

Summary: Music-Related Work at City Hall 2015-2019

A) Initiated by or involving TMAC:

1. **2015 - 2019: SXSW activations.** The Music team has initiated and overseen SXSW activations, often working with TMAC members and other industry partners (eg CIMA, Music Ontario) to curate & program artist showcase opportunities and industry networking events.
City of Toronto activations have been funded, organized and executed by the Music Office with programming suggestions from Austin Alliance members of TMAC's former City Partnerships group. Artist showcases at Canada House have presented Toronto artists such as Jahkoy; Elliott Brood; TiKA; Casper Skulls; Tasha the Amazon; AHI; The Weather Station; Yamantaka // Sonic Titan; Liza; the Strumbellas, and many more.
2. **Mar 2016: Toronto Music Strategy: An Action Plan [ED10.7](#)** Working with the Music Office, TMAC led the creation of Toronto's Music Strategy, approved unanimously by City Council.
The Music Strategy was drafted in late 2015 with online public consultation and amendments taking place in early 2016.
3. **April 2016: Chapter 591, Noise - Amendments After Further Consultation [LS13.1](#)** At the outset of the noise bylaw review process, TMAC members provided music-industry expert opinion on the original (January 2016) version of the revamped Noise Bylaw.
This file is led by Municipal Licensing & Standards. MLS concluded over two years of public consultations in 2019 and drafted a new noise bylaw introduced on October 1, 2019.
4. **2016-2019: Austin-Toronto Music Business Initiatives.**
 - a. June 2016, Toronto: The Music team and Toronto members of the Austin Alliance (sub-group of TMAC's former "International Alliances" working group) worked with Alliance partners in Austin to plan and execute this inaugural 2-day B2B event, with financial support from the cities of Toronto and Austin. Approx 20 Austin industry leaders traveled to Toronto for two days of meetings and networking with their Toronto counterparts.
 - b. October 2018: The Music Office, working with Austin's Music Office, planned and executed a followup to the 2016 Summit event. This event took place in Austin, with approximately 15 Toronto industry (music publishing and live sectors) traveling to Austin for 2 days of meetings with counterparts.
 - c. October 2019: The Music Office worked with Canadian Music Publishers' Association (CMPA) and the Austin Music Office to plan and execute a songwriting camp. Six Toronto writers and six Austin

writers (with associated publishers) collaborated for two days at Austin's Arlyn Studios.

5. **Nov 2016 - present: Development of the Night Time Economy** [ED16.10](#)

This item originated with TMAC recommending that the City consider amending liquor licensing regulations to allow longer hours of service. The item later grew to include a recommendation (from City Councillor Paul Ainslie) that Toronto consider a "Night Ambassador" program. In 2019, the City's Economic Development and Culture division created a Nighttime Action Plan, incorporating learning from Toronto consultations done by the Responsible Hospitality Institute (RHI) during 2018. A key recommendation was the formation of an internal "nighttime operations working group" (including City reps from involved divisions) to advance Toronto's nighttime economy.

6. **Nov 2016 – present: Protecting Live Music Venues** (*Recommendations: Develop a co-ordinated strategy to preserve existing live music venues; Designate senior staff members in the City Planning, MLS and Toronto Building Divisions to act as liaisons with the City's Film and Entertainment Industries staff to provide advice to individuals or organizations wishing to establish music venues;*

The Music Office has developed working relationships with senior staff in MLS to help advise on music-related questions on a case-by-case basis, and Planning has designated staff to work on music-related elements of issues such as TOCore and music issues like the College St venue study and Toronto's version of Agent of Change.

Examine changes to regulatory frameworks to encourage the establishment of both traditional and temporary /pop-up new live music venues in Toronto, such examination to include whether such venues could be included in employment land use categories;

The Music Office engaged a research associate through the Toronto Urban Fellows program to explore opportunities and challenges in presenting music performances in alternative / pop-up spaces. The researcher consulted with the music community (promoters, venue operators, artists etc) for their insights and experiences, and with City divisions responsible for regulating and permitting this activity. The "DIY Events in Toronto" report was written in November 2018 as a summary of this research.

Review strategies which have been successfully used in other jurisdictions, including financial incentives, to support live music venues – work and report back now included in related Feb 2017 recommendation)

Toronto's new Agent of Change strategy is based partially on best practices used in San Francisco and Melbourne AU.

In response to threats to live music venues, TMAC recommended a list of actions for the City to take.

7. **Feb 2017: Measures to Protect Music Venues in Toronto** [MA8.2](#) [MA7.5](#)

TMAC requested EDC and City Planning as part of MM22.5 to recognize and help protect music venues.

TMAC's former "Venue Protection & Sustainability" working group began but did not complete developing the concept of a Live Music Venue Certification program. "Certification" could come with advantages that could include opportunity to participate in programs such as Music Passport (see below) and recognition by MLS and Planning divisions of the importance and unique character of music venues' business operations.

The list of measures includes a "Toronto Music Passport" program, bringing City involvement to build on an industry-led promotion designed to increase revenue at bricks-&-mortar music venues during slow periods (eg February, summer). Industry-led versions of this program have run 2017-2019 without direct Music Office involvement.

8. **June 2017 - present: Economic Impact Study** This project is specifically mentioned in the Music Strategy. TMAC later recommended a collaboration to help create funding and impetus for this study.

The Music Office committed funding 2018-2019 to help support the study, carried out in conjunction with Canadian Live Music Association and OntarioCreates. Completion is expected in November 2019.

B) Initiated by the City – no direct / official TMAC involvement:

1. **June 2015: Music 311** - 2019 program continues

In 2019, Music 311 will showcase tracks by 48 Toronto artists in 3 separate playlists, launched 3x / year.

2. **Sep 2015: Postering enforcement** – Municipal Licensing & Standards used to fine music venues for illegal postering without evidence of the venue's culpability. MLS in Sep 2015 announced that the practice would stop effective immediately.

City staff have discussed the idea of providing "music-only" poster kiosks; the Music Office would look to industry to determine interest and viability of this proposal and to provide a short list of possible locations for these kiosks before contacting Transportation / Public Realm re feasibility / timeline for them for installation.

3. **Oct 2016: A Tale of Two Cities** – concert performance and industry networking exchange between sister cities Toronto and Chicago, led by the Remix Project.

4. **Jan 2016 - present: Live from City Hall / City Hall Live** - Program continues with weekly summertime shows at Nathan Phillips Square, also emphasizing collaborations with industry partners (eg Regent Park School of Music, Wavelength, Toronto Fringe, Union Summer, etc)
Each year, the Music Office has secured funding to allow the program to continue. Approx 65 artists are selected for paid showcases through the program each year. Performances take place at Nathan Phillips Square during summer and around the city with programming partners throughout the year.
5. **March 2016: Toronto Music Directory** - published online at toronto.ca/music. A revamped version will be launched before the end of 2019; data will be maintained and updated by the Music Office quarterly thereafter.
6. **May 2016: Night Mayor Ambassador Program** - EDC was directed to explore the creation of a Night Mayor Ambassador Program – recommendation has now been rolled into the Night Time Economy project.
This exploration was incorporated into EDC's Nighttime Economy report. The Nighttime Action Plan was adopted in July 2019 by Economic and Community Development Committee.
7. **May 2016 – present: Arts / Music in the Parks** – Parks Forestry & Recreation, the Toronto Arts Council, and the Music Office collaborated to create a new free permit category to allow grassroots music event organizers access to park permits. The program has continued through 2019.
8. **June 2016: Planning Review of Music Venues on College Street Between Shaw Street and Crawford Street** [TE17.118](#)
The report – led by the Planning division – recommended that three College St venues studied be given an opportunity to apply for additional business license categories.
9. **Nov 2016: Mayor's Sponsorship Roundtable** – A one-night event brought together grassroots music organizations with corporations involved in music sponsorship, for information sharing and networking.
The Music Office organized and hosted a followup event in November 2017, bringing together approximately 150 music event organizers to hear from and meet with reps from corporations working in music sponsorship.
10. **Jan 2017: Improving Safety at Large Private Electronic Dance Music Venues** (EDC, MLS, plus Cross-Divisional team) [CD17.7](#) The Music

Office organized a "Safety Summit" (April 2017) at the Great Hall. Grassroots event organizers and some venue owners attended, along with staff from regulatory divisions at the City (MLS, Fire, Police, Buildings, etc). Toronto Public Health gave out free naloxone kits and demonstrated how to use them, and 65 ideas on improving safety (including 20 previously suggested by Councillor Paula Fletcher) were discussed and rated for importance and feasibility.

11. Jan 2017 – present: Tour bus pilot parking project at Danforth Music Hall

The pilot project has been extended several times and is ongoing. TMAC's former Venue Protection & Sustainability working group suggested additional tour bus parking recommendations at other venues, but those suggestions have not yet been finalized.

Also, the Music Office is seeking specific recommendations for musician load in/out zones.

12. May 2017: Balancing Music Venues and New Development (Planning, EDC – approved summer 2017; currently in process) [PG22.13](#)

Since January 2018, the Music Office has submitted comments on over 100 applications for development. Comments note any music venues (including outdoor spaces) within 120m of the application address and recommend sound mitigation measures, measurement of sound during hours the venues are operating, and require notification of the existence of these venues in purchase / lease agreements.

13. June 2017 – present: YYZ Live - 2019 program continues.

The Music Office has worked with Pearson Airport to plan, fund, and execute YYZ Live 2017-2019. A minimum of 75 Toronto artists are booked to play on stages at Terminals 1 and 3 each year.

Initiatives recommended under ED26.9, January 18, 2018:

- a. Create tax benefits for local live music venues.
- b. Initiate and expand music pilot programs including ideas for artist tour bus parking, musician load in/out zones and artist poster zones.
See B-2, B-11.
- c. Create a music venue certification program.
See A-7.
- d. Amend zoning and licensing to protect existing venues and encourage new ones including a clarification of what business license music venues require.

These files are the purview of Planning (for zoning) and MLS (business licenses). The Music Office can arrange meetings between TMAC reps and reps from these divisions to explore current challenges and proposed solutions.

- e. Create a panel, consisting of a member of the Film and Entertainment Office, members of the Live Working Group, and senior members of planning, building and licensing, with regard to providing advice to individuals and/or organizations wishing to establish new and/or grow existing live music venues.

See A-7.

- f. Review Municipal Licensing Regulations governing parks, green spaces, and city owned outdoor venues.

Music Office to gather info from MLS, PFR, and Event Support and present to TMAC in a concise format.

- g. Support Night-time Economy initiatives with The Toronto Association of Business Improvement Areas (TABIA) and Responsible Hospitality Institute (RHI).

See A-5, A-6. Note that the City of Toronto participated fully in RHI's study on nightlife throughout 2018-2019.

- h. Financial support for an economic impact study of local live music venues.

See A9.

- i. Financial support for a local Music Passport event series.

See A8.