



January 18, 2012

Economic Development Committee
10th floor, West Tower, City Hall
100 Queen Street West
Toronto, ON M5H 2N2

RE: Implementing Creative Capital Gains Recommendation 3.3 – Fostering Toronto's Music cluster

Dear Chair Thompson and committee members,

First, allow me to congratulate you on your work on the May 2010 Report - Creative Capital Gains: An Action Plan for Toronto. The report sketches out a path to foster a more vibrant cultural and economic future for Toronto. The detailed recommendations will, when implemented, enhance many of Toronto's arts and cultural sectors to the benefit of our economy and every Toronto resident.

Of the numerous recommendations in the report, one industry was noticeably underrepresented by comparison to others – Toronto's music cluster. The Executive Director of Culture for the City of Toronto, cited 'extreme difficulty' in reaching out to the local music industry. As a result, the Creative Capital Gains plan recommended that the city: *Conduct a study to investigate Toronto's music industry and its economic impact, and develop a strategy to promote and foster Toronto's music cluster.*

Toronto has an exciting and diverse music industry. This city has been the launch pad for many globally recognized artists and has a proud music heritage. Unfortunately, little is known about the economic value or potential of this industry in Toronto.

A report on the economic importance of the music industry was conducted for the City of Austin, Texas. This report found that the music industry generated \$616 million in economic activity and almost 11,200 jobs. The report also highlighted a correlation between economic investment in technology-based sectors and the scope and breadth of cultural offerings (music, the arts, etc) in a city.

In response to the Creative Capital Gains recommendation, Toronto's Music Industry reacted and formed the Toronto Music Industry Association to help deliver this report and build the infrastructure needed to help foster and support Toronto's music cluster. Industry is ready to support our city in this effort.

In closing, I urge to the committee to instigate recommendation 3.3 in the Creative Capital Gains report and take advantage of the expertise and enthusiasm of the Toronto Music Industry Association by:

Requesting the Executive Director of Culture conduct a study to investigate Toronto's music industry and its economic impact and develop a strategy to promote and foster Toronto's music cluster through consultation with industry stakeholders including, but not limited to, the Toronto Music Industry Association.

Rock on!



Mike Layton

Attachments: Letter from Jeff Melanson, Special Advisor to Mayor Rob Ford, Arts and Culture
Document entitled "The Role of Music in the Austin Economy: Executive Summary"