

Draft Recommendations from Toronto Music Advisory Committee to the City of Toronto 2017 Budget, October 28, 2016

This document summarizes recommendations made by TMAC working Groups to date and will be used by TMAC members to assist in their final decisions about which music-related items to recommend for funding as part of the City of Toronto's 2017 budget process.

#	<u>INITIATIVE 2017</u>	<u>WORKING GROUP(S)</u>	<u>SPECIFIC TASKS</u>	<u>EST COST FOR CITY BUDGET</u>
1	Work with industry partners including SOCAN, Re:Sound, the Toronto Musicians' Association, and Music Canada to encourage all venues to compensate performers fairly, while working to ensure that City-owned venues are appropriately licensed for all uses of music (p7).	Advocacy; Business Development	1. Create a publicity campaign via SOCAN. 2. Work with SOCAN, Re:Sound, and others in the music community to gather info on payment to artists from venues, festivals, and other involved organizations. 3. Meet to discuss ways to ensure fair compensation for musicians.	1. \$10,000 2. \$5,000 for City-owned venues
2	Assist with the creation of temporary loading and unloading zones at key locations serving large music venues or clusters for live music (p9).	Business Development	1. Identify key areas as potential zones to pilot this project.	\$5,000 or tbc via Transportation Services / Public Realm.
3	Explore partnerships that might help move forward the idea of a "music hub" (p10), including the potential integration with Toronto's film sector to enhance artist access to quality music videos.	Strategic Planning; Business Development; Financing Funding & Sponsorship; Advocacy	1. Facilitate a discussion of what the Hub is and what its activities should be; share info on existing Hubs.	Tbd. Cost may be incremental, spread across 2017-19 budgets.
4	In conjunction with the City, consider partnerships with organizations like Artscape, other not-for-profits, and private-sector stakeholders to explore options for providing affordable housing for music creators (p6).	Advocacy; Business Development; Financing Funding & Sponsorship		
5	In conjunction with the City, encourage BIAs and TABIA to create plans to support their local music communities and make music more visible and vibrant in every neighbourhood across Toronto (p10).	Business Development	1. Encourage BIAs and TABIA to create plans to support their local music communities and make music more visible and vibrant in every neighbourhood across Toronto	
6	Explore projects to showcase Toronto's music history (p12).	Business Development	1. Ideas include Music Hub, Yorkville Project, El Mocambo, satellite location of Calgary's Natl Music Centre's Music Hall of Fame, enhanced audio walking tours.	Tbd with City of Toronto Heritage Services, Public Realm, and BIAs.

#	<u>INITIATIVE 2017</u>	<u>WORKING GROUP(S)</u>	<u>SPECIFIC TASKS</u>	<u>EST COST FOR CITY BUDGET</u>
7	Work with industry partners to create a benchmark study of the economic contribution of the music sector to Toronto (p14).	Strategic Planning	1. Identify desired areas of knowledge and associated costs; look at City data Toronto Music Directory and Austin's 2015 study. 2. Explore possibility of partners (eg universities, Martin Prosperity Institute, TD or other banks).	
8	Explore the ideas of creating tax pools (like the Billboard Tax) to help create funds for programs to support Toronto's music sector (p10).	Financing Funding & Sponsorship		
9	Conceptualize and help execute projects with partner cities (Austin, Chicago, and others) that help develop opportunities for Toronto's musicians elsewhere and/or help develop Toronto's domestic music scene.	International Alliances		\$50,000
10	Create a "Sense of Arrival" and "Sense of Place" through activations & presence at Toronto's airports & Union Station, and through use of social media hashtag to coalesce online activity around local music.	Branding Marketing & Tourism	1. Media buying for out-of-home/digital campaign a la Drake's Views billboard campaign. 2. Point of entry initiatives - possibly supplementing TD's efforts at Union Station or building a regular campaign at Pearson and/or Billy Bishop Airports. 3. A potential contest to choose the hashtag for item 1 above.	\$40,000 programming / production / promotions budget for live shows / branding at airports and Union Station. Tbd for media buys and contesting.
11	Financially support organizations that provide health and dental care for musicians.	Advocacy	1. Provide support for Unison Benevolent Fund. 2. Create "Musician Transition Resource" program. 3. Explore programs for providing dental care, including Cllr Filion's idea.	1. \$10,000 for Unison / other health. 3. Tbd for dental program.
12	Facilitate information-sharing exchanges to enhance professional education for music creators by helping musicians learn about existing infrastructure and resources (also in 2016 objectives).	Advocacy	1. Fund a series of informational brochures to disseminate to the Toronto music community.	\$5,000 for brochures (\$1,000 per brochure, 10,000 copies, x 5 different brochures)
13	Explore partnerships to help promote Toronto music (also in 2016 objectives).	Branding Marketing & Tourism	1. Create a standard package of promotion to disseminate through TMAC, Tourism Toronto and City of Toronto's Tourism & Visitor Services. 2. Create a sponsorship deck to explain to potential corporate partners the advantages of involvement with the initiative; liaise with TMAC's Funding & Sponsorship group to reach out to likely sponsors/partners: potentially Toronto radio stations, Blue Jays, labels, media companies.	\$25,000
				TOTAL \$200,000