
TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER, DEVELOPMENT, EXT 4593

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

RE: EMERGING MUSICIANS PROGRAM

DATE: MAY 6, 2019

The purpose of this memorandum is to provide members of Council with an update concerning the Emerging Musicians Program. In 2018, the Street Performer Program was renamed the Emerging Musicians Program to capitalize on the successful track record of the program in launching musical careers. Continuing the partnership with the Downtown Barrie Business Association (BIA) and engaging the not-for-profit organization Ontario Musicians Cooperative, Inc. (OMCI), the program shifted from a variety of performance types to a focus on musicians. This shift better aligned the program with strategic initiatives including the developing regional music strategy, increasing cross-sector collaborations and programs to support talent development and tourism attraction.

Based on the success of the 2018 pilot, the Emerging Musicians Program will continue in 2019, with the intention of concentrating the performances in Meridian Place. Participants will continue to receive professional development and business skills coaching throughout the program.

Objectives of the program:

- a) Animation of downtown Barrie both during and outside of high traffic times such as festivals and events, and in particular, Meridian Place
- b) Harnessing the downtown as a platform to showcase emerging Barrie and Simcoe County musicians
- c) Utilizing the skills and expertise of a local not-for-profit and industry partners to provide a professional development employment program for young and emerging musicians

Evolution of the Emerging Musicians Program

For a number of years, the City of Barrie has supported a street performers program, as a way of animating the downtown and supporting the development of new talent. While the program was well received, there were challenges in terms of compensating the performers for times when foot traffic did not generate sufficient gratuities, and in ensuring that the performers were covered by insurance while they performed on municipal property.

In the spring of 2018, OMCI approached the Creative Economy Department proposing a partnership to elevate the existing street performer program by focusing on emerging musicians and offering skills development in addition to busking time, insurance coverage through the co-operative, marketing and booking support. The local not-for-profit exists to assist new generation independent artists in building strong, successful and sustainable artist businesses in the 21st century music industry. They secured Canada Summer Jobs funding from the federal government to employ secondary and post-secondary students who were also musicians in jobs where they would perform in the downtown core and at community events while also receiving comprehensive general business and industry-specific training. Creative Economy Staff and OMCI developed a pilot program which was presented to Council and approved in May 2018.

The Pilot Program

- The existing street performer audition process was maintained to ensure musicians were skilled enough to be deployed on the street as buskers immediately.
- OMCI was successful in receiving Canada Summer Jobs funding and utilized \$65,388 to bring ten students on board as full-time employees.
- An additional five musicians who did not meet the criteria for or were unable to commit to full-time work under the Summer Jobs funding were enrolled in the program. The list of musicians enrolled in the program can be found in Appendix 'A'.
- Contributions from the BIA of \$1,600 and \$7,740 from the approved City of Barrie Cultural Development Budget covered the costs of marketing and identification assets for the program.
- From June until September musicians performed, busker-style in the downtown every evening from Tuesday until Saturday and in the afternoons on Friday, Saturday and Sunday.
- When not busking, musicians employed by OMCI spent most of their remaining working hours in training that included:
 - Professional communications and business networking skills
 - Building an artist website, harnessing social media, video and photo editing
 - Business planning 101, Bookkeeping and taxes, work planning and scheduling
 - Online registration process for SOCAN, FACTOR, MROC, AFM
 - Royalty streams and filing of documents to access them
 - Overview of next-step business programs in the community (Summer Company, Artrepreneur, Starter Company Plus, Small Business Centre)
 - Technical Skills – Cables 101, Mixing a Live Performance, Festival Supports
 - Performance excellence & coaching
 - Stage plots and riders
 - Health and safety
- Musicians' information was made readily available at www.barrie.ca/EmergingMusicians and via the Creative Barrie and City of Barrie social media channels. Organizations, events and individuals interested in booking musicians for paid gigs were encouraged to hire program participants with OMCI staff assisting in matching musicians with paid performance opportunities.

Program Partners

- Downtown Barrie Business Association – funder, coordinate downtown locations and provide showcase support.
- Government of Canada – funded summer job wages (through OMCI).
- Town of Innisfil – co-partner to deploy and train musicians in the Barrie-Innisfil federal riding.
- Multi Tech Audio Visual – Provided training, space and professional audio-visual support for events as an in-kind sponsor.
- Central Ontario Broadcasting (Rock 95 and 107.5 Kool FM) provided in-kind radio ads promoting the program and auditions process.
- PIVX – local cryptocurrency community supported the implementation of digital tipping for buskers.
- OMCI engaged a variety of other funders and partners to enhance their operations and the program's training element, including the County of Simcoe, Office Inc, Sproutwise, the Ontario Council for the Arts, SOCAN, and more.



CREATIVE ECONOMY DEPARTMENT MEMORANDUM

2018 Program Highlights

- Delivered over 500 hours of musical performance for the enjoyment of both residents and visitors.
- The September 15th Showcase drew the largest crowd to date (approximately 600 people) for a musical performance at Barrie's new Meridian Place.
- Engagement at festivals and events such as Barrie Pride, the Craft Beer and BBQ Festival, Dragon Boat Festival, Kempenfest, Culture Days, Celebrate Barrie, Xcelerate Summit and Promenade Days.
- Each artist received up to 175 hours of industry development and highly transferrable skills training over the course of the summer.
- Seven of the 2018 musicians are studying music at college or university in 2018-2019.
- Won the Spotlight Award for Best Partnership 2018, from Ontario Culture Days presented to OMCI, the City of Barrie and the Downtown Barrie BIA.
- OMCI leadership were nominated for Barrie's first-ever Mayor's Innovation Awards for Non-Profit/Social Enterprise (2018), for the Contribution to the Community Award at the Barrie Art Awards (2018) and for Chamber of Commerce Women of the Year – Visionary & Entrepreneur (2019), as a result of operating the program.

Plans for 2019

OMCI were successful in receiving Canada Summer Jobs funding once again with the ability to hire up to 25 young people across Barrie's two federal ridings. The Creative Economy Department and Downtown Barrie BIA plan to partner with the organization and continue the program in 2019. Any selected musicians between 15 and 30 years of age are eligible to work full-time for the summer under the program. Selected musicians that do not meet the age requirements or who are unable to commit to full-time work will still be able to busk for tips, will have access to training and will receive marketing and booking support through the program. Creative Economy staff are working with OMCI now to look at the possibility of expanding performance hours downtown, continuing to concentrate performances in Meridian Place, as well as exploring opportunities to animate other areas of the city and engage new partners.



CREATIVE ECONOMY DEPARTMENT MEMORANDUM

APPENDIX "A"

2018 EMERGING MUSICIANS

Melina Melle
Kasey Kohring
Brandon Pellatt
John Anderson
Madison Mueller
Karyssa Enick
Tori Hathaway
Sheldon Forget
Ian Haworth
Bridgette Anderson
Molly McNulty
David Hunter
Emma Duffy
Amariah Faulkner
Alyssa Tess