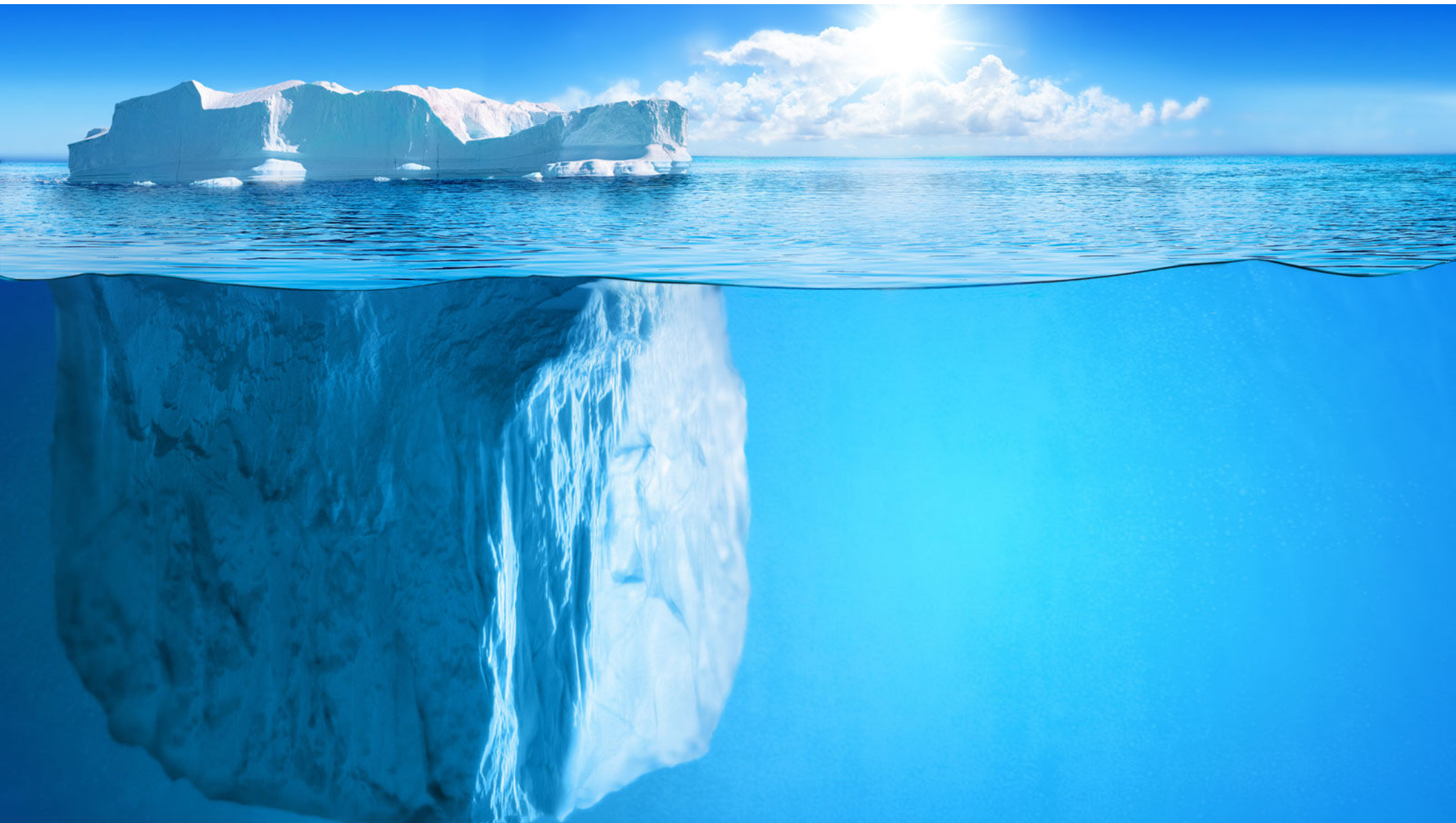




Providing f.u.e.l. to LONDON'S MUSIC SECTOR



What is the music industry?





CREATION OF THE LONDON MUSIC STRATEGY



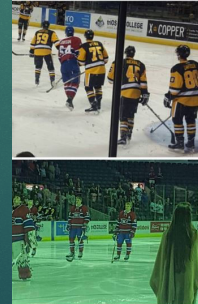
London Music Strategy

Submitted by:
**London's Music Industry
Development Task Force**

August 27, 2014

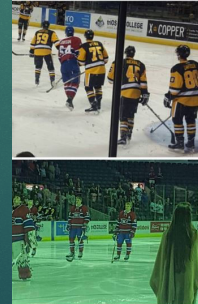
THE LONDON MUSIC STRATEGY

- 1 - Create on-going volunteer committee
- 2 - Create permanent Music Office
- 3 - Increase live music city wide
- 4 - Enhance Audience Dev. & Engagement



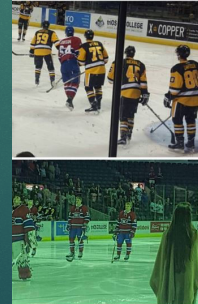
THE LONDON MUSIC STRATEGY

- 5 – Create favourable business conditions for music industry
- 6 – Obtain Investment
- 7 – Create Future Presentation Spaces
- 8 – Coordinate & disseminate directories



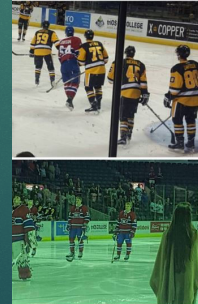
THE LONDON MUSIC STRATEGY

- 9 – Create Marketing Strategy
- 10 – Support Music Tourism
- 11 – Seek & Relocate Music Businesses
- 12 – Develop more music residencies



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OVERALL FIRST YEAR HIGHLIGHTS

- Review of Connections
- Music Strategy Governance
- Advocacy & Engagement
- Assessment of Industry
- Summary of First Year Challenges & Successes

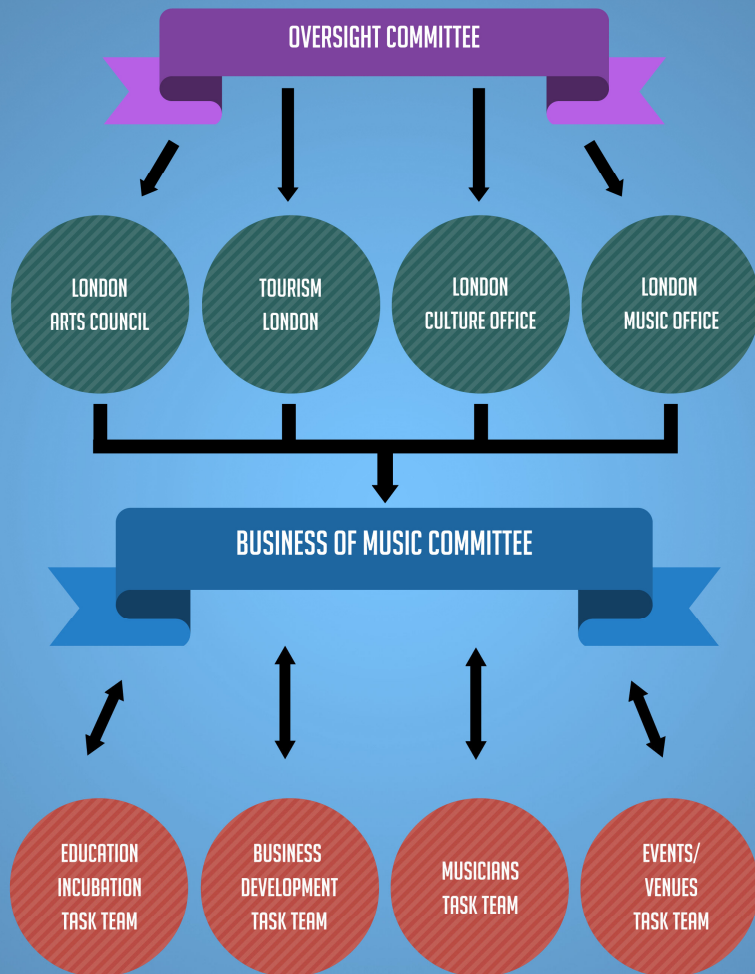


REVIEW OF CONNECTIONS FOR LONDON MUSIC STRATEGY



- 2015 – 2019 Strategic Plan for the City of London
- London's Cultural Prosperity Plan & Profile
- London's Economic Roadmap
- The Ontario Cultural Strategy (Ontario Music Strategy)
- Music Canada (The Mastering of a Music City,
Next Big Bang, Live Music Measures Up)

COMMUNITY & ECONOMIC INNOVATION



Establishment of London Music Strategy Governance Oversight

MUSIC ADVOCACY & ENGAGEMENT

LONDON BUSINESS OF MUSIC COMMITTEE

MUSIC TASK TEAM	MAKE UP
Education & Incubation	Post secondary schools Private teachers Not-For profit programs District school board members Retired teacher
Business Development	Engineers, Studio Owners,
Musicians	Artists both Solo & Cover, Artists Management
Events & Venues	Venue Owners, Festival Managers, Event programmers, Event Support

CURRENT ASSESSMENT OF MUSIC INDUSTRY IN LONDON

Young Musicians

- Majority of sector if mid 20's – mid 30's
- Strong concentration of popular music

Educational Advantage

- Strong development with three schools (Fanshawe, OIART, Western)
- 68 full time teachers
- 46 contract workers
- 6 part time

Audience Development

- Audience development is required
- Same audience frequent events
- Foundation is built now is the time grow

CURRENT ASSESSMENT OF MUSIC INDUSTRY IN LONDON

Active Festival Season

- 3 new marquee festivals (Trackside, Blues, Beatles)
- New niche Festivals (Ska Fest, It's Fest)
- Diverse festivals

Proposed By-Law Ammendment

- Task Teams identified barrier to presenting live music
- Music on patios

Culture & Entertainment District

- Review of culture district(s)
- September featured a 'High Water' mark
- Measures collected

CHALLENGES & SUCCESSES

- Portions of sector are hidden
- Difficult to set up databases
- Federal issues (Stats Can)
- Music Census scratch the surface (snap shot)
- Diverse and ever evolving industry
- Limited Resources
- Music industry moves at a faster pace then government



CHALLENGES & SUCCESSES

BRAND BUILDING

- Create presence of a Music Office
- Logo and branding
- Integrate with Community (workshops, events, festivals)
- Connecting with key partners
- Web & Social Media



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



LONDON MUSIC OFFICE

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.

2016 JUNOS

This past weekend Calgary, AB captivated the country as they highlighted the Canadian Music Industry with JUNO Week and the 48th annual JUNO Awards. Although the JUNOs were on the other side of the country London, Ontario sure had a presence. Fanshawe (MIA Grads) and Western Don Wright Faculty of Music (Grads/Faculty) contributed on nine (9) JUNO nominated projects.

CIART was impactful with Seventeen (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.londonculture.ca/lalogo-see
donlondon-arts-live

JACK RICHARDSON LONDON MUSIC AWARDS

April 15 - 17th
London's own Jack Richardson left an incredible impression not only on the Forest City, but on the nation's 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 CIART & 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 <http://jack.richardson.ca>

#MUSICTALKS TUESDAY APRIL 26TH

Ontario Music Incubator

FACTOR

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.eventbrite.ca/event/music-talks-granting-with-onc-factors-tickets-24463543116

London is On!
MUSIC • ARTS • CULTURE
#LDNENT

2016
CANADIAN MUSIC WEEK
SHOWCASES

May 2 - 8
Canada's biggest music conference and festival, Canadian Music Week takes place May 2 - 8th throughout Toronto. To celebrate this, Tourism London 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-3pm) with the objective of providing customized, hands-on and high-level mentorship to 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.canadamusicincubator.com/london-artist-manager-bootcamp/

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
E: ccrossman@london.ca P: 519.661.2500 x 7308
@LDNMusicOffice



LONDON MUSIC CENSUS

PURPOSE: Establish a baseline of measure

GOAL: Inventory London's Music Sector

- Ran for July 4th – August 22nd
- First of its kind!
- 1,500+ surveys filled out
- 59 London Music Publishers
- 1,144 Music Writers in London
- 53 Live Music Venues

#LDNMUSICCENSUS




LONDON MUSIC CENSUS

THE LONDON MUSIC OFFICE IS CONDUCTING THE FIRST EVER CENSUS FOCUSED ENTIRELY ON THE MUSIC SECTOR. SURVEYS HAVE BEEN SET UP IN THE FOLLOWING CATEGORIES LISTED BELOW.

- ☒ MUSICIAN
- ☒ VENUE
- ☒ FESTIVAL OR EVENT ORGANIZATION
- ☒ MUSIC INDUSTRY
- ☒ MUSIC FAN

YOUR FEEDBACK WILL HELP SHAPE LONDON'S MUSIC COMMUNITY.
OFFER YOUR INPUT TODAY AT WWW.LONDONMUSICOFFICE.COM/CENSUS

@LONDONMUSICOFFICE





\$7 million dollars

EARNED IN ROYALTIES BY 1203 MUSIC WRITERS
AND PUBLISHERS IN LONDON (2015)



A strong music industry has social, cultural and economic benefits for all of us. London's Music Office is working relentlessly to further establish London's music sector. **Get to know us.**

londonmusicoffice.com



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[londonmusicoffice](https://www.instagram.com/londonmusicoffice)



4620 live shows


HAPPEN IN LONDON EVERY YEAR. THAT'S AN
AVERAGE OF 12 PER DAY



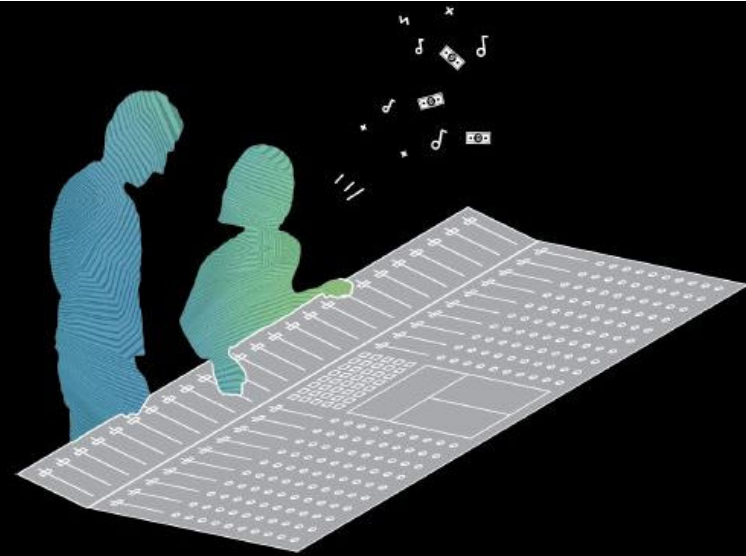
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BIGGEST ADVANTAGE!



875 students


STUDYING IN LONDON TO BREAK INTO THE
MUSIC INDUSTRY (2015)



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WORTH INVESTING NOW!

Why are we doing this...

- The start of the implementation of the London Music Strategy
- Provides Cultural and Economic Dividends
 - Feeds into nighttime economy
 - Growth our Creative Industries
- Jobs



Music is a



Music is a

W.I.N.

