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**TO:** GENERAL COMMITTEE

**SUBJECT:** 2020 EMERGING MUSICIANS PROGRAM

**WARD:** ALL

**PREPARED BY AND KEY CONTACT:** A. DYKE, CULTURE OFFICER DEVELOPMENT, EXT. 4593  
S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT, EXT. 5036

**SUBMITTED BY:** S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

**GENERAL MANAGER APPROVAL:** A. MILLER, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

**CHIEF ADMINISTRATIVE OFFICER APPROVAL:** M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

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### **RECOMMENDED MOTION**

1. That staff in the Economic and Creative Development Department continue the partnership with Ontario Musicians Cooperative, Inc. (OMCI) for 2020 to deliver the Emerging Musicians Program in an adapted manner that maintains adherence to mandated health measures due to COVID-19.
2. That the Director of Economic and Creative Development be authorized to enter into a Memorandum of Understanding with the OMCI for delivery of the Emerging Musicians Program in a form that is satisfactory to the Director of Legal Services.
3. That staff in the Economic and Creative Development Department report back to General Committee concerning the 2020 operations of the program and associated impacts of the program as part COVID-19 Recovery Plan program reports.

### **PURPOSE & BACKGROUND**

#### **Report Overview**

4. The purpose of this Staff Report is to obtain approval to continue the delivery of the Emerging Musicians Program for 2020 through the Ontario Musicians Cooperative Inc. (OMCI), to obtain authorization to enter into an Memorandum of Understanding for program delivery, and to provide an updated framework for the Emerging Musicians Program based on health measures that are currently in place due to COVID-19.

#### **Previous Council Direction**

5. On March 26<sup>th</sup>, 2018, City Council adopted Motion 18-G-046 regarding the renaming of the Street Performer Program to the Emerging Musician Program, with the following direction:  
  
“1. That the Street Performer Program be renamed to the Emerging Musician Program to capitalize on the successful track record of the program in launching musical careers.

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2. That musicians be issued annual permits and perform during scheduled shifts in return for gratuities from the public and increased marketing support as compensation.
  3. That the following objectives of the program, be approved:
    - i) Animation of downtown Barrie, outside of high traffic time such as festivals and events; and
    - ii) Harnessing the downtown community as a platform to showcase emerging Barrie musicians.
  4. That staff in Creative Economy report back to General Committee through a memorandum regarding the Emerging Musician Program's effect on downtown visitors and revitalization by March 31st of each year.
  5. That staff in Creative Economy continue to explore opportunities for increased partnership and program enhancements to ensure sustainability. (CE003-18)"
  6. On June 4, 2018, City Council adopted Motion 18-G-112 that approved a pilot project with the Ontario Musicians Co-operative Inc. (OMCI), as follows:

'That the Ontario Musicians Co-operative Inc. be permitted to utilize the City of Barrie's Emerging Artists Program to deliver their initiative to develop young musicians, as a one-time pilot project in 2018'.
  7. Via memorandum to Members of Council on May 6<sup>th</sup>, 2019, based on the success of the 2018 pilot, the Emerging Musicians Program was continued in 2019, with the intention of concentrating the performances in Meridian Place. Participants continued to receive professional development and business skills coaching throughout the program via a continued partnership with OMCI.

#### Emerging Musician Program Overview 2018-2019

8. For many years, the City of Barrie 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.
9. The partnership with OMCI served 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.
10. OMCI is a not-for-profit with a purpose to assist new generation independent artists in building strong, successful, and sustainable artist businesses in the 21st century music industry.
11. In both 2018 and 2019, 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 in both years and in 2019 utilized \$203,230 to bring 49 employees on board as full-time.
12. Individuals who met the audition criteria but were not eligible for employment were permitted to busk downtown and received all other benefits of the program. In addition to musicians, OMCI were able to employ young people in communications, human resources, web and social media and festival/production support roles in 2019.

13. Contributions from the BIA and from the approved City of Barrie Cultural Development Budget covered the costs of marketing and identification assets for the program as well as speaker fees and some showcase concert costs. 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 performing, musicians employed by OMCI spent most of their remaining working hours in key training and development sessions to increase their professional aptitude as practicing artists. Training included, communications, networking, business planning, health and safety, performance coaching as a sample.
14. Musicians' information was made readily available at [www.barrie.ca/EmergingMusicians](http://www.barrie.ca/EmergingMusicians) and via the Creative Barrie and City of Barrie social media channels. Organizations, event producers 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.
15. Program Partners have included the Downtown Barrie Business Association, the Government of Canada, the Town of Innisfil, Multi Tech Audio Visual, Central Ontario Broadcasting, PIVX, the County of Simcoe, Office Inc, Sproutwise, the Ontario Council for the Arts, SOCAN, and more.
16. 2019 Program Highlights:
  - Over 500 hours of musical performance delivered in the community for the enjoyment of both residents and visitors.
  - Emerging Musician Showcase on August 24<sup>th</sup> Showcase drew over 1000 people to Meridian Place for a concert, meet and greet and autograph signing by program participants.
  - Engagement at festivals and events such as the Craft Beer and BBQ Festival, Canada Day, Kempenfest, Culture Days, Celebrate Barrie, Barrie Jazz & Blues Festival, Promenade Days and more.
  - Each artist received up to 175 hours of industry development and highly transferrable skills training over the course of the summer.
  - Many of the program's musicians are studying music at college or university in 2020.
  - The program expanded to include Simcoe County, Orillia, and some Grey County and York Region areas, offering many opportunities for participants to expand their market outreach and grow their networks.

#### 2020 Proposed Program

17. OMCI have applied for Canada Summer Jobs funding once again with the intent of being able to hire as many, if not younger people across Barrie and surrounding areas.
18. In response to COVID-19, OMCI have developed an alternative plan to busking and community performances that will allow for increased mentorship and professional development for program participants as they are self-isolating and social distancing.
19. OMCI are currently offering one-on-one mentorship and guidance sessions with artists to assist them in navigating opportunities and resources during COVID-19 and will continue to do so through the recovery process.
20. Public and community engagement will also be delivered through the delivery of quality live online performances of solo artists, with a scheduled and advertised delivery plan. This may involve specific private performances that are coordinated with restaurants, businesses, charities, or other community organizations that are highlighting online experiences. OMCI continue to licence all live performances through the Society of Composers, Authors and Music Publishers of Canada (SOCAN) so that members can collect royalties.

21. OMCI also plan to pre-record and edit works that can be captured via audio and video recordings and can be shared alongside partner messages as marketing or community engagement campaigns. This will engage not only musicians, but other young creatives in the community, developing their work portfolios while providing valuable content for partners.
22. Should public gathering, and business restriction health measures be lifted or appropriate workplaces are made available in the summer of 2020, OMCI are prepared to deploy participants as buskers or for other performances utilizing community spaces. Health and safety protocols for these performances would align with Provincial and Municipal standards and policies. This could include connecting artists to performance opportunities through the Patios Everywhere Program.

### **ANALYSIS**

23. The Emerging Musicians Program and the Ontario Musicians Cooperative, Inc. are unique, Barrie-created entities that have enhanced the music industry ecosystem in Barrie and beyond by serving as incubators for musical artists and other young creatives.
24. The existing 2020 Emerging Musicians Program budget of \$9,470 is highly leveraged by partnering with OMCI and delivers impacts beyond what could be achieved by the City on its own. In addition to delivering a program for street performers to activate the downtown, the partnership with OMCI delivers sector specific, quality training and skills development to program participants and beyond.
25. OMCI are able to leverage the partnership and investment by the City of Barrie to generate dozens of employment opportunities for young people in a growing industry cluster in our region by accessing funding from Canada Summer Jobs, other partner municipalities and various other funding streams.
26. Continuing to seek innovative ways to deliver creative and cultural programming within the City of Barrie through online streaming and other practices due to distancing and public gathering safety measures in place due to COVID-19, contributes to the strengthening and developing of the creative sector into recovery.
27. In addition to the budgetary support, in the past the Culture Development Officer has assisted OMCI with program deployment through marketing, connection to community partners, businesses, and organizations and in coordinating community performances and busking opportunities. Until the full-time staff complement has returned to work, these tasks will not be fulfilled.
28. Future plans for the program following the pandemic include creation of a secondary program stream for casual, late-coming and mature buskers, both musical and otherwise, that will allow for increased animation of the downtown and key community spaces while giving creatives more opportunities to earn.

### **ENVIRONMENTAL CLIMATE CHANGE IMPACT MATTERS**

29. There are no environmental and/or climate change impact matters related to the recommendation.

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## **ALTERNATIVES**

30. The following alternatives are available for consideration by General Committee:

**Alternative #1**

General Committee could decide to cancel the Emerging Musicians Program for 2020.

This alternative is not recommended as the City of Barrie has seen incredible success of the program in the past two years with many young creatives gaining increased knowledge, networking and skills development through this one-of-a-kind incubator program. The City was also the first municipal partner of OMCI as has served as a role-model to other municipalities who have adopted it.

The return on investment for the City in terms of program and community impact is high. Further, the adapted business model in response to COVID-19 that OMCI has created provides for programming that champions creative development in the City, while adhering to health and distancing measures. The program is also flexible to evolve and support artist engagement, should the staged opening of the economy occur during the program timeline.

## **FINANCIAL**

31. The funding for the 2020 Emerging Musicians Program was approved as part of the City's 2020 business plan and budget and totals \$9470.00. There are no new financial implications to the tax base associated with this recommendation.

## **LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN**

32. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Strategic Plan:

Growing Our Economy

Offering Innovative and Citizen Driven Services

33. The Emerging Musician Program supports the goal of growing the economy by making it easier for young artists and creatives to do business, and develop their skill sets while gathering restrictions are in place due to COVID-19. The long-term impacts of the program supports the creation of more stable and diverse jobs and has supported tourism industry growth by enhancing festivals and events and animating public spaces.
34. The Emerging Musicians Program uses technology to offer innovative business and entertainment opportunities to creatives and citizens. This increases efficiency, customer service and community participation by pivoting to a digital, online platform while physical distancing measures are in place.