

**Toronto Music Advisory Committee (TMAC)  
Accomplishments and Ongoing City Support for  
Music 2019-2022  
Key Priorities 2023-2026**

Mike Tanner, Manager Music Sector Development

# Purpose of this presentation

- The final meeting of the Toronto Music Advisory Committee (TMAC) for the 2018 – 2022 term occurred on June 24, 2022.
- The first TMAC meeting for the 2022 – 2026 term is on November 22, 2023.
- In 2022, TMAC advanced a strategy for the City's support of the music ecosystem: [Toronto Music Industry Strategy 2022-2026](#).
  - This strategy lays out key pillars, including access to physical space, the need for professional development and performance opportunities, and supportive local policies and processes.
- There are presently 12 (of 22) new industry members and 3 (of 4) new City Councillors on TMAC.
- Today's presentation will summarize notable TMAC accomplishments during the last term of Council that drive ongoing City / Music Office work in supporting the sector, and key priorities in the Toronto Music Strategy 2022-2026.

# Membership / Structure / Mandate

- Chairs (Councillors Cressy, Bradford) / Councillors Bailao, Thompson
- Industry (22)
  - Live (venues, festivals, events); promoters / presenters; recording; business; education / mentorship; publishing / synch / music supervision; law; Destination Toronto and TABIA; plus artists
  - Established and grassroots
  - Demographically diverse
- Task Teams
  - Venue Health; Artist Health; General Industry Health; Outreach and Engagement; Music Strategy

# Timeline / Functioning

- First meeting: October 2019 / Final meeting: June 2022
- 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 / City work to support sector

# Accomplishments 2019-2022



- Live Music Venue Property Tax Reduction
- Advocacy and information: health / re-opening
- City-owned space: grassroots orgs / rehearsal facilities
- AMP program
- Re:Venues study
- Music Strategy 2022-2026

# Live Music Venue Property Tax Reduction

- Emergency TMAC meeting May 2020 / motion
  - Create 3<sup>rd</sup> category of pre-existing tax subclass for live music venues
  - Criteria developed jointly by Music Office and TMAC
- 2020
  - program rollout in June
  - 48 venues eligible
  - TMAC rec (September 2020) to make program permanent; Council approved in October
- 2021 – 2023: 57-58 venues eligible

## Advocacy: Public Health Regulations / Re-opening

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

## 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
  - 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 TMAC Chair)
  - 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
- 2023: extended citywide as permanent part of CaféTO

# 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)

# Support for Music – City / Music Office via Music Strategy

## 1. Enhance connectivity to create opportunities

- Foster connections within the Toronto music industry and with national, global and digital markets for business and export opportunity
- Connect to other industries to increase opportunities, prioritizing the creative industries and tourism

## 2. Ensure strong presence and influence for the industry in municipal programs and policies

- Advance understanding of the unique needs of the music industry to better streamline, adapt and communicate City processes and systems to support the industry

# Support for Music – City / Music Office (2)

## 3. Facilitate varied, accessible space

- Explore the use of City-owned assets by cultural organizations (grassroots orgs / rehearsal / recording / talent hubs, etc)
- Explore City policy and regulations that support the retention or growth of space, including areas outside the downtown core
  - Outdoor space (AMP, patios)
- Support the use of space for night economy initiatives
  - Zoning / licensing changes

## 4. Increase performance opportunities

- Continue and expand City Hall Live and other Music Office programming and community partnerships, encouraging cultural and geographic diversity
- Support private-sector organizations providing artist performance opportunities

## Support for Music – City / Music Office (3)

### 5. Advance the professional skills of the creative music workforce

- Foster opportunities to provide business skills that advance marketing/promotion, financing and funding, company growth, digital sales, contract negotiation
- Assist efforts to provide information and guidance for young people entering the industry

### 6. Advocate to other levels of government

- Communicate sector concerns on financial sustainability, funding, copyright, insurance, artist quality of life and other issues as needed

# Questions / comments?