

**MA1.2**  
**Toronto Music Advisory Council – May 27, 2015**

**Working groups**

	<b>Business Development</b>	<b>Branding, Marketing, &amp; Tourism</b>	<b>Advocacy</b>	<b>International Alliances &amp; Partnerships</b>	<b>Financing, Funding, &amp; Sponsorship</b>	<b>Strategic Planning</b>
<b>Mandate</b>	<ul style="list-style-type: none"> <li>To facilitate the development of music industry businesses and opportunities for existing businesses to thrive</li> </ul>	<ul style="list-style-type: none"> <li>Create our campaign including tools and materials, and digital / social media strategy</li> </ul>	<ul style="list-style-type: none"> <li>Advocate for pro-music and pro-musician policies and regulations at all levels of gov't, regulatory bodies, and corporate Toronto</li> </ul>	<ul style="list-style-type: none"> <li>Realize the Austin-Toronto mandate, and build other international alliances to benefit Toronto's music sector</li> </ul>	<ul style="list-style-type: none"> <li>Identify new or existing sources of financing and match to the opportunities brought forward by the other Working groups</li> </ul>	<ul style="list-style-type: none"> <li>Create structure and governance for TMAC</li> <li>Quantify the progress and value of TMAC and the music community at large</li> </ul>
<b>Details</b>	<ul style="list-style-type: none"> <li>Asset list</li> <li>Leveraging Civic venues and City resources</li> <li>Pan Am</li> <li>Music festivals</li> <li>Performance opps</li> <li>Networking opps</li> </ul>	<ul style="list-style-type: none"> <li>Create / identify Toronto's music brand</li> <li>Leverage Toronto's tourism offices</li> <li>Identify opps to communicate our message</li> </ul>	<ul style="list-style-type: none"> <li>Selling value of music</li> <li>Music education / youth programs</li> <li>Funding of arts</li> <li>Artist standard of living</li> </ul>	<ul style="list-style-type: none"> <li>Austin Alliance</li> <li>New opportunities</li> <li>Presence at international events</li> </ul>	<ul style="list-style-type: none"> <li>Finding \$ to execute our plans</li> <li>Corporate sponsorships</li> <li>Fund our branding campaign</li> <li>Fund large and small opps</li> </ul>	<ul style="list-style-type: none"> <li>Structure and governance</li> <li>Metrics and measurement</li> <li>Continue to operate until the Music Office can take on this role</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>Lack of large scale festival site</li> <li>Lack of large scale festival</li> <li>Poor standard of living for musicians/creators</li> <li>Downsview – lack of TTC access; residential development</li> </ul>	<ul style="list-style-type: none"> <li>No clear brand for Toronto's music scene</li> <li>Perception of public re: value of music</li> <li>Music industry has not sold our value to Toronto (other entertainment sectors have done a better job)</li> </ul>	<ul style="list-style-type: none"> <li>Lack of airplay for Toronto musicians</li> <li>Lack of \$ from city for sector (hotel tax?)</li> <li>Lack of press coverage of music in Toronto</li> <li>Poor standard of living for musicians / creators</li> </ul>	<ul style="list-style-type: none"> <li>Profile of Toronto internationally as a music centre</li> </ul>	<ul style="list-style-type: none"> <li>Lack of \$ from city for sector (hotel tax?)</li> </ul>	<ul style="list-style-type: none"> <li>Music sectors don't work together</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Civic venues</li> <li>Strong digital infrastructure</li> <li>Add music to non-music events</li> <li>Use music as trend setter / connector</li> <li>Work with BIAs</li> <li>Develop CNE and Ontario Place opps</li> <li>Promote studios &amp; mastering services</li> </ul>	<ul style="list-style-type: none"> <li>Create a strong unified brand for Toronto</li> <li>Strong potential ambassadors (Drake, MAGIC!)</li> <li>Target close cities for music tourism</li> <li>Cdn\$/US\$ exchange</li> <li>Leverage Toronto's music history</li> <li>Use music to attract other businesses (as Austin has done)</li> </ul>	<ul style="list-style-type: none"> <li>Leverage strong sectors in city (financial, tech, etc.)</li> <li>Keep music on political agendas</li> <li>Can be a positive impact on youth</li> <li>Collaboration on education programs</li> </ul>	<ul style="list-style-type: none"> <li>Political junkets</li> <li>Increase international partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Leverage strong sectors in city (financial, tech, etc.)</li> <li>Opportunities for corporate sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Existing research and metrics on contribution of music sector</li> <li>Draw on experience of other not-for-profits in having their mandate renewed</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>Barriers to new entrants</li> <li>Cost of living in T.O.</li> <li>Cost of wireless → disincentive to consume music</li> <li>Rising operating costs</li> <li>Challenge of representing all T.O.</li> </ul>	<ul style="list-style-type: none"> <li>Competition from other cities</li> <li>Press spin on business (EDM deaths)</li> <li>Challenge of representing all T.O.</li> </ul>	<ul style="list-style-type: none"> <li>Declining music education in schools</li> <li>Lack of music accessibility for 'at risk' populations</li> <li>Future of current funding of arts</li> <li>Foreign businesses making it harder for local to compete</li> <li>Lack of understanding of industry realities</li> <li>Challenge of representing all T.O.</li> </ul>	<ul style="list-style-type: none"> <li>Challenge of representing all T.O.</li> </ul>	<ul style="list-style-type: none"> <li>Barriers to new entrants (funding)</li> <li>Future of current funding of arts</li> <li>Challenge of representing all T.O.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of co-ordination of stakeholders</li> <li>Challenge of representing all T.O.</li> </ul>