



**STAFF REPORT  
ACTION  
REQUIRED**  
with Confidential Attachment

**Toronto Music Industry Advisory Council: Terms of Reference and Appointment of New Members**

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| <b>Date:</b>                                | December 16, 2013  |
| <b>To:</b>                                  | City Council   |
| <b>From:</b>                                | General Manager, Economic Development and Culture                  |
| <b>Wards:</b>                               | All  |
| <b>Reason for Confidential Information:</b> | This report deals with personal matters about identifiable people. |
| <b>Reference Number:</b>                    |  |

**SUMMARY**

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This report recommends the adoption of the terms of reference and the proposed industry membership of the inaugural Toronto Music Industry Advisory Council by City Council.

**RECOMMENDATIONS**

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The General Manager of Economic Development and Culture recommends that City Council:

1. Appoint the members listed in Confidential Attachment 1 to the Toronto Music Industry Advisory Council and authorize the City Clerk to make the appointees' names public following the adoption of this report and notification of the Applicants; and
2. Adopt the Terms of Reference for the Music Industry Advisory Council as outlined in Attachment 2.

## Financial Impact

There are no financial impacts resulting from the adoption of this report.

## DECISION HISTORY

At its meeting on November 22, 2013, the Economic Development Committee considered Item ED27.2, Toronto Music Sector (Collaborating for Competitiveness – Implementation Action 6), and made a series of recommendations to City Council in regard to the Toronto Music Industry Advisory Council and the Austin – Toronto Music City Alliance.

The Economic Development Committee also:

*Requested the General Manager, Economic Development & Culture, to conduct an outreach to Toronto music industry stakeholder groups and leaders to solicit interest and applications to be a member of the Toronto Music Industry Advisory Council in a timely manner to facilitate a report directly to City Council at its meeting on December 16 – 17, 2013 recommending stakeholder appointment to the Toronto Music Industry Advisory Council; and*

*Requested the Chair and Vice-Chair of the Economic Development Committee to serve as the nominating panel to review the stakeholder applications for membership and select the candidates to be recommended for appointment to the Toronto Music Industry Advisory Council.*

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED27.2>

## ISSUE BACKGROUND

Earlier this term, City Council adopted a new economic strategy, ***Collaborating for Competitiveness: A Strategic Plan to Accelerate Economic Growth and Job Creation in Toronto***, and a new culture strategy ***Creative Capital Gains: An Action Plan for Toronto***. Both strategic plans support initiatives to advance the music industry.

Toronto is an international music city and the largest centre of music in Canada with a well-established and vibrant music scene. While Toronto is home to many talented individuals and firms in the various sub-sectors within the music industry and has most of the physical infrastructure required for success it lacks the connective tissue necessary to make the separate parts into a whole and realize its full potential. One of the most significant barriers to success is the fragmented voice and activities of the music industry.

The Toronto Music Industry Advisory Council will provide a forum for the discussion of opportunities and challenges, exchange of ideas, input and advice, and collaborative development of recommendations and a unifying voice to advance the music sector in Toronto.

## COMMENTS

In accord with the Economic Development Committee's direction to solicit interest and applications from Toronto music industry stakeholder groups to become members of the Toronto Music Industry Advisory Council, staff prepared and posted an Application Form on the City's website together with background information about the Toronto music industry, the proposed Council and the Austin-Toronto Alliance. Industry associations and individuals who had expressed an interest in the Advisory Council were notified and invited to apply. To facilitate a report directly to City Council at its meeting on December 16 – 17, 2013, the application process opened on November 26, 2013 and closed at 11:59 p.m. on December 3, 2013 giving interested stakeholders about 8 days to submit an application.

At the close of the submission process, 106 applications had been received. All applications were reviewed based on the applicant's qualifications and reasons for applying to become a member of the Advisory Council. Virtually all applicants were enthusiastically supportive of the formation of a Toronto Music Industry Advisory Council and indicated a strong willingness to contribute to advancing the industry whether or not they were selected to be a member of the Advisory Council. A short-list of candidates were invited for an interview. It was a challenge to select a limited number of individuals from a list of so many excellent candidates. The Nomination Panel, Councillor Thompson and Councillor Carroll, the Chair and Vice-Chair respectively of the Economic Development Committee interviewed candidates over three days, Tuesday, December 10, Wednesday, December 11, and Saturday, December 14, 2013. The candidates came from a broad cross-section of the industry, sub-sectors including: Independent Artists; Event & Venues; Artist and Business Management; Music Creation; Associations & Organizations; and Music Awards Programs; representing a wide variety of musical genres, demographic and cultural backgrounds.

The recommended membership reflects the decision of the Nominating Panel to include members with a wide range of experience and expertise; diverse interests, backgrounds and networks; and considered most able to collaboratively advance the Toronto music industry.

In view of the exceptionally high level of interest, commitment and the wealth of expertise among the candidates, the Nomination Panel is recommending that the number of industry stakeholders on the Music Advisory Committee be increased from 19 (which includes a pool of 4 independent performing artists) to 28 (also including a pool of 4 independent performing artists) and that the total Music Advisory Council membership be increased accordingly. The expanded membership will accelerate advancement of the music industry and fulfilment of the Council's purpose to:

*Provide a forum for the discussion of opportunities and challenges, exchange of ideas, input and advice, and development of recommendations to:*

- a. ensure the health, competitiveness and viability of the Toronto music sector;*
- b. achieve long-term sustainable economic growth and job creation;*
- c. develop, support and showcase talent;*

- d. enhance local and global positioning and branding of the city and its music sector;*
- e. establish Toronto as a respected global centre of excellence for music;*
- f. facilitate signature events; and*
- g. collaboratively develop positions on provincial, national and international issues.*

Confidential Attachment 1 lists the recommended industry stakeholder members of the inaugural Music Advisory Council. The Nominating Panel also noted that over time many of the applicants not recommended to be members of the inaugural Music Advisory Council will have opportunities in the future to join the Council. The Panel also noted that through its outreach activities, all key participants will have a voice in the Advisory Council's deliberations and initiatives.

Attachment 2 is the revised Terms of Reference for the Music Advisory Council. The revisions incorporate the amendments recommended by the Economic Development Committee at its meeting on November 22, 2013; increases the number of music industry stakeholder members and the total membership accordingly, and makes other editorial changes and corrections for consistency with corporate practices.

## **CONTACT**

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## **SIGNATURE**

Michael Williams, General Manager  
Economic Development & Culture

## **ATTACHMENTS**

Confidential Attachment 1: Proposed Membership for the Toronto Music Industry Advisory Council  
Attachment 2: Terms of Reference for the Toronto Music Industry Advisory Council