business of Music Committee.

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		manufacturing, recording, production, hi-tech, retail and other relevant music businesses. This team will consist of individuals that collectively embody the businesses that service the music industry. (Engaging) Musicians: The Musicians Task Team will be responsible to speak on behalf of London Musicians. Working together as a group the Musicians Task Team will report back to the London Business of Music Committee offering input into decisions directly affecting musicians in the city of London. This team will be made up of individuals who represent London's music community including original and cover musicians as well as artist managers. All genres and backgrounds are welcome. (Livening) Events & Venues: A vibrant community features a variety of live music events in venues and at festivals. The Events & Venues Task Team will speak to the London Business of Music Committee on behalf of London venues, festivals and music event management companies. This dedicated group will consist of individuals from varying backgrounds and operating in an assortment of capacities. These task teams feed into the London Business of Music Committee.	
2. Create a Permanent London Music Position and/or Office	Hire a designated music coordinator person/office, to network with the music community and liaise with the outside community via volunteer groups, connecting with government and business and working with not-for-profit and for-profit sectors. This	London Music Industry Development Officer reports into the Culture Office – Community and Economic Innovation of the City Manager's Office.	In May 2017, Culture Office - Community and Economic Innovation will provide a recommendation report which will propose the creation of a permanent London Music Industry Development Officer position as part of the budget process for 2018.

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	would be a pilot project with an initial 2 year mandate, subject to review and renewal after two years, with the goal of evolving over time into a not-for-profit or a public-and-privately funded office. Office location is to be determined based on cost and functionality.	Music Officer is a dedicated resource to implement the London Music Strategy for a two year pilot concluding at the end of the year 2017. The Strategic Plan specifically refers to the development of the London Music Strategy Implementation Plan and the establishment of music industry engagement mechanisms including music task forces, the London Business of Music Committee and community education and networking opportunities. Initiate the development of a music sector inventory of existing assets in the London community which can be connected to the City's GIS. Emphasis during the first year was on engagement of the local music industry through networking and attending events of all scope to gain an understanding of how to fully grasp the state of the music sector in London. An introductory event was held welcoming the Music Industry Development Officer to the community. Following this visits were arranged with key City Staff members, festival operators, venue owners, musicians, music schools and other essential industry members. Tourism London hosted the Country Music Week Industry Conference in London from September 8 – 11, 2016. The Director of Culture and Entertainment of Tourism London was the chair of the local organizing committee. The Music Officer supported Country Music Week through a number of initiatives:	Continue attending conferences and seminars to build knowledge of music industry and further understanding of how Music Cities work.
3. Increase Live Music City Wide	Utilize available venues - parks, libraries, malls etc. to hire live music, both inside and outside the downtown core. Study existing community organizations who use London Music in their events and co-ordinate with them, fill in the gaps, utilize underused venues.		London Venue Summit – early December 2016 Work with Music Canada Live + Music Ontario Connect with new events and festivals to communicate opportunities for local artists Continue #MusicTalks events, workshops and seminars throughout 2017.

London Music Strategy Priorities	Description from London Music Strategy	Current Initiatives	Future Initiatives
		• Free workshop for London Artists performing during Country Music Week • Country Music Week Unofficial Kick-off show at Cowboys • Co-host of promotional campaign with MDM Recordings, Country 104 and BX93 and assisted in promoting MDM Recording Contest Event (secured 3 local artists' spots at the private industry party during Country Music Week) • Hosted 3 local artist showcases at Blake's (Delta Double Tree Hilton) featuring 15 artists London Arts Council created the London Arts Live Program (LAL). A juried program, LAL provides local artists of all disciplines opportunities to perform in various locations throughout the city of London. LAL gives visibility to London's professional artists and animates spaces with London talent. The program was developed with the involvement of the London Music Industry Development Officer who continues to assist the LAC with finding performance and collaboration opportunities. LAL is a job creation program, cross sector collaboration initiative and arts investment strategy to leverage professional opportunities for London Artists. The London Arts Council LAL Program launched in June 2016. From June – October 2016 the music portion of the program featured: • Five (5) bands and five (5) soloists performed totalling individual musicians • Thirty-six (36) music-only performances, twenty-nine (29) music and other discipline performances, for a total of 65 musical live performances • Musicians performed at a total of twenty-two (22) sites across the city	Carry on with promotional support of venues through social media channels Assist live music venues as liaison within City Hall Expansion of London Arts Council's London Arts Live program to include additional sites and artists.

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		• Twenty-four (24) musical performance involved partnerships with other organizations • Partnered with eighteen (18) organizations to showcase the program and professional musicians including: Downtown London, Old East Village BIA, Urban League of London, London Youth Advisory Council, Girls & Boys Club, Canadian Country Music Week, Dundas Street Festival, City of London Planning Division, Beatles Festival, London Public Library, Step Back History, Western University, London Life Insurance, Old South Community Association, London Community Foundation, Pillar Non-Profit Network, Wolf Hall Debates and London International Airport • Since May 2016, forty-nine (49) musicians have applied to the program The LAL Program is a new stream of the Community Arts Investment Program (CAIP) which is administered by the London Arts Council on behalf of the City's Culture Office. Events and Venues Task Team is actively working to support enhancement of live music city wide. This Task Team represents the collective interests of the live entertainment sector including by-law review and connecting with other live music presenters. Supporting the music sector is done through strong advocacy work. Advocating is done through a variety of methods including public speaking, writing support letters, workshops, seminars, by-law review, attending live events, relationship building with key organizations, and engaging local business owners are among some of the advocacy tasks.	

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4. Enhance Audience Development and Engagement	Co-ordinate existing programs who visit public schools. Purpose is to create more music fans and get more music to young people. Give them a united voice and advocate on their behalf with the school boards. Facilitate additional funding and grants for these initiatives.	Further advocacy work is being done bringing organizations to London that have not been here in past. The Songwriters Association of Canada has returned after a long absence.	
		Support music contests and additional opportunities to advance local artists careers through Free FM Made in London and Start Your JRNY. Being out in the community networking at conferences has helped place London on the musical map. Through interactions at conferences and seminars London's Music Strategy has been introduced to hundreds of individuals and organizations. Connecting with organizations like OMDL, Music Ontario, Songwriters Association of Canada, Music Canada, Music Managers Forum and Music Canada Live among others is continuing to build London's reputation as a Music City. The creation of the London Business of Music Committee and its subsequent Task Teams has allowed new ideas and points of view to emerge. London Arts Council through its various education programs is promoting audience development. Through the Community Arts Investment Program LAC invests in local music organizations and professional musicians working to attract new audiences to the city of London and build a robust music sector. Music is one of the highest funded disciplines of CAIP and includes investments such as: Aeolian Performing Arts Centre, Home County Music & Arts Festival, Sunfest, Amabile Choirs, Jeans 'n Classics, London Musicians Association, Fanshawe Symphonic Chorus, Karen Schuessler Singers, All City Choir, WePlayOn, Light of East Ensemble, Chad Price, Serenata Music, Between the Keys, Doug	Create London Music Week in 2017. The one singular event that brought together the entire music community was the Jack Richardson London Music Awards. In 2017 the Music Office plans to work alongside the JRLMA to host London Music Week expanding current program to draw in additional attendees and industry to London. Continue providing monthly workshops, seminars and songwriter events. Engage youth audience through development of Youth driven music festival in downtown London Explore music and sports cross over promotions. Find opportunities to engage participants at major sporting events throughout London. LAC will to grow and leverage investments to music organizations and professional musicians within the envelope of the Community Arts Investment Program.

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		and Bizz Varty, Frank Ridsdale, Head and Tail, Ian Raeburn, Michael Trudgen, Mountain of Wolves, Ron Delavigne and Trusty Fox. Tourism London led events such as Country Music Association of Ontario Roadshow and Showcase were supported by Music Office through lead up promotion, live social media broadcasting and networking with speakers and guests. The London Business of Music Committee has recognized audience development and engagement as an influential area that can propel the Music Strategy forward.	
5. Study and Update Bylaws, Policies, Practices and Procedures to Create Favourable Business Conditions for Venues, Festivals, Performances and Music Businesses	Study all bylaws that affect London's Music Industry - Consider for-profit and not-for-profit perspectives. Study tax issues, development fees etc. which affect the development businesses relating to London's Music Industry. Explore the use of financial incentives to encourage development, including subsidies or tax breaks. Facilitate more integration of local music and buskers, remove obstacles associated with music events. Consider the need for more small performance spaces for upcoming artists in addition to larger festivals or productions.	Members of oversight committee are actively engage in the culture district study adding valuable insight into strategic planning and implementation for the Culture (Entertainment and Music) Districts Review. By-law change of 4.18 (5) which currently does not allow dancing or amplified entertainment on outdoor patios Pilot project creating artist designated loading / unloading zones in front of venues featuring live music. Create safer, more reliable environment for workers in the music sector. Explore local content parameters for festivals taking place in City of London venues, spaces and parks. Find opportunities for venues to highlight local talent. Each of the four Task Teams are actively working to identify current barriers that prohibit growth of the live music sector.	The Business of Music Committee together with the Music Officer and Oversight Committee will assist outdoor live music venues, festival operators and hospitality industry with applicable bylaw changes, permitting, etc. Work to remove barriers related to zoning and noise by-laws in consultation with community associations and industry representatives. Adapt a policy for live music venues through community engagement with safety precautions and a good neighbour policy. Adapt and implement new policies and by-laws to assist in continued progress of the music scene. Create musician dedicated loading zones in close proximity to venues.

London Music Strategy Priorities	Description from London Music Strategy	Current Initiatives	Future Initiatives
6. Obtain Investment for Specific Implementation Strategies of LMIDTF Key Priorities from public and private sources	Strategy references the Ontario Music Fund.	Connect with exterior granting organizations to establish baseline figures to determine the number of London submissions, successful applicants and dollars invested in London projects. Support increase of submissions, successful applicants and dollars invested in London through workshops, seminars and advocacy work. Compile current granting supports local, provincial and federal. London Arts Council's London Arts Live Program includes the funding of professional artists in all arts disciplines including music. Ontario Music Fund applications from the London Music Industry Ontario Music Fund - In October of 2013, the province of Ontario launched the Ontario Music Fund on a three (3) year trial basis to support the creation of jobs all while positioning the province as a leading destination for the music industry. OMF sought to initiate growth, innovation and stability for the music industry while assisting Ontario businesses including music companies, festivals, events, venues and other industries that support the music industry. In 2015, the OMF was secured as a permanent ongoing fund. Working on a limited budget has created the need to secure additional funds to adequately implement the London music	Review special event and promotional barriers that exist for festivals, events, venues and street closures as it pertains to music performers, presenters and sponsorship opportunities. Build a program that allows supporting segments of music industry (agents, promoters, publicists, etc) to grow through practical implementation of artist development programs. Produce and maintain small teams to assist in exporting artists through the Music Cities Exchange Program. Implement new granting models for differing aspects of the music industry The Business Development Task Team will explore opportunities within the Ontario Music Fund primarily the Music Company Development stream. The Music Company Development stream of the Ontario Music Fund is intended to provide Ontario-based music companies with funding to support new or expanded business activities, including strategic business and market development, in the form of investments and undertakings. Pilot a musicians tipping program that allows artists to earn revenues through crowd funding while performing. A Musicians Tip line is added to debit / credit purchases where music is hosted.

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		Strategy. To fulfill the mandate and build London's music cluster, grant writing is required. Assist in development of multiple Canada 150 grants as well as leading an Ontario 150 grant to secure funding to make London Music Week a reality. Through the Canada Students Summer Jobs program funding was received and a summer student was able to assist with the collection of data for the London Music Census. The London Music Office partnered with the London Arts Council London Arts Live Program and London Youth Advisory Council (LYAC) on their <i>Movies In The Park</i> program. Establish ongoing music programming opportunities for local talent to be part of Canada 150 Celebration in 2017. Available as a resource to contribute feedback into the Harris Park Pavilion design Event and Venues Task Team works to establish future opportunities for live music programming	
7. Future Music Presentation Spaces	The London Business of Music Committee would like to be consulted and provide input if projects to enhance or build more music presentation spaces are enacted.	Need to work with the Business of Music Committee to examine London's venue mix in terms of the best opportunities and options to create an optimum mix of music venues and performance locations. Create 'All Ages' concert opportunities with Fanshawes Centre for Digital Performance Arts. Develop program that features hold music on City Hall phone lines. Examine artist rehearsal spaces. Determine if there is a need to find new rehearsal spaces for musicians. London Arts Council London Arts Live Program working in partnership with Downtown London and Old East Village BIA will animate commercial spaces in order to expand live music to new spaces throughout these concentrated areas of London.	

London Music Strategy Priorities	Description from London Music Strategy	Current Initiatives	Future Initiatives
8. Co-ordinate and Disseminate Directories, Websites and Mailing Lists, Enhance the Music Resource Inventory	Make sure that information about musicians, shows and upcoming events is easy to access. Co-ordinate contacts lists and resources so that every performance has maximum coverage. Enhance the inventory of all genres, organizations, venues, artists, music equipment rentals, etc. in addition to coordinating directories, websites and mailing lists. Make it easy for publicists to reach all media (including radio and television, blogs etc.) by providing them with a comprehensive local contact directory. Advocate a presence for London Music on commercial radio and television in the city and region. The directories should ultimately be co-ordinated with the GIS system, a tool the city has to map locations. Please note this system could be co-ordinated with any directories.	Existing music inventories are currently located in various locations including, but not limited to: Tourism London, LAC, Allstage, Scene Magazine and London Fuse. Create music asset database through the findings of the London Music Census and compile with other inventories. The London Music Census was initiated by the Music Officer with the assistance of a Music Analyst summer student, during the summer of 2016 to provide a baseline of music data for beginning to understand the music industry in London. Track traffic on London Music Office social media channels as well as all partners website and social media: www.londonison.ca, www.londonculture.ca and www.londonmusicoffice.com	The City of London has the GIS system which should be enhanced with Music Resource Inventory. Release Key Findings of the London Music Census through active promotions throughout London and Ontario. Continue developing online presence of London music through London Music Office YouTube channel Need resources to continue additional assessment of music sector
9. Create a Marketing Strategy with Demographic Study - Increase Advertising	Develop a marketing strategy based on a study of the key demographics both in the immediate region and beyond. This could involve advertising outside the community, video boards, websites etc. Study key values and strengths in order to develop a brand and messaging to	Tourism London continues to direct its resources to maximize impact such as: website, kiosks, phone app, visitor information centres, email newsletters, social media. Tourism London and the Culture Office have represented London at sector industry events such as Canadian Music Week and have a London sponsored artist showcase in Toronto.	Develop a music calendar of major festival events that will be taking place outdoors throughout the summer. This resource will be available online for Londoners to plan around street closures and other potential impacts arising from events. Canada 150 implementation

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	differentiate London in the global market. Allow the initiatives time to develop and see what strengths emerge to build upon and promote. It was agreed that Production and Music Education are already strengths which can be promoted immediately without substantial further study: -Promote London as a Production Hub, featuring studios, engineers, producers and record labels. -Encourage, co-ordinate and develop London's existing strength as a production hub. -Try to retain the production talent trained at Western, Fanshawe and OIART -Promote London as a Music Education Hub (Western, Fanshawe and OIART)	The Music Officer and Tourism London have connected within the Canadian commercial music sector – music labels, agencies, publicists, organizations, associations and venues. Working alongside post-secondary institutions, London Music Office to support and market Music Education. LMO to host music educational seminars, panels and events. London Music Office to track and study music sector growth, share with team and report benefits outward	London Business of Music Committee and subsequent Task Teams to assist in supporting marketing efforts through awareness building
10. Support Music Tourism	Shift focus on culture and attraction of music tourists, co-ordinating with appropriate community organizations. Focus messaging on music, similar to London's sports tourism. Utilize directories and resources. Target "out of town" music consumers who drive an hour or more to attend London shows.	Music Tourism is the responsibility of the Director of Culture and Entertainment at Tourism London. Will work collaboratively on marketing awareness efforts toward music tourism. Developing a comprehensive music tourism marketing strategy to attract music tourists and build a vibrant and successful commercial music scene. Look at how other cities have used mechanisms that commit, measure and broadcast programs.	Develop a music calendar of major festival events that will be taking place outdoors throughout the summer. This will be available at online for Londoners to view and understand. Tourism London will continue to consult with the London Business of Music Committee and the Music Officer about Music Tourism. London Arts Council will expand its work with Tourism London and London Music Office to identify opportunities for musicians to perform during

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			visiting festivals, events and conferences. These opportunities will be funded through various funding channels. For example; LAC has worked with Tourism London's Sport Tourism to create opportunities for musicians to have paid work at events such as; Olympic Torch Relay Celebration and Pan AM-Parapan AM Torch Relay and World Figure Skating Championships. All funding through grants and sponsorships acquired by London Arts Council. Seek funding opportunities for economic impact studies of music sector including festivals and direct contributions to community
11. Actively Seek and Locate/Relocate High Tech and Music Businesses to London	For example, a YouTube Developer similar to Maker Studios or a YouTube production centre (owned by Google). Actively try to relocate all types of music business to London - build on strengths of favourable cost of living and location.	The Digital Creative section of London Economic Development Corporation supports initiatives that contribute to building a creative climate for growing our digital creative sector. LEDC is an important partner and also helps cross pollinate between the tech and music sector. Recently supporting one another through the Music Technology Meet Up hosted by the legendary Alan Cross with plans for an Ontario Digital Media Corporation event in November. Work alongside post-secondary Music Schools to help further position London as a 'Music City' by educating Londoners on the careers available in the music sector. London Arts Council is partnering with London Fuse to offer The <i>New Media Training Program</i> (NMTP) offering emerging cultural creators an opportunity to explore media arts. Acting as a	The Business of Music Committee intends to focus on developing and executing initiatives that help accelerate growth of music industry infrastructure by focusing on job creation and talent, export and import, trade development and industry revenue growth. Business Development Task Team Actively look for opportunities to relocate and reposition music industry businesses to London. Maximize OMDC Ontario Music Funding opportunities. Align with London Chamber of Commerce to drive Music Strategy

London Music Strategy Priorities	Description from London Music Strategy	Current Initiatives	Future Initiatives
		skill-building experience in which learners develop their craft under the guidance of professional creatives and artists, this program offers a practical opportunity to explore new media in a shorter-term capacity and to “graduate” to paid work with the LAC and/or for and not-for profit businesses and organizations in the field. The NMTP is valuable to artist participants seeking related work in the field and as part of a “graduate” program, the LAC will continue to work with select NMTP participants ready to move to the next level in their craft. NMTP artists will hone their craft and have paid work to add to their portfolio. The overall goals of the program is to increase the number of opportunities for emerging cultural creators to practice their art in London, build a strong network of artists who are confident in their new media skill set, and facilitate opportunities for real world experience.	Tourism London would like to engage LEDC, LDBA and OEV BIA to foster opportunities. Music Canada has connected Tourism London with Young Street BIA to learn about their successes.
12. More Music Residencies	Consider already successful musicians from out of town; an ambassador and mentor for the city, teaching workshops and attending functions for working and upcoming musicians. Utilize this position to develop London both artistically and in the music business.	The London Arts Council administers the London Artist in Residence Program which provides music residencies in the classrooms of the public and separate school boards. This program is funded through the Ontario Arts Council, London Community Foundation, Ontario Trillium Foundation and Corporate Sponsors. The Musicians Task Team presents opportunities that emerge for local artists Explore opportunities to feature London artists at major sporting events through pilot programs at, during and following events.	Music Cities Exchange Program. Working alongside London Music Week (potentially festivals as well) establish partnerships with other Ontario cities & festivals. Program would see London artists perform at marquee festivals in other communities in exchange for performing at London Music Week and in London festivals.

LONDON BUSINESS OF MUSIC COMMITTEE TERMS OF REFERENCE

BACKGROUND

The London Music Officer is responsible for working with the London Music Oversight Committee composed of representatives from: the City of London Community and Economic Innovation Division of the City Manager's Office, Tourism London Inc. and the London Arts Council on implementation of the London Music Strategy. The London Music Officer reports to the Manager of Culture, who is part of the City of London Community and Economic Innovation Division of the City Manager's Office.

The London Music Strategy was created by the Music Industry Task Force and approved by Council September 2014.

MANDATE OF THE LONDON BUSINESS OF MUSIC COMMITTEE

The purpose of the London Business of Music Committee is to assist the London Music Oversight Committee and London Music Industry Development Officer with the development of the London Music Strategy Implementation Plan and to support the implementation of its initiatives. The London Music Strategy is a key component of the implementation of London's Cultural Prosperity Plan and its key objectives to:

- elevate London's profile as a Regional Cultural Centre; and
- to achieve economic growth through attraction of investment to London.

London Music Strategy Vision Statement: *"London, Ontario will be a prosperous city which is recognized as: supportive of our music community and focused on fostering new music related business opportunities."*

London Music Strategy Priorities

- Increase Live Music City Wide;
- Enhance Audience Development and Engagement;
- Study and Update Bylaws, Policies, Practices and Procedures to Create Favourable Business Conditions for Venues, Festivals, Performances and Music Businesses;
- Obtain Investment for Specific Implementation Strategies of LMIDTF Key Priorities.
- Future Music Presentation Spaces;
- Co-ordinate and Disseminate Directories, Websites and Mailing Lists; Enhance the Music Resource Inventory;
- Create a Marketing Strategy with Demographic Study - Increase Advertising
- Support Music Tourism;
- Actively Seek and Locate/Relocate High Tech and Music Businesses to London; and
- More Music Residencies.

The Committee will provide a forum for exchange of ideas, input and advice related to music sector opportunities and challenges.

LONDON BUSINESS OF MUSIC COMMITTEE

TERMS OF REFERENCE

Composition of the London Business of Music Committee

Voting

The London Business of Music Committee will consist of:

- Co-Chair: Mario Circelli
 - Chair to be assisted & supported by Music Industry Development Officer
- Task Team Members: Two (2) members of each of the following Task Teams (refer to Attachment A of this Terms of Reference), selected by the Task Teams themselves:
 - Musicians Task Team;
 - Events and Venues Task Team;
 - Education and Incubation Task Team; and
 - Business Development Task Team.

These representatives will report back to their Task Teams after each London Business of Music Committee meeting.

- Additional music sector and/or community representatives may be invited by the London Music Oversight Committee to become members of the London Business of Music Committee to ensure broad representation of all aspects of the Music Sector.
- Recommendations must be brought forward to the entire London Music Oversight Committee by e-mail or during a London Business of Music Committee meeting.

Non-Voting

The members of the Oversight Committee will support the London Business of Music Committee as required in a technical resource capacity.

Term of Office

Members will be appointed for one term ending December 2017.

If members wish to resign during the term of their appointment they will submit a letter of resignation to the Music Industry Development officer and a replacement member will be appointed.

Procedures

The London Business of Music Committee will meet a minimum of quarterly, but will meet as required. Task Forces will meet bi-monthly or as needed. Recommendations made by the London Business Music Committee will be arrived at by consensus or by vote where a consensus cannot be derived.

LONDON BUSINESS OF MUSIC COMMITTEE
TERMS OF REFERENCE

Remuneration:

Membership on the London Business of Music Committee and its Task Team(s) is voluntary.

ATTACHMENT A

LONDON BUSINESS OF MUSIC TASK TEAM(S)

Each Task Team will develop their own work plans to further the priorities of the London Music Strategy.

MUSICIANS TASK TEAM

TASK TEAM CO-LEADS: Jim McCormick & Ryner Stoetzer	
ORIGINAL MUSICIANS	Musicians writing, recording, and touring original compositions
COVER ARTISTS	Musicians performing other artists music
ARTIST MANAGERS	Individual who represents musicians for a living

EVENTS AND VENUES TASK TEAM

TASK TEAM CO-LEADS: Ryan Schroeyens & Bob Giorgini	
VENUE	Venue operator
FESTIVAL	Festival operator
PROMOTER	Live music promoter

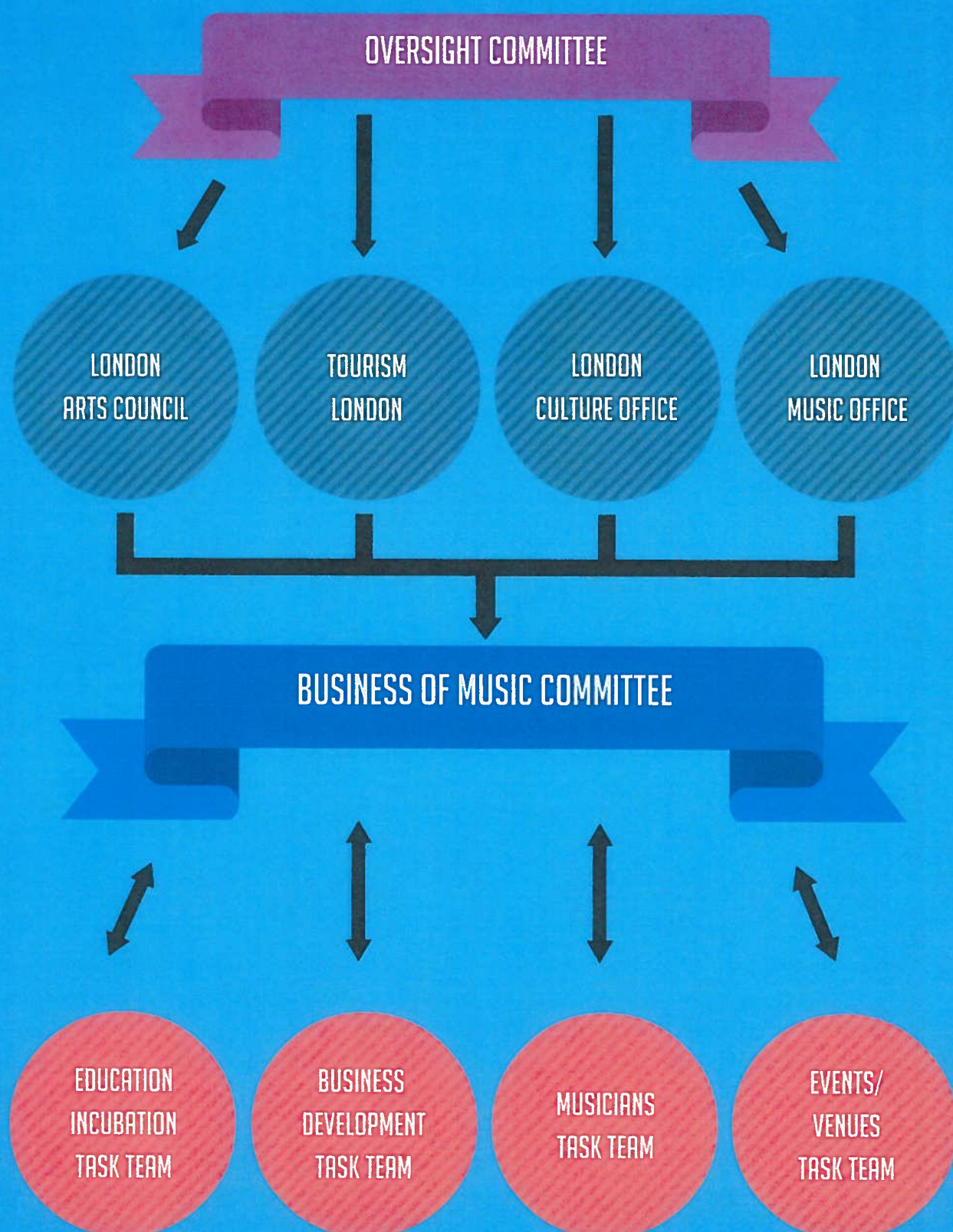
EDUCATION AND INCUBATION TASK TEAM

TASK TEAM CO-LEADS: Dan Brodbeck + Steve Malison (sharing role) & Brian Nelles	
FANSHAWE	Representative from Fanshawe
WESTERN	Representative from Western
OIART	Representative from OIART
THAMES VALLEY D.S.B.	Representative from T.V.D.S.B.
MUSIC INSTRUCTORS	London Music Teachers
INCUBATION	Leader from an incubation spaces

BUSINESS DEVELOPMENT TASK TEAM

TASK TEAM CO-LEADS: TBD	
MANUFACTURING	Member of London’s musical manufacturing sector
RECORDING	Representative from the recording industry here in London
PRODUCTION	Audio / Video Production
HI-TECH	Active member of the tech sector
RETAIL	Member focused on music retail (music store, record shop etc)
MEMBERS AT LARGE	Member at large from London’s music community

COMMUNITY & ECONOMIC INNOVATION





SIMPLE

DIY videos

1st for Musicians

#MUSICTALKS: DIY VIDEOS

LEARN THE ART OF
MAKING A DIY MUSIC VIDEO

WEDNESDAY, OCTOBER 26
7:00 P.M.

ROSEWOOD ROOM - 182 DUNDAS ST.
(BESIDE LONDON MUSIC HALL)



APPENDIX D

#MUSICTALKS
FEBRUARY 23

THINK OUTSIDE THE BOX

**ARTIST MANAGER
— BOOTCAMP —**

MAY 14 & 15 \ SAT 9AM-6PM SUN 9AM-3PM
121 STUDIOS \ 211 KING STREET, LONDON ONTARIO

PRESENTED BY

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A WORLD CLASS MUSIC SCENE
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MMF
CELEBRATING
20 YEARS
MUSIC MANAGERS' HUDDLE

MMF CANADA & THE LONDON MUSIC OFFICE PRESENT

LONDON

MMF MANAGERS' HUDDLE

#MUSICTALKS

MANAGER & AGENT

MEG SYMSYK & ZAED MAQBOOL

2

Later Consoles

SNES, Genesis, N64

still programmed

more like a sampler, than a synthesizer

ONE SAMPLE: 4096 bytes of RAM for each note

#MUSICTALKS
GRANTING



1. MMF Music Manager's Huddle
2. Music Technology Meetup

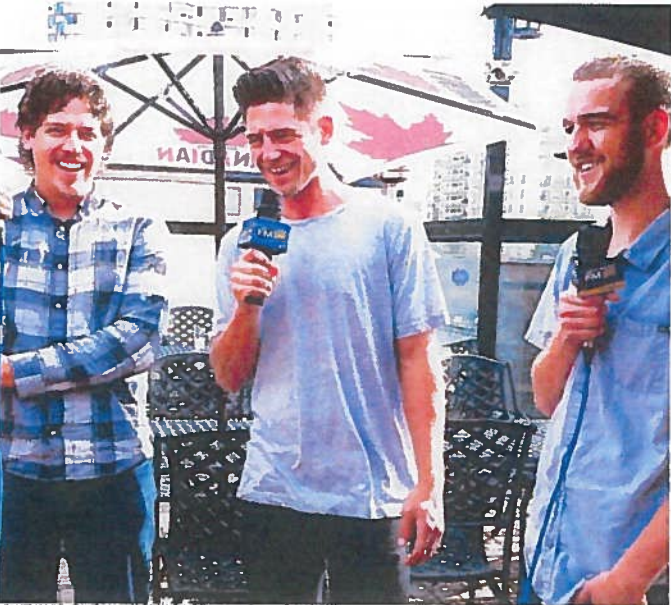
3. Artist Manager Bootcamp

APPENDIX D

London Music Report for Week of October 28th

London, ON, Canada / (CFPL FM) FM96 London
Sarah Burke
October 28, 2016 04:30 pm

IVORY HOURS Just Announced @ London Music Hall November 19th



Watching this local grow has been most rewarding, after a killer opening set for Rock the Park in 2016, now they take the stage at London Music Hall. It's their first gig since the summer, and we'll talk to the guys next week!

[Event Details Here](#)

HOW THE U.S. BORDER IS KILLING CANADIAN BANDS

At first glance, Londoner musicians have a major advantage. Two major boarder crossings (Buffalo & Detroit) are merely two hours away from the Forest City. One would think Londoners are positioned to succeed in the massively important US market place but think again... the struggles real for Canadian bands to break through in the US.

[More HERE](#)

YOUR OPINION ON FESTIVAL SEASON

Wednesday Nov 2nd the City of London is holding a second community meeting for the Music, Entertainment and Culture District Study we aim to gather feedback from the public on the 2016 festival season. This includes identifying issues, concerns, and possible solutions. Help us shape the future of London culture. We want your feedback!!!

WHY MUSIC MAKES US FEEL GOOD!

People of all cultures and backgrounds love their music. This is a little surprising considering that music has no intrinsic value - unlike food and sex - but nevertheless triggers profoundly rewarding experiences. Nice little infograph included!!!



APPENDIX E



<https://experteditor.co.uk/blog/why-music-makes-us-feel-good/>

EVENTS

Through to Nov 5th - Joni Mitchell River @ Grand Theatre

Fri Oct 28 KROY with Wormwood @ Aeolian Hall

Fri Oct 28 Scenic Route To Alaska, Millennials, Waterbaby @ Rum Runners

Sat Oct 29 Sean McCann of Great Big Sea @ London Music Club

Sat Oct 29 Tommy Trash @ London Music Hall

Sat Oct 29 The Thing From Outer Space (CD Release)

Mon Nov 1 Steve Vai @ London Music Hall

November 12 - Grand Opening of Jack Richardson London Music Hall of Fame
(with Special performance from Garth Hudson of The Band celebrating 40th Anniversary of The Last Waltz)

JACK RICHARDSON LONDON MUSIC FRIENDS

Saturday November 12, 2016
London Music Hall

Silent Auction raising funds for the Jack Richardson London Music Hall of Fame

Special tribute to Garth Hudson performance by the Medway High School Jazz Band

Don't miss a monumental time in London's Musical History

Hors d'oeuvres served & cash bar

Doors open at 7:00pm Tickets \$75.00
Limited Tickets Available

The Jack Richardson London Music Awards Presents

A Special Performance by "The Band's" Garth Hudson w/ Sister Maud Hudson

A Celebration of the 40th Anniversary of the Last Waltz

Grand Opening of the Jack Richardson London Music Hall of Fame

Performances also by JRLMA HoF Inductees Denise Pelley & Priscilla Wright

Denise Pelley, Garth Hudson & Sister Maud Hudson, Priscilla Wright

C.E. The Drummer



APRIL 2016

Apparently spring has arrived – well at least it has on the calendar. There are a number of big announcements from the London Music Office in April 2016 to highlight. By signing up for this newsletter you are privy to information before the general public. Encourage your friends and family to register for this news letter. Now let's start with the JUNO Awards



This past weekend Calgary AB capitalized the country as they highlighted the Canadian Music Industry with JUNO Week and the 45th Annual JUNO Awards. Although the JUNO's were on the other side of the country London, Ontario sure had a presence. Fanshawe (MIA Grads) and Western Don Alright Faculty of Music (Grads/Faculty) contributed on nine (9) JUNO nominated projects

OJART was impactful with Savanteen (17) graduates working on Thirty-Two (32) JUNO nominated projects! Some of the 2016 JUNO award winning projects London Grads contributed to include The Weekend (winner of 5 awards) Walk Off The Earth, Justin Bieber, and Death From Above 1979. Please also note the Producer of the Year Award is named after London's own Jack Richardson! Congrats and keep up the amazing work!!!

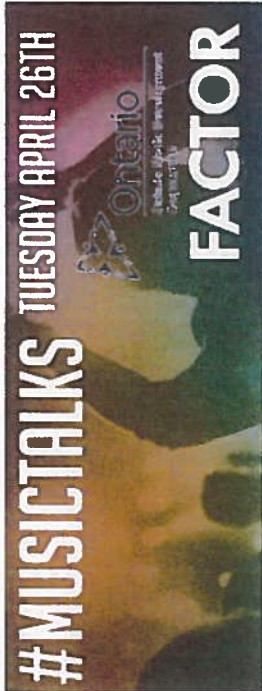
LONDON ARTS LIVE

This summer London streets, parks and buildings will be alive with art! London Arts Council and The City of London Music Office will present a professional artists live performance program throughout June to September! London Arts Live offers Londoners new opportunities to engage in, and experience the arts while providing professional artists new venues and audiences. Best of all, artists are compensated for their work! Learn more at www.londonarts.ca/arts-live



April 15 - 17th

London's own Jack Richardson left an indelible impression not only on the Forest City, but on the national Music Industry. Annually, the London community gathers together celebrating the best London has to offer from the music industry. This year's edition of the 'Jack's' featured several new components including a Hall of Fame Country Showcase, Jack's Battle of the High School Bands, Sound Check for Success Education Day (presented by OJART & the London Music Office), and the Hall of Fame Rock Show. The weekend wouldn't be complete without the Awards Gala closing things out Sunday, April 17th. Come experience a full weekend of the Jack's For full details visit www.londonarts.ca



Tuesday April 26th

The #MusicTalks dialogue continues with a focus on grants! Representatives from FACTOR and OMDC will be in London to discuss the changes to their granting programs. This is an excellent chance to learn about the new opportunities within the FACTOR program as well as gain an understanding of how the OMDC Ontario Music Fund granting process works. This is highly recommended for anyone involved in the music industry that is looking to accelerate their career! Space is limited so secure your spot now. www.factor.ca/canmusic/2016-2017/who-join-2016



May 2 - 6

Canada's biggest music conference and festival, Canadian Music Week takes place May 2 - 6th throughout Toronto. To celebrate this Toronto Music Office and the London Music Office are proud to present London is On, Canadian Music Week Showcases taking place May 4th and May 6th in Toronto. These showcases offer London artists the opportunity to perform in front of Music Industry professionals. This highly acclaimed event offers educational components as well as showcase opportunities. London artists have been confirmed and a formal announcement will be made shortly!



May 14 - 15

Canada's Music Incubator is partnering with the City of London Music Office. Tourism London, the Ontario Media Development Corporation and Coalition Music in London (May 14 & 15) to host the Artist Manager Bootcamp. The bootcamp will be FREE and run Saturday (9am-6pm) and Sunday (9am-12pm) with the objective of providing customized, hands-on and high-level mentorship in a maximum of 15 pre-selected artist managers, self-managed artists or transitioning industry professionals. Bootcamp activities and topics will include: One-On-One Mentorship, Running Your Business, Pitching, Negotiating, Networking, Touring, Marketing, Funding, Team Building, Publicity, Contracts and more.

Limited space is available. Please register at www.artistmanagerbootcamp.ca/registration

As always please stay in touch and let's continue to build London as a True Music City!

cheers

Cory Crossman

Music Industry Development Officer - City of London

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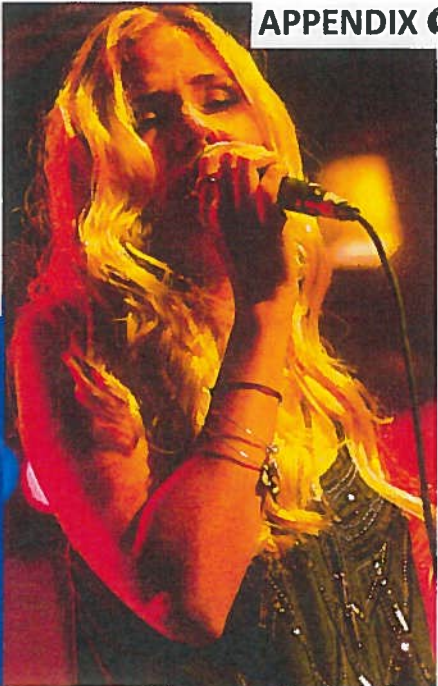
@LDNMusicOffice



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londonmusicoffice Awesome second half to the showcase with @thendangrattlers @genevievefishermusic and River Junction Band! So many supporters of London's Music scene out tonight. Great to see everyone and let's enjoy the week ahead ##ccma #ccma40 #countrymusic #letsplay





COUNTRY MUSIC SHOWCASE
SATURDAY SEPT 10
BLAKES NIGHTMARE DOUBLE TAKE

blakes BISTRO & BAR 2nd Floor	DEAD SOUTH	5:00 PM
	NICE HORSE 	6:00 PM
	SHAWN COWAN	7:00 PM
	SHAWN COWAN	8:00 PM
	CRYSTAL KIRK	9:00 PM
	TANYA MARIE HARRIS 	10:00 PM
	RYAN BRADLEY	11:00 PM

    @LDHMUSICOFFICE 

 London Music Office

Were underway with a live recording of the showcase with @thendangrattlers @genevievefishermusic and River Junction Band!

