

MA11.5

Toronto Music Advisory Committee

Music-related Work in Progress

November 2021

Mike Tanner, Program Manager, Music

Music Rehearsal Spaces in the City of Toronto

MM35.42 (City Council, July 2021)

- “...review the current *inventory, availability, cost, and general status of rehearsal space for musicians in the City of Toronto*” / “...*consider measures the City can implement with respect to increasing, encouraging and protecting rehearsal space for musicians across the City, and in particular the west end of Toronto*”
- Inventory complete (approx. 30 facilities; 315 individual rooms)
 - Rehearsal Factory (3 remaining locations) approx. 50% of available rooms – one (60 rooms) closing in December
 - Trajectory
- Not a zoning issue: “Performing Arts Studio” (music rehearsal) permitted in employment areas
- Exploring other measures with other divisions / EDC colleagues
- New models to consider
 - Vacant space (schools, / colleges; private [venues, churches...]; City-owned)

Toronto Music Strategy - Update

MA7.4 (TMAC, December 2020)

Steps:

1. Industry interviews (~30) / online survey
2. TMAC engagement
 - task team
 - consultation process
3. New content – focus on actions for CoT / Music Office in supporting music
 - reflect TMAC / music community priorities today & tomorrow
 - align with City of Toronto goals in advancing equity
 - connect with ongoing City work and strategies

Cultural District Designation

EC25. (City Council, October 2021)

- Cultural districts
 - are **municipally significant areas** - historical legacy of **clustering cultural resources, businesses, not-for-profits and residents**, which uplifts the **cultural identity** and cultural heritage of the neighbourhood
 - occur in cities whether governments recognize them or not
- Toronto does not yet have a formal cultural districts program.
 - The creation of a city-wide program, approved by City Council this month, follows multiple 2020 and 2021 **Councillor motions endorsed by City Council calling for recommendations and plans for the City of Toronto to provide ongoing support for multiple cultural communities and their businesses.**
- led by EDC staff
 - strategic approach to **advance inclusive economic prosperity and protect the cultural identity of communities and neighbourhoods**
 - combine tools to support small businesses and cultural spaces within areas that are community hubs

Cultural District Designation

- Jurisdictional review focusing on best practices from cultural districts around the world and early engagement – including with local stakeholders in Church-Wellesley, Little Jamaica, Downtown Chinatown and Geary Avenue – have been completed. Next steps for City staff:
 - Conduct broader engagement to develop a cultural districts program that strengthens local culture and communities, supports small businesses and retail, and promotes community-owned spaces
 - bring forward a final program design and implementation plan in 2022 with eligibility criteria; program components; community role and ongoing engagement; and estimated costs and financial impact.
 - Work with Toronto **Indigenous communities** to ensure a program that reflects place-making, place-keeping and self-determination priorities, and is aligned with the upcoming City of Toronto Reconciliation Action Plan.
 - Identify policies and tools to support the development of cultural districts and that will be of benefit to communities and neighbourhoods, in particular Church-Wellesley, Little Jamaica, Downtown Chinatown and Geary Avenue, and at least one community and neighbourhood in the former City of Etobicoke, North York or Scarborough.

Amplified Music on Patios (AMP) Pilot

MM35.4 (City Council, June 2021)

- Program closed Oct 31
 - 9 BIAs; 67 individual restaurants
- Surveys:
 - BIAs 70% response rate
 - Restaurants 27% response rate
- Feedback: positive customer response; increase in business; musicians employed
- Full analysis of data & suggestions; work with CafeTO leads in looking at 2022