



**ECONOMIC AND CREATIVE
DEVELOPMENT
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT

NOTED: C. POLLARD, MANAGER, SMALL BUSINESS AND CREATIVE SECTOR
S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, P.ENG, PMP, GENERAL MANAGER, INFRASTRUCTURE & GROWTH MANAGEMENT

RE: EMERGING MUSICIANS PROGRAM AND BUSKING PROGRAM UPDATE

DATE: JUNE 26th, 2024

The purpose of this Memorandum is to provide an update on the outcomes of the 2023 Emerging Musicians Program and Busking Program and plans for the 2024 Emerging Musicians Program and Busking Program.

Background

On April 11, 2022, City Council adopted Motion 22-G-065 regarding the Emerging Artist Program and pilot Busking Program with the following directions:

“That the Director of Economic and Creative Development be authorized to execute the Memorandum of Understanding with Canadian Musicians Cooperative, Inc. (CMCI) for delivery of the Emerging Artists Program as a music industry incubator for 2022 and for subsequent years under the same general terms and conditions and in a form that is approved by the Director of Legal Services.

On May 17, 2023, City Council adopted Motion 23-G-111 regarding the operation of the pilot Busking Program with the following direction:

“That staff in the Economic and Creative Development Department build upon the 2022 summer Busking Program Pilot and extend the Program for 2023, whereby artists that are ineligible for the Emerging Artist Program can apply for a Busking Permit to perform at designated “busk stops” in Downtown Barrie in a form to the satisfaction of the Director of Economic and Creative Development and the Director of Legislative and Court Services.”

Annual Support of the Emerging Artist Program

The City of Barrie supports the Emerging Artist Program by investing \$9,750 into the program in addition to in-kind support including marketing and permitting. The purpose of the program is to support the development of emerging young artists and youth talent retention, while providing busker performances to activate the downtown core. This funding is included in the annual operating budget for Cultural Development within the Economic and Creative Development Department. In addition, the department sponsors the season-ending Emerging Artist Showcase in Meridian Place to further activate downtown spaces and draw audiences downtown over the summer season.

Following each season, the Co-op reports back on program statistics including number of youths engaged, workshops, performances, key industry training opportunities, and career success of program participants. These reports demonstrate the return on investment in the program, including the positive animation of the downtown and waterfront, the development of young entrepreneurs, jobs, talent retention and growth in the local music sector.

2023 Emerging Artist Program Results

The Canadian Musicians Cooperative (the Co-op) were successful in securing funding for 52 full-time paid positions for youth across Barrie's two ridings through the Canada Summer Jobs program to support the Emerging Artist Program. This included positions in artist, administrative and tech roles.

The Co-op presented 46 educational workshops for emerging and pre-professional artists and members, inviting experts from all sectors of the music industry to speak on subjects highly relevant to independent artists across five different workshop series.

Workshops included topics such as:

- Conferences & Networking
- Introduction to Booking Shows as an Artist
- Music Publishing and Event Production, and
- Building a Fanbase Through Live Performances.

Twenty-three of these sessions were hands-on collaborative workshops with industry professionals including Luther Mallory, the Performance Coach for The JUNO Masterclass and Canada's Music Incubator's (CMI) Artist Entrepreneur Programs in Toronto and Calgary; Liam Killeen, artist manager and educator with Toronto Metropolitan University and CMI; and Rosalyn Dennett, the Executive Director of Folk Music Ontario (FMO).

A key outcome of the Emerging Artist Program is the delivery of "busker-style" performances by program participants throughout downtown Barrie and the waterfront, providing animation and positive activation of public spaces. In 2023, the Co-op provided 30 unique artists who performed a total of 441 hours of solo community engaged performances in Barrie. The three-hour performance slots took place on Friday evenings, and throughout the day on Tuesdays, Saturdays, and Sundays. Artists from Barrie and the surrounding areas performed in various outdoor spaces within Barrie, including the Marina Boardwalk, Heritage Park, Meridian Place, Dunlop Street East, and Centennial Beach.

Following their summer employment in 2023, several local youths were successful in moving on to new industry-specific opportunities:

- One youth artist has been signed to Atlantic Records and a second has been invited to meetings with two record labels.
- Two artists are being showcased heavily through Folk Music Ontario and Folk Music Canada.
- One artist has achieved over a million subscribers with YouTube and has a significant portion of their earnings from this stream.
- One producer completed a challenge to produce six Toronto bands in one weekend for a compilation record and a second producers is now working as a freelancer for Douglas Romanow Music.
- Several others have been employed in full-time careers including the Society of Composers, Authors and Music Publishers of Canada (SOCAN), Universal Music Canada and a variety of major organizations in the fields of HR, IT, and administration.

Plans for the 2024 Emerging Artist Program

Economic and Creative Development will maintain support of the Emerging Artist Program as indicated in the annual Memorandum of Understanding, which support the costs of education elements, artists' development and in-kind support. ECD will also continue to support the end-of-year showcase in Meridian Place.

2023 Busking Pilot Program Results

The Busking Pilot Program returned in late May 2023 with the permit application process provided through APLI. The development of the program was based on learned practice from other municipalities delivering busking programs. Insurance is required as part of the permitting process. Should applicants not have insurance, staff provided information on an insurance organization that applicants could use to obtain the required insurance as part of the application process.

In response to concerns about the cost of daily insurance through the City's third-party insurance provider in 2022, for 2023 staff in Economic and Creative Development worked with staff in Legal Services to offer two options for third-party insurance for participants in the Busking Pilot Program. Buskers who did not already have insurance could purchase insurance for as little as one day at a time or could purchase insurance for up to one year. Quotes for single day insurance started at \$20.00, and for seven days up to one year of liability insurance was up to \$164.50.

Busk Stop decals were installed on the east walkway of Meridian Place and along the walkway in front of the transit marina docks west of Heritage Park for buskers to perform adjacent to pedestrian traffic. The decals provided information for potential buskers about applying. The provision of decals was to provide information to buskers and audiences about where busking could take place.

The program was promoted widely through barrie.ca, the Culture Pop newsletter, the Creative Barrie social media channels, and by direct email to individuals who had inquired or participated previously. The cost to the City to operate the program was \$1,005.70 for the fabrication and installation of the two Busk Stop decals plus staff time for permit issuance and APLI setup. In 2023, only five application submissions were received, and one Busking Permit was issued.

Busking Program Survey

To gain insight into the low uptake on the 2023 pilot and support recommendations for 2024, staff shared a program survey with previous program participants and those who have expressed interest in busking in Barrie. The survey was live from April 26 to May 21, 2024, and was shared via direct email to previous program participants, those who had expressed interest in the program, and through the Culture Pop newsletter and Creative Barrie social media channels.

Survey Results

- Of the 11 individuals that had participated in the program, three people ranked the program one out of five with key reasons for the low rating related to the expense of insurance and desire for busking to be permitted anywhere on City property, beyond the pre-designated spots.
- Of the eleven respondents, one has insurance and four are planning on purchasing insurance.
- When asked if they would be willing to purchase daily or up to yearly insurance, five said they were not willing to purchase insurance to busk.
- When asked if they were planning to apply for a Busking Permit in 2024, four individuals said yes, three were unsure and four said no.



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- When asked for recommendations for the program in 2024 the common responses were that the City should not require insurance, and that buskers should be able to perform anywhere on City property in the downtown and on the waterfront.

Plans for the 2024 Busking Program

Given the Economic and Creative Development Department is undertaking an update to the Culture Plan that will review and make recommendations on the programs delivered by Culture Development, including the Busking Program, and to provide a pathway to community performance for all interested performers, the Busking Program will proceed in its same general form for 2024. While insurance will remain a mandatory requirement as part of overall risk management and practice, staff in Economic and Creative Development will work with the Downtown BIA, and staff in Enforcement Services, the Marina and staff in Operations, to determine appropriate zones in the downtown and along the waterfront in an effort to broaden locations. Existing Busking Permit Terms and Conditions will apply, including provisions that prevent buskers from disrupting events, each other, or other business that is taking place.

Individuals interested in busking in the city this year can reach out to the Cultural Development officer at Amanda.Dyke@barrie.ca.