MUSIC CITIES: A CONTINUUM

INVESTIGATING THE BENEFITS OF MUSIC CITY STRATEGIES FOR ANY COMMUNITY

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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





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

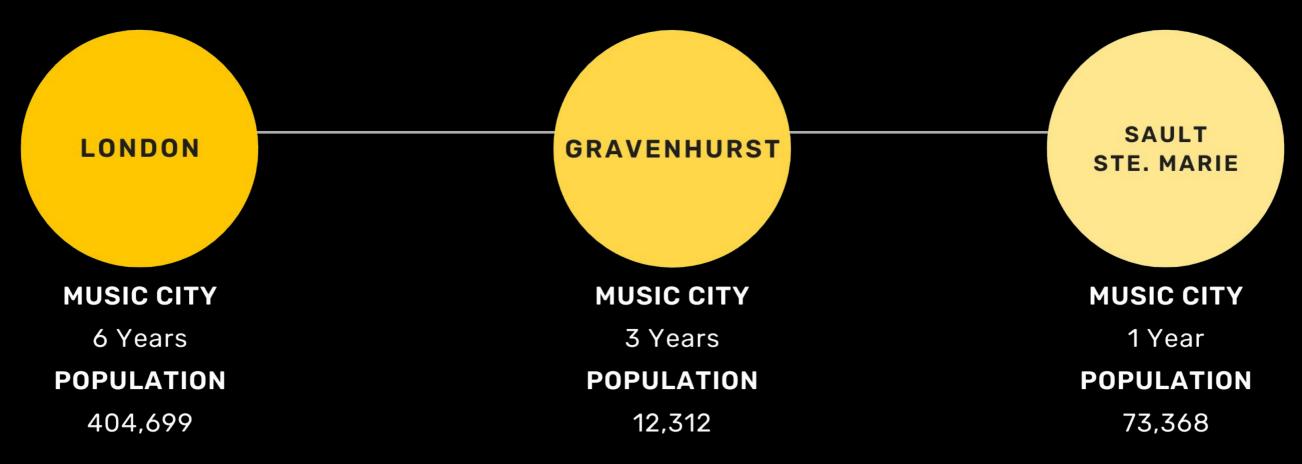
HOTELS Restaurants CITY BRANDING **ATTRACTING TOURISM** TRANSIT SOCIAL GATHERING MEDIA WELLNESS Sustainability Mental Health CULTURE COMMUNITY DEVELOPMENT **LOCAL ARTISTS** YOUTH ENGAGEMENT EDUCATION SKILLED WORKERS PRODUCTION **Employment Local Businesses Venues INCREASED TAX SPENDING** PARTNERSHIPS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







CASE STUDIES: SAMPLING THE MUSIC CITIES CONTINUUM







Population 404,699

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**





GRAVENHURST The Gateway to Great Live Music

Population 12,312



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**



SAULT STE. MARIE Meeting Ground with a Rich Music History

Population 73,368

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."

SSM.C

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



JOIN THE MUSIC CITIES MOVEMENT: ONTARIO



Ottawa, ON [934,837]

A deep and thorough <u>understanding</u> 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

Library (Joe's M.I.L.L.) which holds over 800 instruments available to borrow free of charge.

Mississauga, ON [828,854]

Hosting <u>#LoveLocal Live</u> <u>Music Development</u> <u>Program</u> for aspiring concert and festival producers

Toronto, ON [2.93M]

Home of <u>The Remix Project</u> which provides high-quality creative educational programs, facilitators, and facilities for youth from marginalized and underserved communities.

Kitchener, ON [242,368]⁻

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

Hamilton, ON [579,200]

London

Kitchener

Gravenhurst

Sault/Ste. Marie

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.

Barrie

Torento

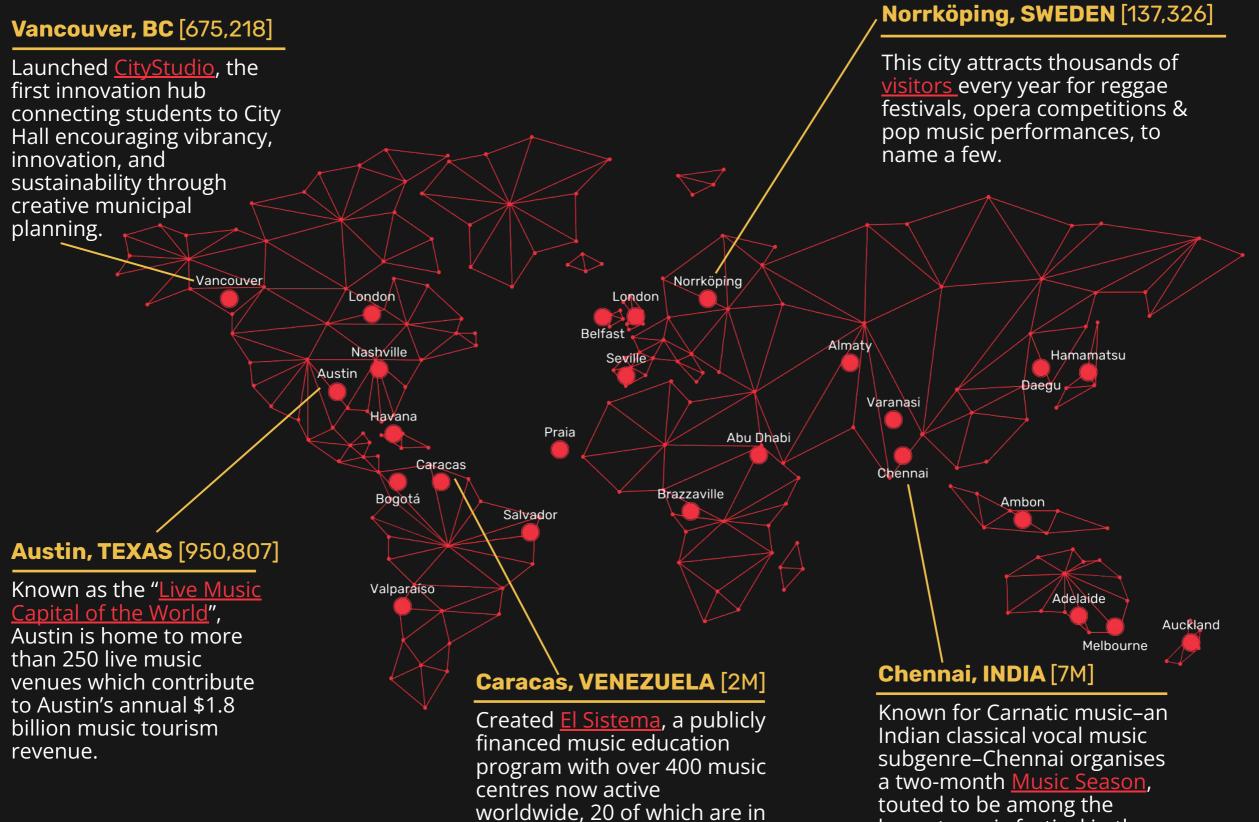
Mississauga

Hamilton

Kingston

JOIN THE MUSIC CITIES MOVEMENT: GLOBAL





Canada.

largest music festival in the world.

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

HOW CAN A MUSIC CITY STRATEGY WORK FOR YOUR COMMUNITY?







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





LEARN MORE

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