

**Toronto Music Industry Advisory Council
Community Outreach Working Group**

Notes from Music Hub Stakeholders Meeting – June 5, 2018

What is a music hub? What would happen there? Where would it be?

- Place for collaboration, across genres
- Place to collaborate on the business of music → the boardroom for music
- The conduit for musicians to enter the industry
- Helping keep musicians in the city
- Place for business development and mentorship
- Provides infrastructure information
- Interconnects the industry efficiently
 - o Where are the opportunities?
 - o Can be both physical and digital
- Provides space for hobbyists / community music organizations
- Spread across the GTA
- Network of hubs that communicate with each other → can meet people you otherwise wouldn't meet
- Some free services provided (e.g., some developing talent can't afford rehearsal space)
- Opportunity to galvanize public support and have a trickle-down impact:
 - o Analogy of US city building a new football stadium – attention and excitement leads to greater investment / support of the grassroots system and teams
- Place for collaboration across musicians and professionals
 - o Need to incentivize today's leaders / professionals to mentor the next generation
- All layers of the industry in one building – even peripheral supports such as graphic designers, lawyers, accountants
 - o Functions as an ecosystem
 - o Help artists secure funding
- Provides public space for live performances, covering many genres (e.g., Central Park summer program)
- Provides space for youth programming → provide positive alternatives for youth in Neighbourhood Improvement Areas
- Idea: Gift shop – gifts related to Toronto's music scene; profits back into building upkeep
- Potential to use empty or under-utilized City spaces? CreateTO looks after the City's real-estate holdings
- Are there private spaces with excess capacity? E.g., Indie 88's main floor is empty after 5 pm
- Could we establish criteria for being recognized as a music hub? → provide recognition or incentives for private organizations that are giving back
- Invest in entrepreneurs in high needs areas; encourage them to give back

- Shouldn't just be about getting grant money
- Resources are available for retrofitting Heritage properties
- Province has resources for creating community hubs
<https://www.communityhubsontario.ca/build/>

Potential Operating Structures:

- CSI (Centre for Social Innovation) – social enterprise where profits are put back into community programs
- Could have both non-profit and for-profit organizations in the same building (the charities can take donations and direct them to the for-profit organizations)
- Banff Centre, MaRS – should investigate their structures
- Organize as a Co-op, where people/organizations are paying fees/rents towards paying down the mortgage of the building
- CSI funded the Murray Building through Community Bonds
- Doesn't need to be publicly owned, but perhaps have benefits or incentives for opening up the space to the community
- Could be a public asset, in the public trust, with a board of directors

What can the City do?

- Map out the existing hubs
- Create more opportunities for networking, discussion, professional development, and collaboration around hubs, and for the music sector in general
- Help connect potential collaborators and supporters (private funding) as hub opportunities arise
 - o Help co-ordinate an 'olympic bid' pitch for a music hub (bring together participants, help co-ordinate pitch)
- Build and publicize the economic argument for investing in the City's music sector
 - o Economic study of the size of our Music economy
 - o Gather and publicize case studies on our successes (the international view of the Toronto music scene is very favourable; we just don't feel it here)
- Tax breaks for artists and music businesses (401 Richmond)

General Learning

- Toronto's music sector doesn't have a culture of collaboration; need to change this if we are going to truly be a Music City
- Need for more outward communication about the Music Office, TMAC, and opportunities to participate
- Very positive reception to this meeting → we should do more sessions like this!!