



## STAFF REPORT ACTION REQUIRED

### Toronto Music Strategy: An Action Plan

<b>Date:</b>	January 29, 2016
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager Economic Development and Culture
<b>Wards:</b>	All
<b>Reference Number:</b>	AFS: 22307

### SUMMARY

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The purpose of this staff report is to present the Toronto Music Advisory Council's "Toronto Music Strategy: Supporting and Growing the City's Music Sector" to the Economic Development Committee.

Toronto is a thriving music city, with an annual economic impact on the city estimated by the Toronto Star at \$700 million in 2014. The Toronto Music Strategy describes the benefits of being a music city and outlines the roles the City of Toronto can play in promoting and growing the music sector.

### RECOMMENDATIONS

**The General Manager of Economic Development and Culture recommends that:**

1. City Council approve the "Toronto Music Strategy: Supporting and Growing the City's Music Sector," found in Attachment 1.
2. City Council direct the General Manager of Economic Development and Culture to report back during the 2017 budget process with an implementation plan for the "Toronto Music Strategy: Supporting and Growing the City's Music Sector", including overall financial impact and costs to the City.

## **Financial Impact**

There are no immediate financial impacts to the City as a result of the approval of this report.

Economic Development and Culture, through Film and Entertainment Industries, will work with the Toronto Music Advisory Council to establish a budget for strategic actions deemed priorities within the Music Strategy. Any financial impacts to the City resulting from the implementation of the Toronto Music Strategy will be included in the implementation plan and brought forward through the 2017 Operating Budget process for spending approval.

The 2016 Executive Committee Recommended Operating Budget for Economic Development and Culture includes: base funding of \$0.127 million gross and \$0.027 million net, and 1 position to support Music Development; and new funding of \$0.157 million gross and net, and an additional position to provide the capacity to work with the Toronto Music Advisory Council on achieving the objectives of the Music Strategy.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

## **DECISION HISTORY**

### **Music Strategy Development**

At its meeting on October 14, 2015, the Economic Development Committee authorized the Film Commissioner and Director of Entertainment Industries to proceed with public consultation on a draft Music Strategy and report back to the Economic Development Committee at its first meeting in 2016.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED7.8>

At the same meeting, the Economic Development Committee received a background information document entitled Music Strategy Report Process and Timelines – Update.

<http://www.toronto.ca/legdocs/mmis/2015/ed/bgrd/backgroundfile-84321.pdf>

On December 9, 2015, City Council adopted the report Music Sector Development: Activities and Goals of the Film and Entertainment Industries Unit for information.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED8.13>

The report described that an overarching, cohesive music strategy was needed to guide music sector development short-term and long-term. The report also noted that the Film and Entertainment Industries section of the City's Economic Development and Culture Division was working closely with the Toronto Music Advisory Council on the development of this Music Strategy and that Strategy would be presented to the Economic Development Committee in early 2016, after public consultation.

## **Toronto Music Advisory Council Composition and Toronto-Austin Music Cities Alliance**

At its meeting on November 22, 2013, the Economic Development Committee considered a report from the City Manager and the General Manager of Economic Development and Culture entitled Toronto Music Sector.

[http://www1.toronto.ca/static\\_files/economic\\_development\\_and\\_culture/docs/Sector\\_Reports/ED27.2%20-%20Toronto%20Music%20Sector%20-%20Staff%20Report%20-Final.pdf](http://www1.toronto.ca/static_files/economic_development_and_culture/docs/Sector_Reports/ED27.2%20-%20Toronto%20Music%20Sector%20-%20Staff%20Report%20-Final.pdf)

On December 16, 2013, City Council adopted the recommendations contained in the November 18 report, with amendments:

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

## **ISSUE BACKGROUND**

Toronto is already a thriving music city, with an annual economic impact on the city estimated by the Toronto Star at \$700 million in 2014. In its preamble, the Toronto Music Strategy outlines the benefits of being a music city and suggests that the City of Toronto can play a role in promoting and growing the music sector.

The Toronto Music Advisory Council (TMAC) drafted the city's first-ever Music Strategy in response to TMAC's own mandate to provide insight and recommendations to assist the City in the development of the music sector.

- City staff in Film and Entertainment section of the Economic Development and Culture division worked with TMAC industry members on this Strategy.

The Music Strategy provides information, examples, and detailed recommendations on six major strategic areas for focus in Toronto:

- Support an environment friendly to music creators.
- Encourage the business of music in Toronto.
- Support music education.
- Promote Toronto's music sector locally and internationally.
- Foster alliances with other music cities around the world.
- Implement a process for monitoring progress and measuring success.

## **COMMENTS**

A draft Music Strategy and an accompanying 13-question survey were made available online for public consultation between December 10 and December 31, 2015.

- Survey questions were designed to offer residents of Toronto the opportunity to share opinions and to comment on key elements in the draft Music Strategy.
- This consultation process, publicized by City of Toronto Strategic Communications, TMAC, and music-industry stakeholders, generated extensive public engagement, with over 6,000 responses received.
- Quantitative data from the survey's multiple-choice questions and selected key qualitative insights were presented and discussed by TMAC members at its meeting of January 14, 2016.
- TMAC has incorporated all quantitative and qualitative insights and recommendations from the public consultation process into a revised, final draft of the Music Strategy, presented as an attachment to this report.

## **CONTACT**

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## **SIGNATURE**

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## **ATTACHMENTS**

Attachment 1: Toronto Music Strategy: Supporting and Growing the City's Music Sector