
City Council**Motion without Notice**

MM37.43	ACTION			Ward:All
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Fostering Toronto's Music Cluster - by Councillor Michael Thompson, seconded by Councillor David Shiner

- * Notice of this Motion has not been given. A two-thirds vote is required to waive notice.*
- * This Motion is subject to referral to the Economic Development Committee. Requires two-thirds vote to consider at this meeting.*
- * This Motion has been deemed urgent by the Chair.*

Recommendations

Councillor Michael Thompson, seconded by Councillor David Shiner, recommends that:

1. City Council request Councillor Michael Thompson, Chair, Economic Development Committee, Councillor David Shiner, Vice-Chair, Economic Development Committee and Councillor Gary Crawford, Co-Chair, Toronto Film Board, in conjunction with the General Manager, Economic Development and Culture, to consult broadly with the Toronto Music Industry in regard to the formation of an industry based “Toronto Music Advisory Committee” to assist staff in strengthening this key cluster and to report back to the October 24, 2013 meeting of the Economic Development Committee with recommendations on the structure, mandate, and terms of reference for such a Committee.
2. City Council direct the General Manager, Economic Development and Culture to develop a strategic action plan that maximizes the impact of City support for the Toronto Music Industry, including the preferred forms of this support and to ensure the new Advisory Committee is involved in this process.
3. City Council direct the General Manager, Economic Development and Culture to conduct these initiatives in conjunction with any ongoing review and reorganization of the Economic Development and Culture Division and the 2014 budget approval process.

Summary

At its meeting on February 21, 2012, the Economic Development Committee referred Item

ED11.8 <http://app.toronto.ca/tmmis/viewagendaitemhistory.do?item=2012.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 to consider that would position Toronto as a leading live music tourist destination and promote and foster Toronto's music cluster.

Since the Committee's request, City Council has endorsed a new economic strategy, "*Collaborating for Competitiveness: Accelerating Economic Growth and Job Creation in Toronto*", and a set of Principles and Priorities for the implementation of "*Creative Capital Gains*" based on community consultation. These initiatives include recommendations to strengthen and grow high value sectors and creative industries. Economic Development and Culture staff have also met with Music Canada, other industry representatives, and Ontario Media Development Corporation (OMDC) staff on a number of occasions.

In May 2013, the Ontario Minister of Finance, Charles Sousa, and Minister of Tourism, Culture and Sport, Michael Chan, announced the establishment of a 3-year, \$45 million Ontario Music Fund to support production, distribution, performance and international promotion of music made in Ontario. This fund will be administered by OMDC.

To further develop and implement specific strategies to position Toronto as a leading live music tourist destination; develop, showcase and expand our local talent base; and identify the most appropriate and effective role for the City of Toronto to promote and strengthen this key sector, an Advisory Committee with representatives from the various elements of the industry, including youth, should be formally established. The Advisory Committee would assist staff in developing and evaluating options consistent with the recommendations contained in the City's economic and cultural strategies, "*Collaborating for Competitiveness: Accelerating Economic Growth and Job Creation in Toronto*" and "*Creative Capital Gains*", and provide advice to Council through the Economic Development Committee.

This Motion without Notice is an urgent item for City Council to consider at its meeting on July 16 - 17, 2013. The Motion recommends the establishment of a Toronto Music Advisory Committee and the development of a strategic action plan to strengthen and expand the music industry within the City. This initiative will stimulate job creation, particularly for youth and should begin immediately. The current unemployment rate for youth (15 - 24 years) in the City of Toronto is now over 18 percent, more than double the overall unemployment rate of 8.2 percent within the City and almost 50 percent higher than the youth unemployment rate for Canada.

In addition to job creation, the music industry attracts tourists from around the world and it contributes to making Toronto a great City to live, work and invest in.

City Council and the Economic Development Committee have indicated support for the music industry. Music Canada congratulated the Mayor and Council for identifying music as a priority for arts funding derived from the billboard tax in the 2013 and future years Capital and Operating budgets. The Provincial government also recently established the Ontario Music Fund and allocated \$45 million over 3-years to support production, distribution, performance

and international promotion of music made in Ontario. It is essential that a strategic action plan for the Toronto music sector be developed as soon as possible to ensure businesses within the City are positioned to access their fair share of this provincial program.

(Submitted to City Council on July 16 and 17, 2013 as MM37.43)

Background Information (City Council)

Member Motion MM37.43