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

Toronto Music Strategy
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