MUSIC CITIES: A CONTINUUM

INVESTIGATING THE BENEFITS OF MUSIC CITY STRATEGIES FOR ANY COMMUNITY

music CANADA

CANADIAN LIVE MUSIC ASSOCIATION

Ontario

Muse at Centre Bell
Photo by Pat Beaudry

WHAT IS A MUSIC CITY?

A Music City is any community that commits to supporting a vibrant music economy. Its benefits include a variety of advantages ranging from **economic recovery**, **job creation**, and **increased spending**, to **greater tax revenues** and **cultural development**.

As communities look toward economic and cultural recovery post-COVID-19, the live music and events sector will play a key role in stimulating domestic and international tourism, and catalyzing economic activity.

No matter the size, any city, town, or municipality can embark on their development as a Music City, regardless of population or existing music infrastructure.

KEY COMPONENTS OF A THRIVING MUSIC CITY:

- Strategies in place to nurture a vibrant music economy
- Multi-level government support for music
- Music and musician-friendly policies
- Artists and musicians
- Music-related businesses and education programs
- Access to spaces and places
- Local music advocates and champions
- A receptive and engaged community

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HOW CAN A MUSIC CITY STRATEGY BENEFIT YOUR ECONOMY & RECOVERY?

HOTELS Restaurants CITY BRANDING
ATTRACTING TOURISM
TRANSIT SOCIAL GATHERING MEDIA
WELLNESS
Sustainability
Mental Health CULTURE COMMUNITY DEVELOPMENT
LOCAL ARTISTS
EDUCATION
YOUTH ENGAGEMENT
SKILLED WORKERS PRODUCTION
Employment Local Businesses Venues
INCREASED TAX SPENDING
BUSINESS OPPORTUNITY PARTNERSHIPS

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CASE STUDIES:

SAMPLING THE MUSIC CITIES CONTINUUM

LONDON

MUSIC CITY
6 Years
POPULATION
404,699

GRAVENHURST

MUSIC CITY
3 Years
POPULATION
12,312

SAULT STE. MARIE

MUSIC CITY
1 Year
POPULATION
73,368

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LONDON

Canada's 1st UNESCO City of Music

Population
404,699

LONDON MUSIC OFFICE

SPOTLIGHT ON THE ECONOMIC IMPACT OF 5 LIVE MUSIC EVENTS IN LONDON

- Trail blazing Music City strategies in Canada
- Has an active Music Industry Development Office
- **$25.9 MILLION** dollars generated for the London community
- **1300+** hotel rooms booked in London
- **$190 THOUSAND+** spent at local hotels
- **$500 THOUSAND+** raised for charity

"Municipal processes can frustrate the public so it's important that we work closely with the community to make sure all sides are considered, nurtured, and feel valued."

- **Cory Crossman,**
Music Industry Development Officer, Planning & Economic Development,
City of London

Pictured (from L to R)
Sound engineer photo by cottonbro, Sarah McLachlan hosting The JUNOS at Budweiser Gardens photo by Ryan Bolton, Prinyanka and Lindsay Ell at the CCMAs at Budweiser Gardens photo by Geoff Robins/Canadian Press, Texas King photo courtesy of London Music Office, Murray A. Lightburn at Budweiser Gardens photo by oneintenwords,

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GRAVENHURST

The Gateway to Great Live Music

Population
12,312

Muskoka
MUSIC FESTIVAL
GRAVENHURST, ON

HIGHLIGHTING 5 YEARS OF THE MUSKOKA MUSIC FESTIVAL

- **$294 THOUSAND** direct tax revenue from festival visitor spending (2019 TREIM report)
- **75+** bands/artists brought to Gravenhurst since its inception
- After a few years of success, MMF was chosen to take over a local legacy festival, allowing for **expansion** and sustainable development
- Created job opportunities and supported artists during the pandemic by **commissioning music videos** shown at the Gravenhurst Drive-In

"The challenge now is to become a known event. A robust Music Cities tourism plan would help improve on our goals."

- **Miranda Mulholland**, Founder and Artistic Director, **Muskoka Music Festival**

Pictured (from L to R)
Chloe Doucet, Shakura S'Aida, Harrow Fair photos by Ali Eisner at Muskoka Music Festival, Music on the Barge photo by Discover Muskoka

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SAULT STE. MARIE

Meeting Ground with a Rich Music History

Population
73,368

MUSIC CITY
SSM.CA

FORGING A NEW PATH FORWARD: MUSIC CITY DEVELOPMENT IN SAULT STE. MARIE

- Music City development currently in the works with help from local leaders along with the Sault Ste. Marie **Chamber of Commerce**
- Music City strategy efforts gave rise to new festivals, venues, and workshops in 2021 creating high-quality **job opportunities**
- Working closely with **Indigenous** and **Francophone** communities to ensure sustainable, respectful cultural representation & growth
- Voted one of **Top 5 Arts & Culture Centres** in Canada

"The Music Cities initiative is quickly igniting new relationships and partnerships across the community. We are especially excited to leverage it to increase and enhance local tourism in the Sault, Ontario - what a great tool to be able to use coming out of the pandemic and beyond."

- Rory Ring, CEO,
Sault Ste. Marie Chamber of Commerce

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Pictured (from L to R)
Stephen North at White Pines Arts Gala photo by Jeff Klassen, El Sistema Aoelian at Bishop Cronyn photo by Paula Duhatschek/CBC, A Tribe Called Red at Rankin Arena, Old Man Luedecke at Go North Music Festival, God Made Me Funky at Lop Lops photos by Donna Hopper,

JOIN THE MUSIC CITIES MOVEMENT: ONTARIO

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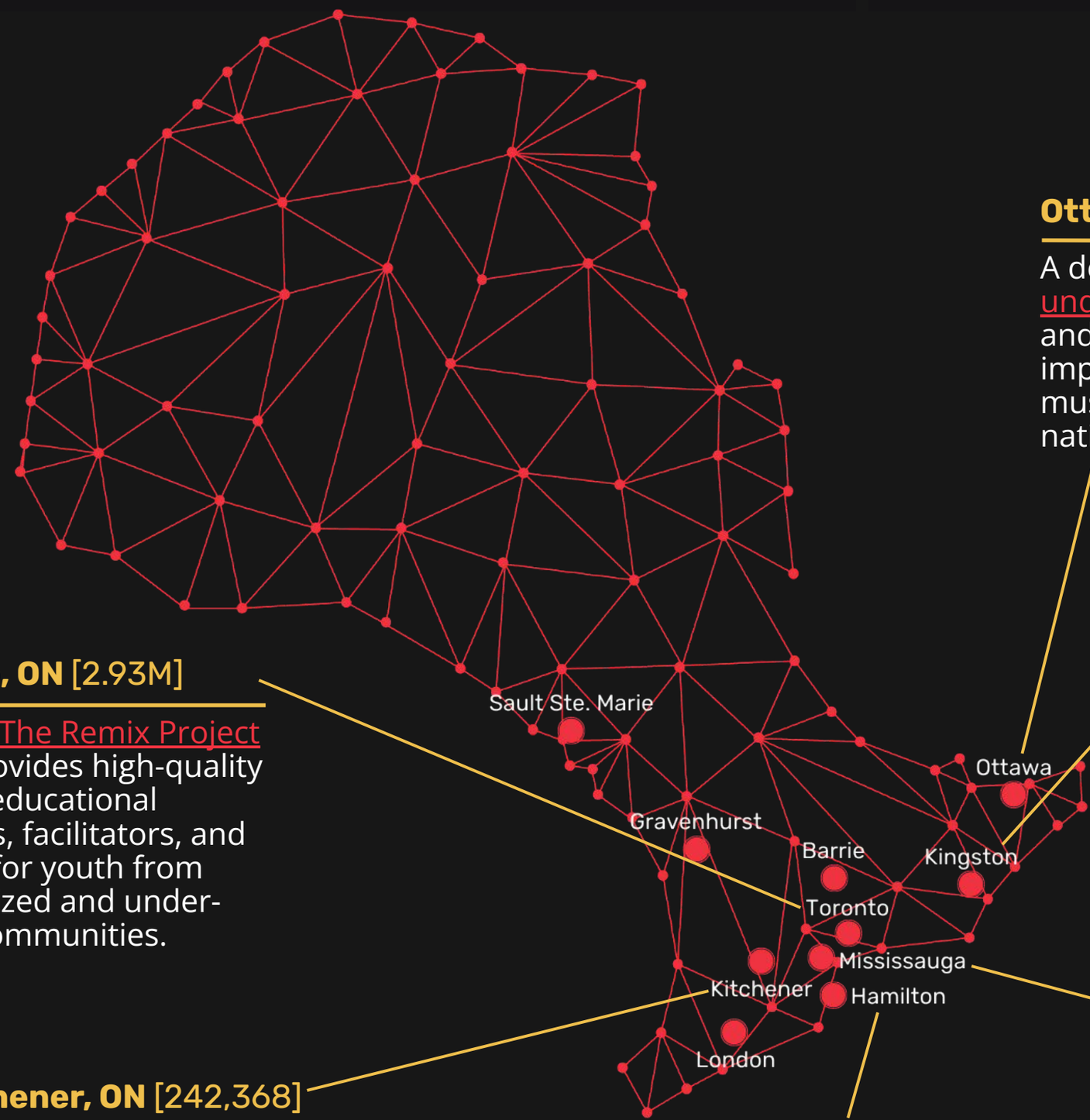

Ottawa, ON [934,837]

A deep and thorough understanding by Mayor and Council on the importance of a healthy music ecology to a thriving nation's Capital

Kingston, ON [136,685]

Home of The Joe Chithalen Memorial Musical Instrument Lending Library (Joe's M.I.L.L.) which holds over 800 instruments available to borrow free of charge.

Toronto, ON [2.93M]

Home of The Remix Project which provides high-quality creative educational programs, facilitators, and facilities for youth from marginalized and under-served communities.

Mississauga, ON [828,854]

Hosting #LoveLocal Live Music Development Program for aspiring concert and festival producers

Kitchener, ON [242,368]

Home to MakeIt Kitchener 2.0, an ambitious plan to support economic recovery by investing in catalytic growth opportunities like music.

Hamilton, ON [579,200]

With its Music City Strategy ratified 2014, Hamilton recently formalized a policy guaranteeing musicians at City-led events will be paid at Canadian Federation standard.

JOIN THE MUSIC CITIES MOVEMENT: GLOBAL

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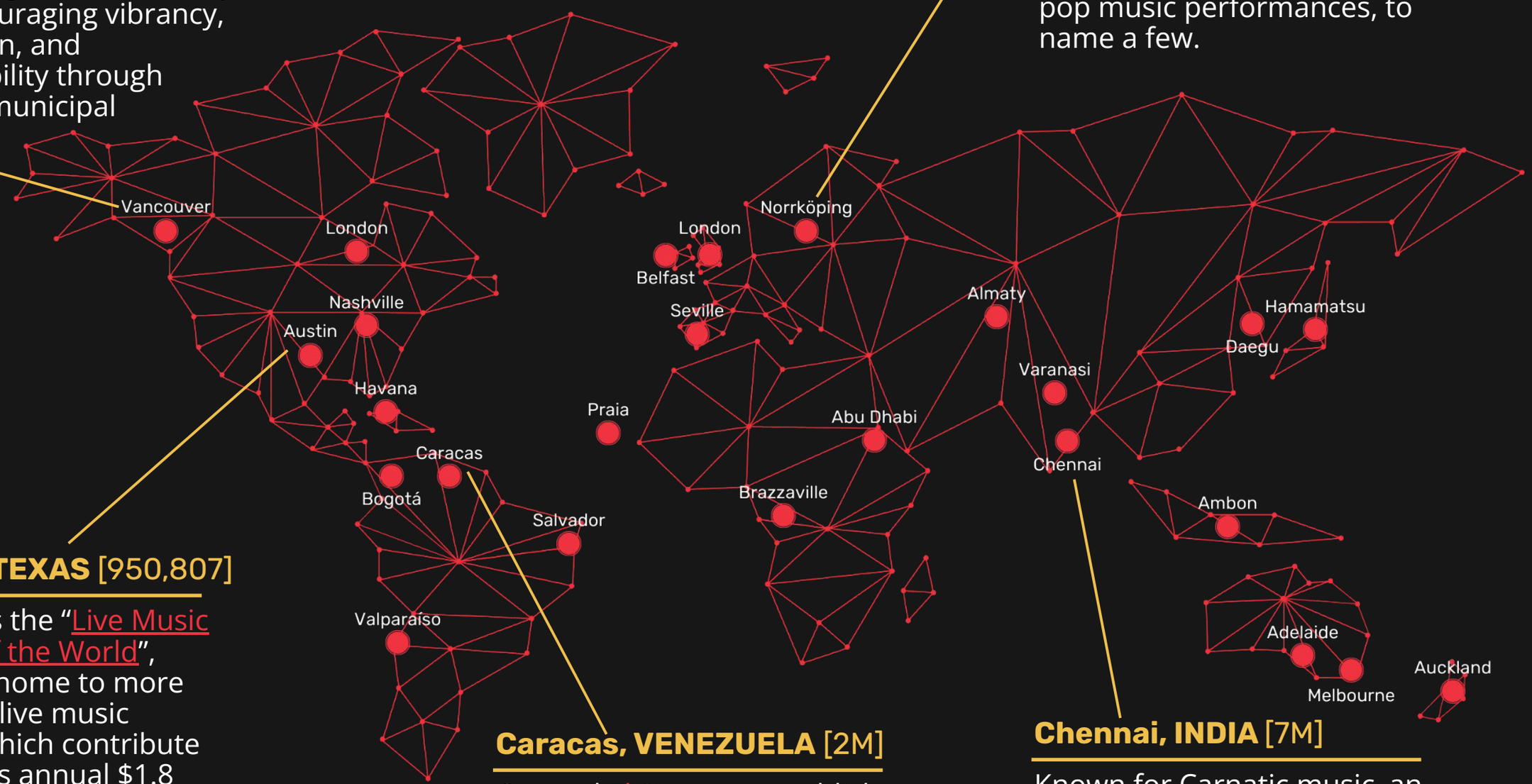
Vancouver, BC [675,218]

Launched CityStudio, the first innovation hub connecting students to City Hall encouraging vibrancy, innovation, and sustainability through creative municipal planning.

Norrköping, SWEDEN [137,326]

This city attracts thousands of visitors every year for reggae festivals, opera competitions & pop music performances, to name a few.



Austin, TEXAS [950,807]

Known as the "Live Music Capital of the World", Austin is home to more than 250 live music venues which contribute to Austin's annual $1.8 billion music tourism revenue.

Caracas, VENEZUELA [2M]

Created El Sistema, a publicly financed music education program with over 400 music centres now active worldwide, 20 of which are in Canada.

Chennai, INDIA [7M]

Known for Carnatic music–an Indian classical vocal music subgenre–Chennai organises a two-month Music Season, touted to be among the largest music festival in the world.

https://tamilnadutourism.tn.gov.in/festivals/chennai-music-season/

HOW CAN A MUSIC CITY STRATEGY WORK FOR YOUR COMMUNITY?

Jim Cuddy at Lunar Studios, photo by Andrew Williamson

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LEARN MORE

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The voice of live music in Canada
La voix du spectacle musical au Canada

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