

MUSICCO

CENTRAL ONTARIO
MUSIC COUNCIL



WELCOME

CENTRAL ONTARIO MUSIC COUNCIL

- Strategic goal of increasing economic viability
- Live Music presents a great opportunity
- Endeavour requires organization
- Local response to opportunity was engaging the Central Ontario music community

THE AGENDA FOR TODAY

PRESENTATION BY THE CENTRAL ONTARIO MUSIC COUNCIL



1. INTRODUCTION

The Central Ontario Music Council



2. MUSIC CITIES

Mastering of Music Cities



3. IMPACT

The Economic Impact



4. CREATIVE CLASS

Supporting the Creative Class



5. GOALS

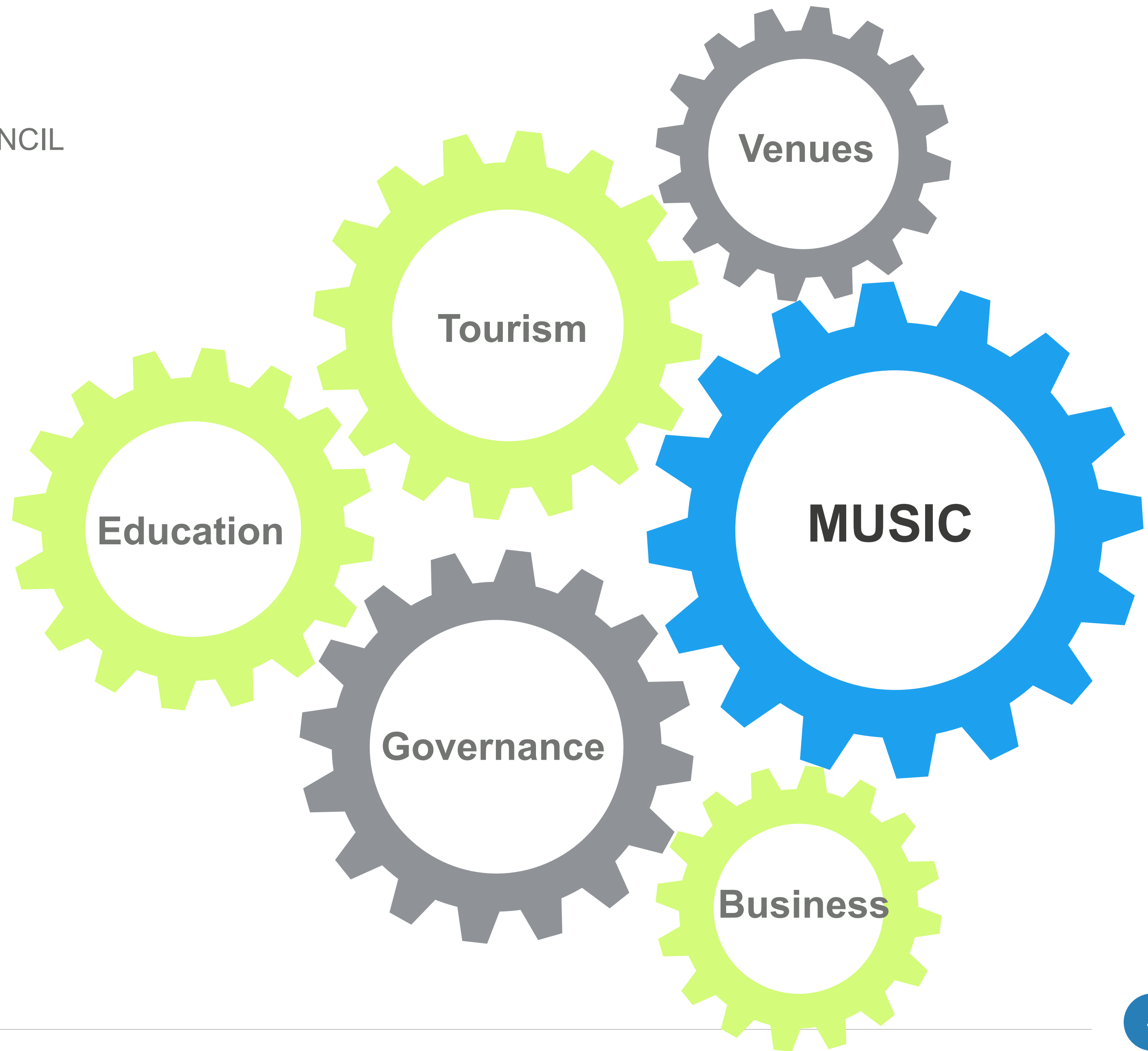
Our Short Term Goals

ABOUT US

THE CENTRAL ONTARIO MUSIC COUNCIL

WHO ARE WE?

An inclusive alliance of business, creative and industry professionals dedicated to the development, promotion, advocacy and fostering of the music culture and business in Barrie and region.



MUSIC CITIES

THE MASTERING OF A MUSIC CITY

Key Elements, Effective Strategies and Why it's Worth Pursuing
Music Canada

ELEMENTS OF MUSIC CITIES

THE MASTERING OF A MUSIC CITY



Artists & Musicians

Thriving Music Scene

Access to Spaces & Places

Receptive & Engaged Audience

Record Labels

Other Music Related Businesses

STRATEGIES



A Music Advisory Board



A Music Office



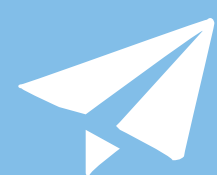
Engaging the broader Music Community to get their buy-in & Support



Audience Development



Music-Friendly & Musician Friendly Policies



Music Tourism



Access to spaces & places



An aerial photograph of a large outdoor music festival, overlaid with a semi-transparent blue filter. The festival grounds are filled with a dense crowd of people, numerous tents, and various structures. In the background, there are trees and some buildings. The overall scene is vibrant and captures the scale of a major music event.

ECONOMIC IMPACT

OPPORTUNITIES FOR A MUSIC CITY

ECONOMIC IMPACT

RMCG AUDIENCE RESEARCH STUDY – WAYHOME AND BOOTS & HEARTS - SEPTEMBER 2015

Tourists do not travel for hotels, they travel for content and experiences

584

Jobs Created

Number of full time
Equivalent local jobs

\$3.6M*

Tourist Spend on Accomodations

Revenue out of 1000 plus
rooms sold by visitors
attending festivals

* Data provided by Tourism Barrie

\$54.4M

Boots & Hearts / WayHome Tourism Spends

Total amount of spends
by tourists visiting each
festival

91%
avg

Boots & Hearts / WayHome Tourism

% of attendees traveled
more than 40 km to
attend the events

TALENT ATTRACTION

BUILDING STRONG BARRIE BUSINESSES

- Attraction of top tier talent to the region
- Well educated and talented people are mobile
- Employees have choice of places to live and work
- Music is a big part building a thriving cultural scene

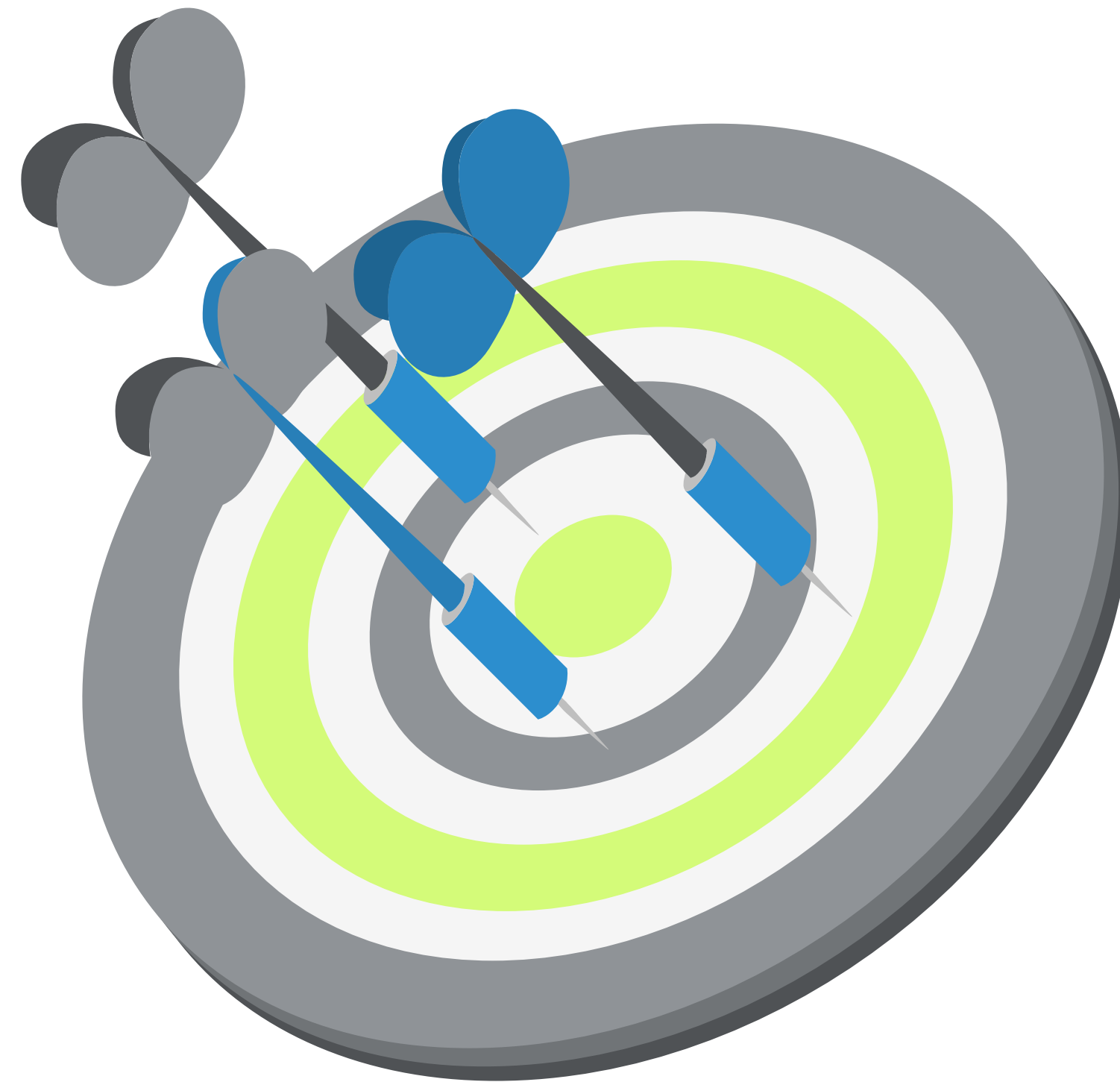


SHORT TERM GOALS



GOAL

To be formally recognized partnership with the City of Barrie council

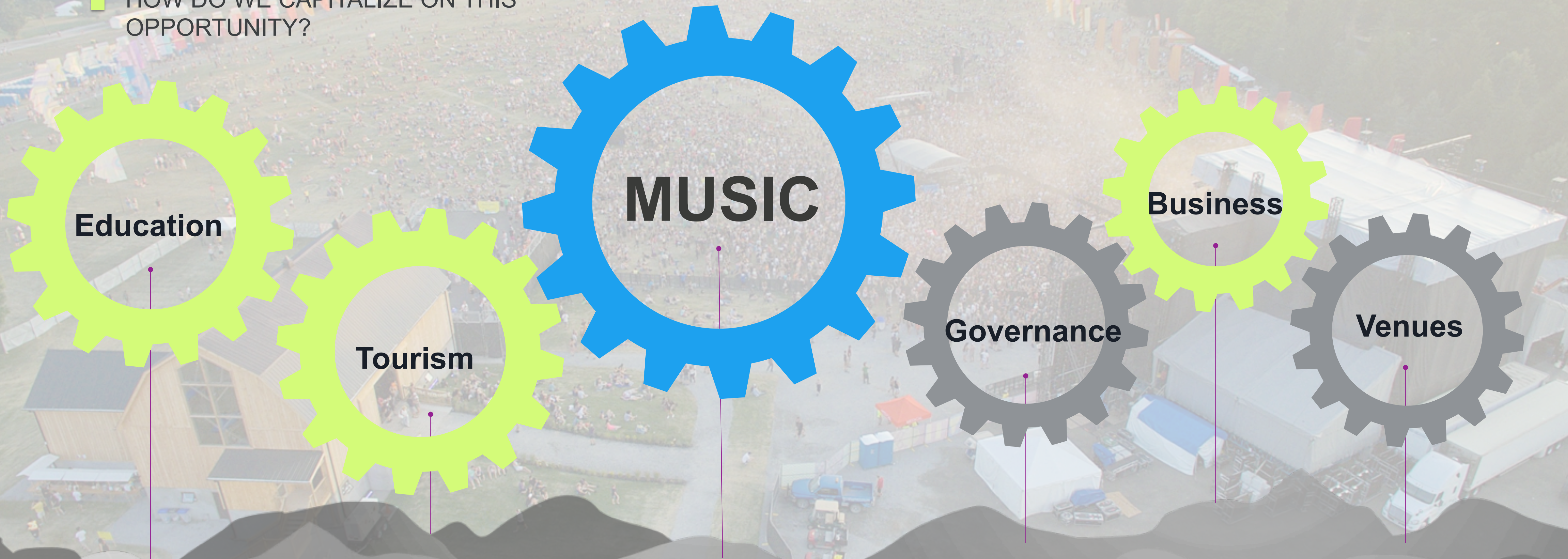


GOAL

To establish a Music Office in the City of Barrie

IN SUMMARY

HOW DO WE CAPITALIZE ON THIS OPPORTUNITY?



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QUESTIONS