



Toronto Music Strategy

*Supporting & Growing
the City's Music Sector*

Created by the Toronto Music
Advisory Council
for the City of Toronto

Toronto IS a leading Music City today

- 3rd largest music market in North America
- Canada's cultural capital
- Focal point of the Canadian music industry
- Significant economic contributor – est. \$700 million annually

The City and the music community can work together to sustain and grow the sector, firmly establishing Toronto as a globally recognized Music City.

TMAC has developed this strategy as a guide for growth, with input from the music sector and public at large.

Benefits of Being a Music City

- **Economic:**

- Employment – direct and related businesses
- Tax base
- Tourism
- Attracting other businesses

- **Social:**

- Adds vibrancy and energy to our neighbourhoods
- Celebrates our diversity
- Bridge builder of communities and outlet for youth
(↑ community safety & ↓ youth unemployment)

“Places that succeed in attracting and retaining creative class people prosper; those that fail don’t.” – Richard Florida

Role of City of Toronto

- Advocate for the sector
- Ensure regulatory framework to allow sector to flourish
- Consider needs of existing music businesses in City development plans
- Assist in funding of development
- Responsibility extends throughout City Hall, including:
 - Economic Development and Culture
 - Planning
 - Municipal Licensing and Standards
 - Transportation
 - Parks, Forestry and Recreation

The Music Strategy

Six areas of strategic focus:

1. Support an environment friendly to **music creators**
2. Encourage the **business of music**
3. Support **music education**
4. **Promote** Toronto's music sector locally and internationally
5. Foster **alliances** with other music cities
6. Process for monitoring and **measuring success**

Environment friendly to music creators

- Professional education programs
- Affordable housing
- Rehearsal space
- Performance space
- Fair compensation for performers
- Access to health and dental care
- Financial programs / public private partnerships

Encourage the Business of Music

- Bylaws and regulations (e.g., permitting, noise, parking)
- Business networking website
- Financing & sponsorship
- BIA / TABIA support
- Access to civic venues and City-sponsored programs
- Public transit
- A Music Hub

Support Music Education

- Creation of future stars and their appreciative audiences
- Advocate for music programs in schools and communities
 - Music education forum
 - Increased provincial funding
 - Spaces and funding
 - Relevance & diversity

92% of respondents in the public consultation agreed music should be a bigger part of the education system in Toronto

Promote Toronto's Music Scene

- Music tourism
 - 40 million visitors annually, who spend over \$7 billion
 - Encourage Torontonians to support their local scene
- Celebrate our music history
- Create a **Toronto Music** brandmark / logo / hashtag

#TOMusic

#torontomusic

Alliances with other Music Cities

- Increase trade and export for local music businesses
- Create opportunities for Toronto talent abroad
- Share learning and best practices
- Cross-promote music tourism

Research and Monitoring

- Undertake a comprehensive measurement of scale, scope and economic impact of Toronto's music sector
- Benchmark to measure success / progress
- Examples:
 - # of live venues and other music businesses
 - Employment figures
 - # of music creators and average income
 - Impact of music tourism
 - Opportunities for youth engagement
 - Direct and Total economic impact on Toronto