

Updating the Toronto Music Strategy: Process and Timelines

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Motion from September's TMAC meeting

The Economic and Community Development Committee request the General Manager, Economic Development and Culture to report to the next meeting of the Toronto Music Advisory Committee with **an overview of the process and timelines for updating the Toronto Music Strategy.**

Toronto Music Strategy

- Found at www.toronto.ca/music
- Process:
 - Drafting (fall 2015)
 - Online consultation (Dec 2015)
 - Revision (Jan – Feb 2016)
 - EDC / Council (March 2016)
- Benefits

Toronto Music Strategy

- Introduction: rationale for supporting music; Toronto data; process
- Six strategic areas:
 - 1. Support an environment friendly to music creators**
 - professional development, affordable housing, health & dental, fair compensation, rehearsal space
 - 2. Encourage the business of music in Toronto**
 - Bylaws & regs, industry database, music hub, business seminars, access to City space
 - 3. Support music education**
 - Music education forum, advocacy for provincial funding, relevance & diversity
 - 4. Promote Toronto's music sector locally and internationally**
 - Music tourism, celebrate local history
 - 5. Foster alliances with other music cities around the world**
 - build business for local music businesses; create opportunities for Toronto talent abroad; share best practices; cross-promote music tourism
 - 6. Research & monitoring**

Proposed Steps in updating the Strategy - Q1 / Q2 2021

1. Confirm TMAC team

- to work with Music Office and liaise with music community

2. Review existing content

- note items that are complete (include accomplishments 2015-2020)
- note items that are no longer priorities / less feasible
- refresh data, numbers, dates, examples
- Invite TMAC members to suggest new “pillars” / other substantial changes

3. Draft new content

- reflect TMAC / music community priorities today & tomorrow
- align with City of Toronto goals in advancing equity
- connect with ongoing City work, eg Night Economy Action Plan

Steps in updating the Strategy - Q2 / Q3 / Q4 2021

4. Engage public & broader music community via online consultation
 - draft Strategy / survey questions
 - Promote via media / social media / City of Toronto
5. Revise Strategy based on public feedback
6. Present to TMAC for final approval
7. Present to Economic and Community Development Committee

Questions / comments?