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Toronto Music Advisory Committee: Activities and Accomplishments 2019-2022

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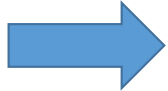
Membership / Structure

- Chair(s) / Councillors
- Industry (22)
 - Live (venues, festivals, events, conferences); promoters / presenters; recording; business; education / mentorship; publishing / synch / music supervision; law; Destination Toronto and TABIA; plus artists
 - Established and grassroots
 - Demographically diverse (55% female; 41% Black, Indigenous, or other visible minorities)
- Task Teams
 - Venue Health; Artist Health; General Industry Health; Outreach and Engagement; Music Strategy

Mandate

- a) Promoting the **health, competitiveness and viability** of the Toronto music sector;
- b) Achieving **long-term sustainable economic growth and job creation** in music;
- c) **Developing, supporting and showcasing talent** in Toronto;
- d) Enhancing **local and global positioning and branding** of the city and its music sector;
- e) Establishing Toronto as a respected global centre of excellence for music;
- f) **Identifying emerging issues and trends of significance** at provincial, national and international levels;
- h) Enhancing **opportunities for working artists**

Timeline / Functioning

- First meeting: October 2019
- Effect of COVID-19 pandemic (March 2020 – March 2022)
- Functioning:
 - Advise City on issues, challenges, opportunities
 - TMAC motions  ECDC  City Council
 - Recs enable or empower Music Office work to support sector

Accomplishments



- Live Music Venue Property Tax Reduction
- Advocacy: health / re-opening
- City-owned space: DIY orgs / rehearsal facilities
- AMP program
- Re:Venues study / Music Strategy

Live Music Venue Property Tax Reduction

- Emergency TMAC meeting May 2020 / motion
 - Create 3rd category of pre-existing tax subclass
 - Criteria developed jointly by Music Office and TMAC (Venue Health)
- 2020
 - program rollout in June
 - 48 venues eligible / \$1.7m total tax savings
 - TMAC rec (September 2020) to make program permanent; Council approved in October
- 2021 / 2022: 58 venues eligible each year
- Evolving improvements

Advocacy: Public Health Regulations / Re-opening

- TMAC added voice (and concerns) to IG advocacy led by CMO, Mayor, and elected officials
- Clarity and consistency in capacity and re-opening regulations
- Emergency / ongoing funding
- LMV insurance

City-owned Space for DIY Music Orgs and for Music Rehearsal

- TMAC motion Feb 2020 → Council: identify inventory of properties and develop pilot
- Music Office work mid-2021 (with EDC, PFR, CREM) on pilot for 468 Queen St W
- Further TMAC support → Council approval of lease to It's OK
 - First instance in Toronto – template for future work
- TMAC input / discussion → Council July 2021
- report on rehearsal space adopted by Council Feb 2022 with recs
 - Explore application of new S.37 Community Benefits Charge to fund music rehearsal facilities
 - CREM / CreateTO to develop inventory of suitable City space / pilot terms

Amplified Music on Patios (AMP) Program

- June 2021: TMAC advocates for pilot program (led by Chair Cllr Bradford)
 - Pandemic recovery measure – opportunities for artists
 - Wards 9, 14, 19 (10) – CaféTO mainstreet patios
- Staff from 4 CoT divisions implemented program Aug-Oct 2021
 - 9 BIAs; 67 restaurants; 900 musicians
 - Surveying / data
- 2022:
 - Expansion to 8 wards, May-Oct
 - Data collection to follow

Research, Consultation, Strategy Development

- August 2020: Re:Venues report (impact of live music venues)
 - CLMA / Ontario Creates / DYBIA
 - \$850m / 10,500 FTEs annually
 - Importance of / threats to LMVs
- March 2022: Toronto Music Strategy
 - Passed by Council April 2022: “delegated authority”
 - Professional development
 - Performance opportunities
 - Connectivity (internally and with adjacent industries)
 - Space (bricks & mortar and alternative / outdoor; private and City-owned)
 - Business-friendly, flexible rules and regulations
 - Music Office presence
 - Advocacy (quality of life for artists; cultural space; funding)

Where to next?

- TMAC operational until Nov 22, 2022
 - Review of zoning and licensing
 - Talent development / skills training
 - Resource guide / venue toolkit
- Re-constituted (early) in the new term of City Council
 - Membership
- Priorities 2023-2026 (Music Strategy)

Questions / comments?