

City Council

Notice of Motion

MM37.2	ACTION			Ward:All
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Music City Alliance - The City of Toronto and City of Austin - by Councillor Josh Colle, seconded by Councillor Gary Crawford

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Economic Development Committee. A two-thirds vote is required to waive referral*

Recommendations

Councillor Josh Colle, seconded by Councillor Gary Crawford, recommends that:

1. City Council endorse the Austin-Toronto Music City Alliance, and direct the General Manager, Economic Development and Culture to begin discussions with the City of Austin to finalize the framework and terms of the Music City Alliance.

Summary

On February 21, 2012, in response to Recommendation 3.5 in the Creative Capital Gains report to "investigate Toronto's music industry and its economic impact, and develop a strategy to promote and foster Toronto's music cluster", the Economic Development Committee referred Item ED11.8 to the General Manager, Economic Development and Culture, with a request that he, in conjunction with industry stakeholders, develop a series of short, medium, and long-term recommendations for government(s) and the Toronto Music Industry that would position Toronto as a leading live music tourist destination and promote and foster Toronto's music cluster.

Toronto has one of the largest music sectors in North America with an impressive and growing number of live music venues, recording studios, independent and major labels, music festivals and artists, and generates thousands of jobs and significant economic growth and tourism.

The City of Austin, recognized as the Live Music Capital of the World, shares many of the same characteristics of Toronto's music economy. Over the last twenty years, Austin, a city a third the size of Toronto, has created a music industry that generates three times as much economic activity as Toronto's does.

In communications between Toronto's Mayor Ford and Austin's Mayor Leffingwell, both agreed to work together to form a Music City Alliance that could develop opportunities for tourism and trade.

The concept of a Music City Alliance would provide a formalized structure and demonstrated commitment to promote and foster the music industry. Moreover, it would provide mutual opportunities for market growth, knowledge exchange, industry investment, and economic partnerships. A thriving music industry would bring more economic activity and jobs to both cities and create new opportunities for musicians and music lovers in both markets.

In response to discussions with Toronto music industry representatives and Councillors Colle and Crawford, the City of Austin passed a resolution to participate in a Music City Alliance as soon as similar legislation is passed by the City of Toronto.

Toronto needs to embrace this opportunity and demonstrate our shared commitment to promote and foster Toronto's music cluster.

(Submitted to City Council on July 16 and 17, 2013 as MM37.2)

Background Information (City Council)

Member Motion MM37.2

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60093.pdf>

City of Austin's Resolution on Music City Alliance

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60094.pdf>

Letter from Mayor Lee Leffingwell City of Austin on the Music City Alliance partnership program

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60095.pdf>

(March 7, 2013) Letter from Mayor Rob Ford addressed to Mayor Lee Leffingwell, City of Austin, on the Music City Alliance

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60096.pdf>

Agenda Item ED11.8, headed "Implementing Creative Capital Gains Recommendation 3.3 - Fostering Toronto's Music Cluster

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60097.mht>

The role of Music in the Austin Economy: Excerpt from Executive Summary

<http://www.toronto.ca/legdocs/mmis/2013/mm/bgrd/backgroundfile-60098.pdf>