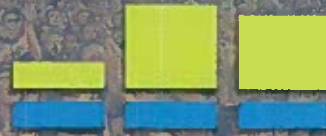




MUSICCO

CENTRAL ONTARIO
MUSIC COUNCIL



CENTRAL ONTARIO MUSIC COUNCIL

PRESENTATION TO INFRASTRUCTURE, INVESTMENT, AND DEVELOPMENT SERVICES COMMITTEE

December 17, 2015

- Strategic Goal – Create and sustain a Music Economy in Barrie
- Commercial Music presents a great opportunity
- Must be organized and structured to optimize Economic Impact

BENEFITS OF A FORMAL PARTNERSHIP?

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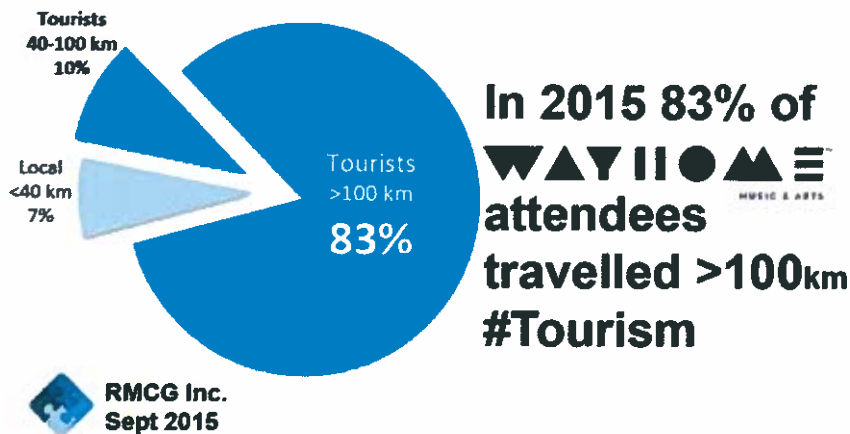
A successful MusicCo has significant economic implications for our region. Partnering with the City will benefit MusicCo directly by legitimizing our organization and allowing us to...

- Increase our credibility when competing for funds from the ON Music Fund and other provincial and federal agencies
- Mediate conflicts that arise between music businesses and the larger community
- Advise City Council, make recommendations on matters that affect the music industry
- Attract new music-related industries to Barrie
- Study the development of the music industry and implement programs to meet the needs created by the development of our music industry
- Establish Barrie as a major Music City

BENEFITS OF A MUSIC COUNCIL

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MusicCo will develop and grow Economic Opportunities provided by commercial music by...



- Partnering with stakeholders including the City of Barrie, Downtown BIA and Tourism Barrie to implement a strategic plan to make music tourism an economic driver for Barrie and region
- Facilitating linkage between the commercial music industry and City departments
- Engaging the business community, not for profit organizations, educational institutions, and professional and aspiring artists
- Identifying the needs of live music artists and recording artists to facilitate business
- Building a music scene which will attract start ups and knowledge-based talent

STRUCTURE OF A BARRIE MUSIC OFFICE

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Cities that have established a single point of contact for the music community are better positioned to build their music economy and develop effective music policies. Music offices have been established in Toronto, London, and Hamilton. A Barrie music office would be...

- Funded by public and private partnerships
- Located with strategic partners in a shared space in downtown Barrie
- Launched with one staff member
- Working with Invest Barrie

MUSIC OFFICE ACTIVITIES

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- Lead the City's Music Strategy planning and implementation
- Facilitate clear communication and direction between the municipality and the music community
- Manage those live music issues that intersect with city departments like bylaws, the parks department, permitting and neighborhood planning and development
- Assist music community members through City and Provincial processes and regulations
- Increase the profile of the Barrie music scene both locally and nationally
- Incubate and develop new industry components

BENEFITS OF EXPANDING LIVE COMMERCIAL MUSIC INDUSTRY

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A vibrant music economy will drive value for our city in several important ways...

- Job creation
- Economic growth
- Tourism development
- City brand building
- Cultural development & artistic growth
- Attracting and retaining talent and investment outside of the music industry
- Strengthening the social fabric
- Validating music as a respected and legitimate industry

WHY FOR PROFIT VS NOT FOR PROFIT?

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- The capacity of the commercial music industry to generate profit can create prosperity for our entire community and region
- The goal of members of the commercial music industry is to generate revenue and profit whether they are performers, promoters, venue owners, recording engineers, or producers
- Not for Profit Arts Organizations are focused on sharing their love for an art form, or contributing to the culture of their community, but not on profit
- Not for Profits are necessary for the health of the commercial industry because they are often the training ground for many artists