



ECONOMIC AND CREATIVE DEVELOPMENT MEMORANDUM

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TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: A. DYKE, CULTURE OFFICER - DEVELOPMENT

NOTED: S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
A. MILLER, RPP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

RE: EMERGING MUSICIANS PROGRAM UPDATE

DATE: MAY 31, 2021

The purpose of this Memorandum is to provide members of Council with a report on the 2020 Emerging Musicians Program and provide information to Council on the 2021 Emerging Musicians Program.

Background

On March 26th, 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.
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)”

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’.

Via memorandum to Members of Council on May 6th, 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.



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In 2020, in response to COVID-19, OMCI developed an alternative plan to busking and community performances that allowed for increased mentorship and professional development for program participants as they engaged in self-isolating and social distancing. In addition to other federal ridings, the two Barrie ridings received a total of 25 paid positions for youth through the Canada Summer Jobs program.

On June 1, 2020, City Council adopted Motion 20-G-075:

- “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 of COVID-19 Recovery Plan program reports. (ECD007-20)”

2020 Program

In addition to other federal ridings, OMCI were successful in funding 25 fulltime paid positions for youth across Barrie's two ridings through the Canada Summer Jobs program.

In response to COVID-19, OMCI developed an alternative plan to busking and community performances that allowed for increased mentorship and professional development for program participants as they engaged in self-isolating and social distancing.

Public and community engagement has continued to be delivered through the delivery of quality live online performances of solo artists since the spring of 2020, utilizing a scheduled and advertised delivery plan. OMCI participated in Canada Day, Culture Days and Barrie's Live Music Show, in addition to other online events as well as providing regular online shows. They continue to licence all live performances through the Society of Composers, Authors and Music Publishers of Canada (SOCAN) so that members can collect royalties.

As part of their participation in community events, OMCI youth employees worked to pre-record and edit works that were captured via audio and video recordings and shared alongside partner messages as marketing or community engagement campaigns. This engaged not only musicians, but other young creatives in the community, developing their work portfolios while providing valuable content for partners.

2020 Highlights

- Barrie constituency wages were \$110,741 across 25 positions
- \$273,000 total paid to youth
- 19,000 hours of summer employment
- 5,500 hours of paid industry training
- The facilitation of 124 industry workshops and an additional 14 digital workshops that were made available to the public
- Approximately 400 people attended these various workshops.
- 122 livestream shows by emerging musicians during the program's operational months
- Over 1.4 million minutes of footage viewed



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Since the start of the pandemic, OMCI have also been 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.

2021 Program

OMCI are gearing up for another season of the Emerging Musicians Program with the first round of digital auditions wrapped up. Current plans include online training, workshops and performances. Should public gathering, and business restriction health measures be lifted or appropriate workplaces are made available in the summer of 2021, 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.

They have once again been successful in receiving Canada Summer Jobs funding, this time more than they had applied for. The number of positions funded (at 75%) in both Barrie ridings is 85. OMCI also received funding in other ridings. Utilizing the designated budget line for the program, staff in Economic and Creative Development will enter a Memorandum of Understanding with OMCI to operate the program in 2021 in the same manner as the 2020 program, while looking for opportunities to expand upon community performances and engagement where appropriate. Annual reporting back by OMCI to staff will support ongoing review of the program to ensure it continues to deliver on its anticipated outcomes of strengthening the local music and creative sectors while animating the downtown and other community spaces keeping in the spirit of the busking program.

City Investment and Outcomes

The existing 2021 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 performers to activate the downtown and other community spaces where appropriate, the partnership with OMCI delivers sector specific, quality training and skills development to program participants and beyond.

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. 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.

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. Staff will continue to work with OMCI to find innovative and creative ways to bring entertainment to Barrie audiences while fostering the career development of young creatives in Barrie and area.

Looking to the Future

OMCI are building a professional quality live-stream studio in their office location in downtown Barrie and opportunities to animate that space safely through the Emergin Musicians Program will be explored once health and safety protocols are in place.

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.