



## CREATIVE ECONOMY DEPARTMENT MEMORANDUM

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**TO:** MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

**FROM:** O. GROVES, MANAGER OF CULTURE, EXT. 4794

**NOTED:** K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY  
Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** REGIONAL MUSIC STRATEGY

**DATE:** OCTOBER 23, 2017

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The purpose of this Memorandum is to advise members of Council that Invest Barrie, through the Creative Economy Department, has partnered with Simcoe County Tourism, the City of Orillia and the Town of Collingwood to submit a successful funding application to RTO7, our Regional Tourism organization.

The funding will be used to develop a comprehensive music strategy for the County of Simcoe.

Under the RTO7 Partnership Program, contributions from the partner organizations are matched and doubled by the RTO7 and the Ministry of Culture, Tourism and Sport.

The partnership contributions were as follows:

Tourism Simcoe County	\$15,000
City of Barrie	\$5,000
Town of Collingwood	\$5,000
City of Orillia	\$5,000
RTO and Ministry Funds	\$60,000
<b>Total</b>	<b>\$90,000</b>

RTO7 was responsible for developing an RFP (Request for Proposal) process that would attract consultants with the appropriate mix of expertise in both strategic planning and the music industry. The RFP process led to a total of 7 responses, and a steering committee composed largely of the stakeholder organizations and MUSICCO (Central Ontario Music Council), carefully evaluated the proposals and selected Nordicity Group Limited and CultureCap Inc. to develop the strategy.

The two successful proponents contribute different expertise to the project: Nordicity provides leading solutions for business, strategy, economic analysis and policy writing. CultureCap Inc. provides business services that bridge culture with commerce.

Throughout the fall of 2017, these two organizations will be conducting community consultations, meeting with stakeholder organizations, conducting online surveys in the region, and benchmarking regional music assets against assets in other municipalities and regions. This information will inform the development of a long-term strategic plan for the County of Simcoe. Throughout the process, Invest Barrie will be seeking input from Tourism Barrie regarding input for the stakeholder consultation, as well as other relevant steps in the process, so as to ensure that Barrie's input is coordinated and comprehensive.

In line with the deadlines established by the RTO funding, the consulting team will have the strategic plan completed by March 5, 2018. Staff will present the findings from the consultations, as well as the strategy, to Council in the spring of 2018.



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The resulting music strategy will provide a key framework that will inform subsequent discussions regarding a potential formal partnership with MUSICCO, as per Council direction, and will also serve as an interim update to the City of Barrie's Master Cultural Plan.