

Report to Strategic Priorities and Policy Committee

To: Chair and Members
Strategic Priorities and Policy Committee

From: Scott Mathers, MPA, P. Eng
Deputy City Manager, Planning and Economic Development

Subject: Amendment to Delivery Date of the City of Music Conference and Events Business Case and the London City of Music Expo Business Case

Date: September 20, 2022

Recommendation

That, on the recommendation of the Deputy City Manager, Planning and Economic Development, the information report dated September 20, 2022, with respect to the 'Amendment to Delivery Date of the City of Music Conference and Events Business Case, and the City of Music Expo Business Case' **BE RECEIVED**.

Executive Summary

On June 22, 2022, Municipal Council Received the London Community Recovery Network – Recovery Funding Business Cases report. That report included the 'City of Music Conference and Events Business Case' requesting \$50,900 in funding, and the 'London City of Music Expo Business Case' requesting \$100,000 in funding. Funding was approved by Municipal Council on July 5, 2022. The London Music Office and the London Chamber of Commerce were joint proponents on both business cases.

Subsequent to the approval, the project proponents, London Music Office and the London Chamber of Commerce, identified a scheduling conflict and are advising that the delivery date of both business cases needs to be amended from November of 2022 to the first quarter of 2023 in order to secure the preferred venue (RBC Place).

*Note - No new additional funds are being sought.

Linkage to the Corporate Strategic Plan

The two business cases noted above align with the following area of focus under the City of London Strategic Plan:

Growing our Economy:

- London will develop a top-quality workforce
- London is a leader in Ontario for attracting new jobs and investments
- London creates a supportive environment where entrepreneurs, businesses and talent can thrive

Analysis

Background Information

1.0 Previous Reports Related to this Matter

- London Community Recovery Network – Recovery Funding Business Cases- June 22, 2022, SPPC

Discussion and Considerations

2.0 London Community Recovery Network – Business Cases Summary

LCRN Business Case: City of Music Conference and Events

Idea Lead: London Music Office, Tourism London

Idea Summary: Celebrating London's one-of-a-kind UNESCO City of Music designation, the London Music Office, working in partnership with Tourism London, the London Chamber of Commerce, the Canadian Live Music Association and Music Ontario will bring Ontario communities together in London for a one-day City of Music Conference followed by live music events. The Music Office is working closely with the London Chamber of Commerce on their Music Expo proposal. By hosting the proposed events back-to-back, the London Music Office and the London Chamber of Commerce can extend visitor stays and work together to reduce costs while maximizing impact. One primary venue will be used to host 250+ attendees and 30+ speakers for a full day of The City of Music Conference programming. The goal is to strengthen Ontario's live music sector through municipal support, knowledge sharing and collaboration. Bringing representatives from various Ontario communities together to discuss strengthening the music ecology will continue to position London as a leader in music development and strengthen opportunities for London-based talent.

Idea aligns with the following LCRN Focus Areas: Investing in People; Driving Prosperity; Fostering Community

Idea aligns with the following LCRN Indicators: Income and Mental Health; Arts, Culture and Tourism; Business Health; Community Belonging; Community Engagement and Social Isolation

Financial contribution approved by the City: \$50,900

LCRN Business Case: London City of Music Expo

Idea Lead: London Chamber of Commerce

Idea Summary: London has the proud distinction of being the first city in Canada with a UNESCO City of Music designation, however, many, if not most, Londoners still do not know what that means or the importance to the economic and cultural well-being of our city. To promote and leverage this designation, the London Chamber of Commerce proposes to host an annual full-day Expo to highlight the designation. The Expo would consist of exhibitors from all aspects of the music industry (artists, producers, venues, recording studios, etc.) as well as other exhibitors that directly benefit London's thriving music scene (hotels, bars, restaurants, breweries, etc.). The event's focus would be on the local Music Industry, as such the event would feature live performances from local artists on a mainstage at various times throughout the day. Additionally, the Expo would include break-out workshops/seminars where attendees would have the opportunity to learn more about what it means to be a City of Music. It is expected that all workshops can be provided as in-kind contributions to the Expo or in exchange for an exhibitor booth.

Idea aligns with the following LCRN Focus Area: Driving Prosperity; Fostering Community

Idea aligns with the following LCRN Indicators: Arts, Culture and Tourism; Business Health; Talent Recruitment and Retention; Anti-Racism and Anti-Oppression

Financial contribution approved by the City: \$100,000

2.1 London Community Recovery Network – Amendment to Delivery Date

On July 5, 2022, Municipal Council approved funding for the ‘City of Music Conference and Events Business Case’ in the amount of \$50,900, and for the ‘London City of Music Expo Business Case’ in the amount of \$100,000. The intent is for the London Music Office and the London Chamber of Commerce to host both events back-to-back, in order to extend visitor stays and work together to reduce costs while maximizing impact. The original timelines suggested to deliver the events in November of 2022 in order to mark the one-year anniversary of London’s unique, one-of-a-kind UNESCO City of Music designation, however due to the inability of securing the preferred venue, it has been decided that the 1st quarter of 2023 will be a more appropriate time to host both events.

The London Music Office and the London Chamber of Commerce are advising that the City of Music Conference and Events, and the London City of Music Expo, originally to be held in November, will be extended into the first quarter of 2023. This change will allow for both events (EXPO and Conference) to be held at the preferred venue (RBC Place), as the dates were not available for both events in November at that venue. The preferred venue will be most cost-effective as it already houses the equipment needed for the events.

Furthermore, extending the time to plan the event provides for more time to market the event and build excitement around it as well as to attract sponsors and exhibitors, and confirm musical performances. Additionally, this time extension will also allow to involve elected officials as guest speakers, given that elected officials are unable to commit to participating in events post-election.

2.3 Financial Impact/Considerations

There are no financial considerations for this extension. The funding for this initiative is set aside in a reserve fund and will not be allocated until the events take place.

Conclusion

This report was prepared as part of a joint agreement between the two business cases project proponents, the London Music Office, and the London Chamber of Commerce, that a change in delivery date from Q4 of 2022 to Q1 of 2023, for the London City of Music Expo and the City of Music Conference and Events, will have a greater impact in our community during a slower time of the year at the preferred venue.

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