

MOTION

9. Explore Options for Increasing City Support for Music and Musicians

At the Regular Council meeting on February 23, 2016, Vancouver City Council referred this matter to the Standing Committee on Policy and Strategic Priorities on February 24, 2016, to hear from speakers.

MOVER: Councillor Deal

SECONDER: Councillor Carr

WHEREAS

1. Vancouver is home to a vibrant, multicultural music ecology, including the number of musicians, live music performances, independent music producers and recordings;
2. The City of Vancouver has been focusing efforts on supporting the arts, including music, through policy changes such as arts events licensing and creating new arts spaces;
3. The City of Vancouver gave out over \$2.5 million in grants to music organizations in 2015 and more to multi-disciplinary organizations that include music;
4. The City of Vancouver owns multiple performance venues including the Civic Theatres, and recently purchased St. James Community Square for \$6.8 million;
5. Music Canada has recently published reports on the health of BC's music sector and the elements of a music city, both of which contain recommendations for municipalities;
6. The recent Mandate Letter of the Ministry of Canadian Heritage contains the following:
 - Double investment in the Canada Council for the Arts
 - Work with the Minister of Infrastructure and Communities to make significant new investments in cultural infrastructure as part of our investment in social infrastructure;
7. The Province of BC recently announced \$15 million of funding for the BC music industry.

THEREFORE BE IT RESOLVED

- A. THAT Council direct staff to explore and report back on options for leveraging support for local musicians and the local music industry, which may include:

- creating a working group focused on music,
- advocating for and supporting music education,
- exploring a multi-city music alliance with other cities with a strong music community,
- working with Tourism Vancouver and Business Improvement Areas to identify and support tourism opportunities,
- seeking further opportunities to leverage city-owned properties for use by artists, including musicians,
- continuing to reduce unnecessary processes and regulations which affect music production and performance.

B. THAT the work outlined in A above be done in consultation with the City of Vancouver's Arts and Culture Policy Council, the Vancouver Economic Commission, and other music stakeholders; and

FURTHER THAT staff report back with options by May 30, 2016.

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