



# VANCOUVER MUSIC STRATEGY INTERIM REPORT

JULY 10, 2018

# OUTLINE



ISCM World Music Days (Jan Gates)



Background



Methodology



Findings



Strategy Framework



Immediate Actions + Future Considerations



Proposed Council Recommendations

Next Steps



# BACKGROUND

# COUNCIL MOTION



Explore options **for increasing City support** for music and musicians



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 BIAs **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



# TIMELINE





# METHODOLOGY

# STEERING & ADVISORY COMMITTEE ANALYSIS

**S**trengths

**W**eaknesses

**O**pportunities

**T**hreats

## Steering Committee

Sandra Gajic (Co-Chair) - City of Vancouver  
Alex Grigg (Co-Chair) – Music BC  
Rob Calder – Secret Study  
Sharman King – ACPC/Vancouver Opera Orchestra  
Lynn Ross – City of Vancouver  
Mike Schroeder - NIMBUS School of Recording & Media  
Amy Terrill – Music Canada  
Kelly Tweeddale – Vancouver Symphony Orchestra

## Advisory Committee

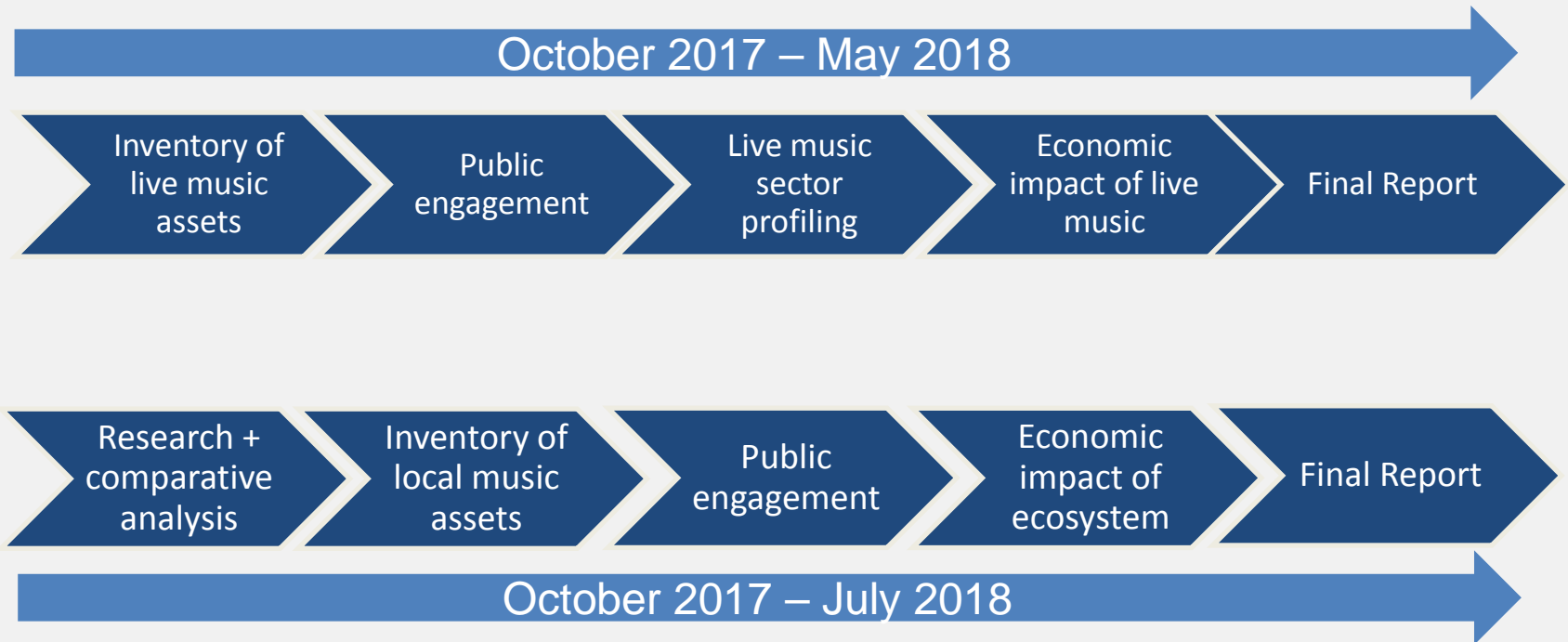
Hal Beckett - Composer  
Graham Blank - Tom Lee Music  
Ryan Boelstler – Brand/Digital  
Shea Dahl - MRG Group  
Charles Gauthier – DVBIA  
Julie Glover - The Armoury Studios  
Branislav Henselmann - City of Vancouver  
Lori Janson - Tourism Vancouver  
Brenda Leadlay - BC Alliance for Arts + Culture  
Tarun Nayar - Delhi Dublin/VIBC

Chris Norwood - Netzwerk Music Group  
Eduardo Ottoni - Vancouver International Jazz Festival  
David Pay - Music on Main  
Nate Sabine - This Is Blueprint  
Dylan Towle - 604/Light Organ Records  
Racquel Villagante - SOCAN  
Charlie Wu - ACSEA

# EXTERNAL RESEARCH

## **BC ECONOMIC IMPACT OF LIVE MUSIC STUDY**

(Music Canada Live/Nordicity – Funded by Creative BC + industry partners)



## **VANCOUVER MUSIC ECOSYSTEM STUDY**

(Music BC/Sound Diplomacy – Funded by Creative BC/FACTOR)

# ALIGNMENT WITH CITY STRATEGIES

The Vancouver Music Strategy is aligned with:

- *Vancouver Economic Action Strategy* (2011)
- *Tourism Master Plan* (2013)
- *Healthy City Strategy* (2014-2025)
- *Making Space for Arts & Culture* (2018)

The Vancouver Music Strategy will be aligned with:

- *Tourism Vancouver Strategic Plan* (2018)
- *Plaza Stewardship Strategy* (2018)
- *Downtown Places and Spaces Strategy* (2018)
- *Special Events Policy* (2019)
- *Creative City Strategy* (2019)
- *Poverty Reduction Strategy* (2019)





# STRATEGIC THEMES FROM SWOT ANALYSIS

## **Municipal Support**

- Partners in all things music: The City will work alongside the music and nightlife industries to support, promote, and champion music, removing barriers to its enjoyment that will benefit Vancouver and its residents.
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## **Music Ecology Sustainability**

- Equipped for the future: Through innovative problem-solving, partnerships and alliances, conditions will be created for across-the-board growth which leaves no participant in the music community behind.
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## **Spaces and Places**

- Making room for music: Working with City departments, safe spaces and places will be animated with music, and every effort will be made to prevent net loss in music venues, rehearsal spaces, and recording studios.
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## **Audience Engagement**

- Music for everyone: All genres of music will be accessible for all residents of Vancouver, creating a culture of music appreciation and engagement which connects community to place.

# STRATEGIC THEMES FROM SWOT ANALYSIS

## **Music Tourism**

- Sonic attractions: Vancouver will build on its international reputation and rich history in live music to become one of the world's premier music destinations for tourists and residents, providing a positive social, cultural, and economic impact on our city.
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## **Music Education**

- The next generation: Educational experiences will be created for youth to nurture an appreciation for music, both as music creators and consumers of music, as well as potential career paths within the music industry.
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## **Music Artist Development**

- Locally grown, globally known: Opportunities will be provided for local music talent to thrive, creating a pathway to the world stage.
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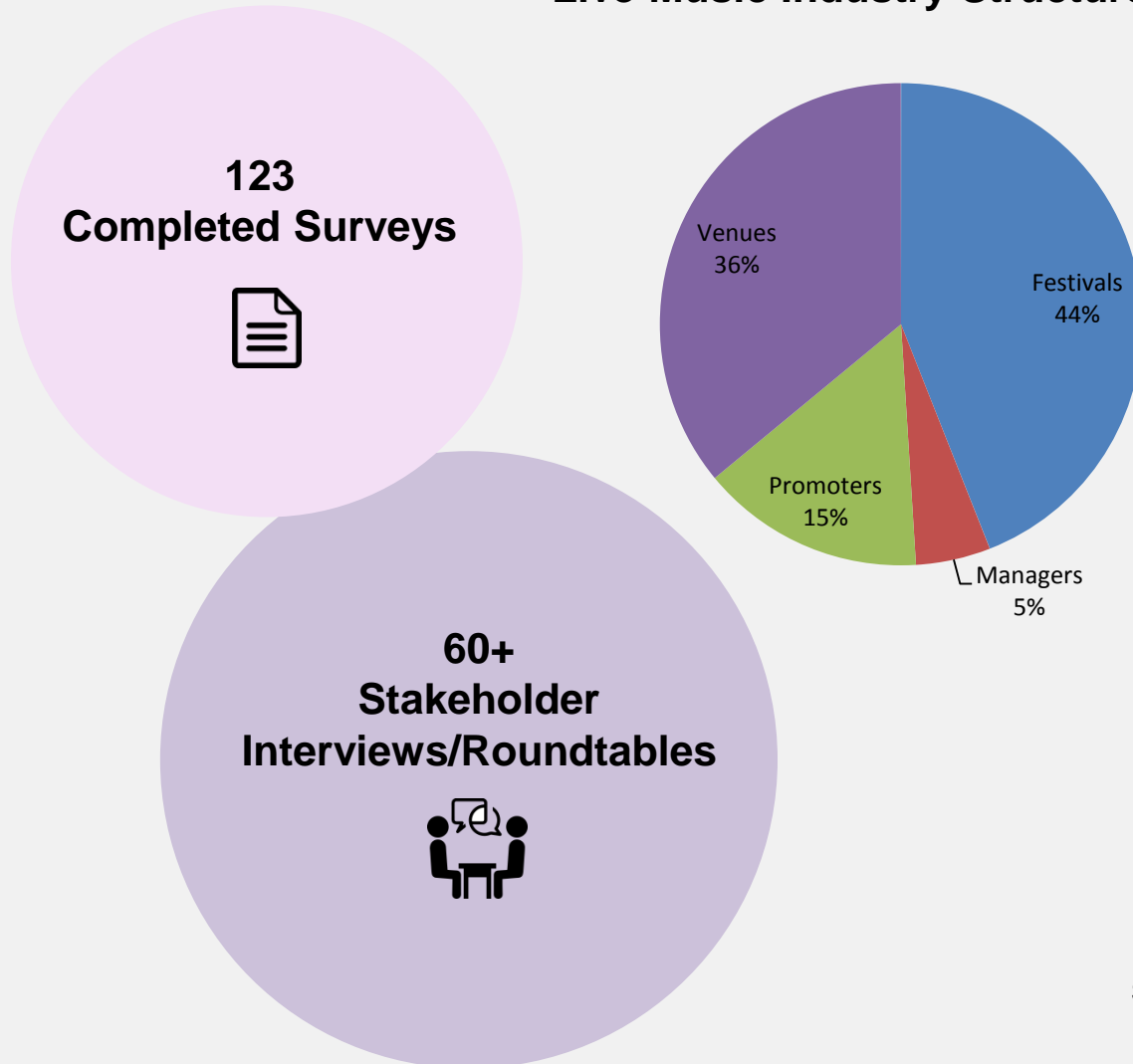
## **Music Industry Professional Development**

- Serving the industry: Partnerships will be created with music organizations to promote professional development and networking opportunities that will build capacity and knowledge, allowing Vancouver's music industry to compete globally.



# EXTERNAL ENGAGEMENT (NORDICITY)

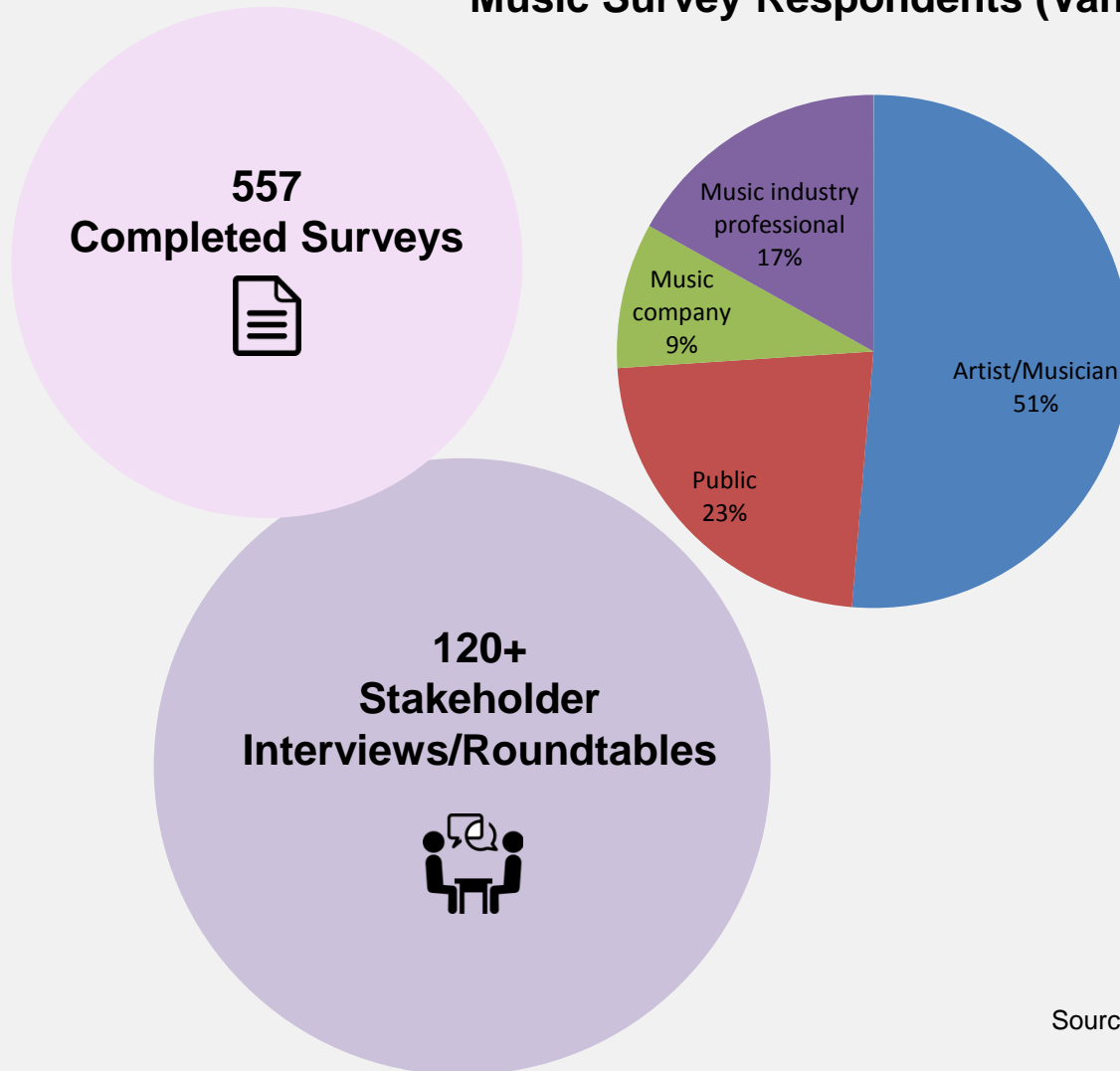
## Live Music Industry Structure (BC)



Source: Nordicity (2018)

# EXTERNAL ENGAGEMENT (SOUND DIPLOMACY)

## Music Survey Respondents (Vancouver)



Source: Sound Diplomacy (2018)

# ECONOMIC IMPACT OF MUSIC

## BC ECONOMIC IMPACT OF LIVE MUSIC STUDY (Nordicity)



- 6,950 FTE direct, indirect, and induced music jobs
- \$619.3M total labour impact
- \$815.8M GDP impact

## VANCOUVER ECONOMIC ECOSYSTEM STUDY (Sound Diplomacy)



- 7,945 FTE direct music jobs
- 6,595 FTE indirect music jobs
- \$690M direct economic impact
- \$1.5B indirect economic impact

# INCOME – MUSICIANS (SOUND DIPLOMACY)

**\$49,702**

Average income in  
Vancouver

**\$18,178**

Average income of  
musicians in Vancouver

**-\$31,524**

Difference between  
average income in  
Vancouver and musicians

**\$22,770**

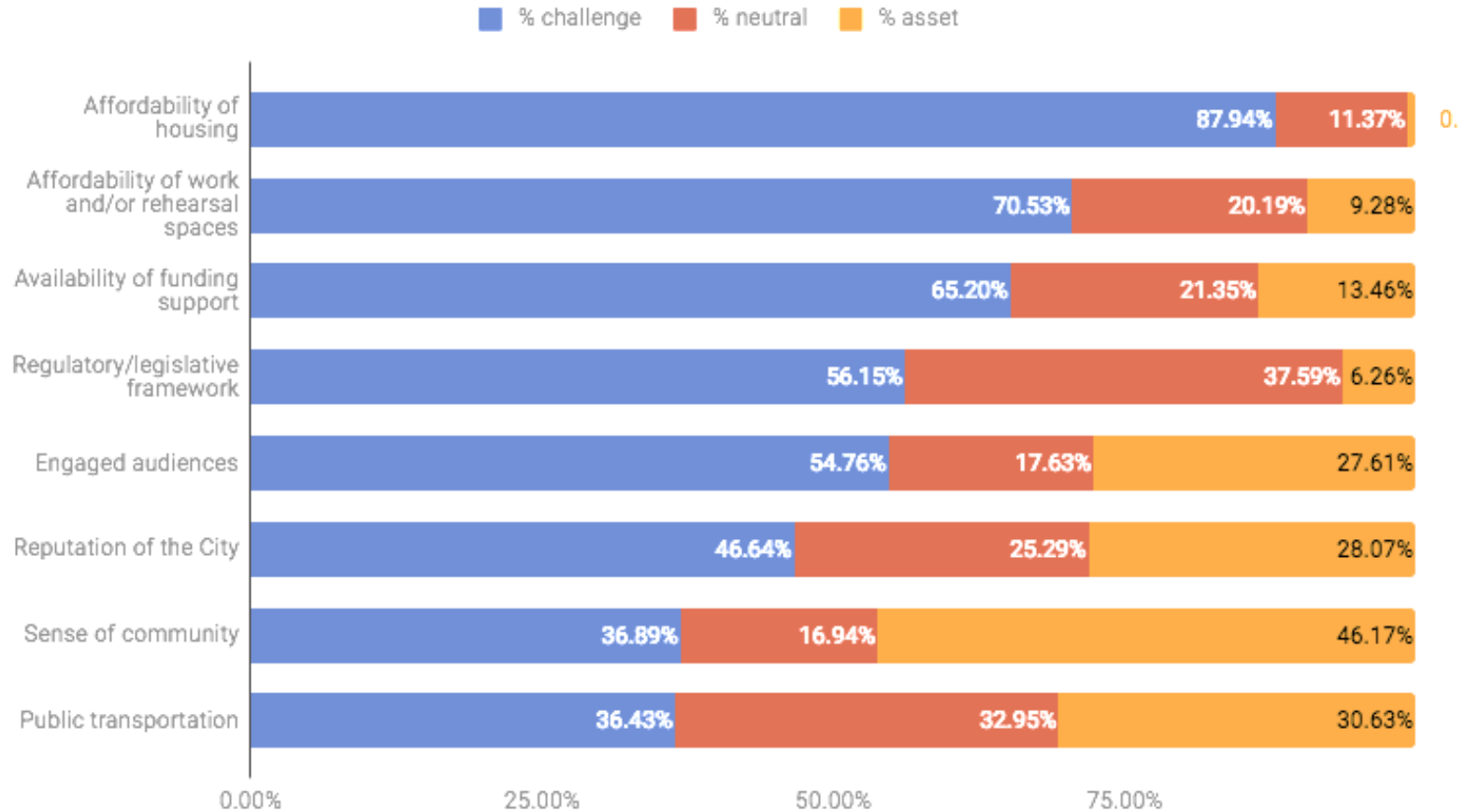
Average income of  
musicians in Canada

**-\$4,592**

Difference between  
average income of  
musicians in Vancouver  
and Canada

Source: Sound Diplomacy  
(2018)

# VANCOUVER MUSICIANS/MUSIC INDUSTRY PROFESSIONALS: ASSETS & CHALLENGES (SOUND DIPLOMACY)



Source: sound diplomacy – all music industry respondents (2018)



# STRATEGIC FRAMEWORK

Adam Lastiwka (Cody Briggs)



## PURPOSE & VISION

- **PURPOSE:** The Vancouver Music Strategy addresses the current gaps in the music ecosystem by supporting musicians and music industry professionals working and living in our city, engaging audiences, promoting music tourism and education, and removing municipal barriers, to create a sustainable, resilient, and vibrant music industry for generations to come.
- **VISION:** “Vancouver: A place for music.”



# OBJECTIVES



- Promote a sustainable, resilient, and vibrant music industry through a shared value proposition.
- Ensure music has a seat at the table in land-use planning and space-making.
- Foster collaboration with the nightlife industry, removing barriers that prevent economic growth.
- Celebrate all genres and music cultures in the spirit of diversity and inclusivity.
- Capitalize on our multicultural competitive advantage, making Vancouver the first stop to Asia.
- Provide affordable, safe, and accessible places to create, produce, consume, and export music to the world.
- Attract and retain music artists and music industry talent that strengthens the creative economy.
- Support music education for youth and underserved communities.



IMMEDIATE  
ACTIONS  
+ FUTURE  
CONSIDERATIONS



Maestro Tausk – Vancouver Symphony Orchestra

# MUNICIPAL SUPPORT

## IMMEDIATE ACTIONS

- Fund a TFT staff resource with a focus on further advancing work on the final music strategy and other related policy work and working with City Departments and industry partners on quick starts noted in this interim report, including exploring a pilot approach to supporting the industry's interactions with City processes.
- Ensure the music industry is represented in existing and future community advisory groups (including Arts and Culture Policy Council, Creative City Strategy External Advisory Committee, and others)
- Ensure music community is represented in Noise (Sound) Bylaw Review.
- Review Cultural Grants with a music lens.

## FUTURE CONSIDERATIONS

- Further explore the recommendation related to the concept of a Music Office, including further analyzing the underlying interests related to this role and potential solutions.
- Establish a Music Council (or similar council) to advise the work of City staff moving forward.
- Work with Cultural Services and the Development and Building Regulatory Review to consider streamlining and identifying processes that affect the music sector.

# MUSIC ECOLOGY SUSTAINABILITY



## IMMEDIATE ACTIONS

- Explore implementing “Fair Play” certificate for venues and festivals that promote best practices in artist booking.

## FUTURE CONSIDERATIONS

- Provide input into developing Poverty Reduction Plan as it relates to musicians.
- Advocate for resources and support for musicians and music industry professionals with dis/abilities and mental health challenges.

# SPACES AND PLACES



## IMMEDIATE ACTIONS

- Work with Cultural Services and other departments, towards music spaces that are accessible to all.
- With Infrastructure and Spaces grants, explore funding work that focuses on provision of music spaces, including those for rehearsal, recording, and presentation, as well as housing.

## FUTURE CONSIDERATIONS

- Explore a 3-star certification for venues and promoters applying internal safety, accessibility, and diversity policies at all levels.



# AUDIENCE ENGAGEMENT



## IMMEDIATE ACTIONS

- Explore funding opportunities, with partners, to provide access to all-ages music performances in community centres and non-traditional spaces.
- Explore funding opportunities, with partners, to provide micro-grants for media publications that will grow and promote the local grassroots music scene.

## FUTURE CONSIDERATIONS

- Explore the development of a communications & marketing campaign for music in the city, including an online presence.

# MUSIC TOURISM



## IMMEDIATE ACTIONS

- Work with Tourism Vancouver to integrate local music in the design of Vancouver's visitor experience.

## FUTURE CONSIDERATIONS

- Explore branding Vancouver as a “place for music” and promote at various points including YVR.
- Work with Tourism Vancouver to develop a Music and Cultural Tourism Strategy (including standardized data collection).
- Explore the creation of a music alliance with the City of Seattle and the City of Portland.



# MUSIC EDUCATION



## IMMEDIATE ACTIONS

- Explore funding opportunities for the music community to partner on providing music education opportunities with Vancouver Public Library and other institutions.
- Support non-profit organizational partners who offer music education opportunities to emerging artists.

## FUTURE CONSIDERATIONS

- Support community partners to work with Vancouver School Board (VSB) and Coalition for Music Education in BC (CMEBC) to develop a music education network.

# MUSIC ARTIST DEVELOPMENT



## IMMEDIATE ACTIONS

- Explore funding opportunities, with partners, for Indigenous and underrepresented music artists to create and perform.

## FUTURE CONSIDERATIONS

- Explore the development of a music artist development program with Metro Vancouver cities.



# MUSIC INDUSTRY PROFESSIONAL DEVELOPMENT



## FUTURE CONSIDERATIONS

- Support projects that facilitate knowledge exchange or industry forums.

## IMMEDIATE ACTIONS

- Partner with creative organizations that provide professional development and networking opportunities for musicians.



## PROPOSED COUNCIL RECOMMENDATIONS

A. THAT Council acknowledge that Vancouver is home to a vibrant, diverse and world-class music industry, which generates significant economic impact, contributes to community well-being and is a vital part of the city's social, artistic, and creative ecology.



# PROPOSED COUNCIL RECOMMENDATIONS



B. THAT Council approve \$400,000 one-time funding to support early initiatives arising from the extensive Vancouver Music Strategy work to date, as identified by the Vancouver Music Steering Committee, the Vancouver Music Advisory Committee, and City staff. The source of funds to be the 2018 Innovation Fund, allocated to:

- i. A temporary full-time staff resource with a focus on the music sector, to complete the Vancouver Music Strategy final report and deliver on recommendations, as per this report. The final Vancouver Music Strategy report and recommendations will be aligned with other City of Vancouver strategies, initiatives, and policies; and,
- ii. Grants to Vancouver-based, music-focused projects aligning with the current directions identified in this report.

C. THAT Council direct staff to explore opportunities to further align and leverage the funding in Recommendation B, through alignment with Cultural Services grants, and partnerships with existing programs at all three levels of government, including Creative BC's Music Fund, the Department of Canadian Heritage's Canada Spaces Fund, and FACTOR.

D. THAT Council authorize the General Manager of Arts, Culture and Community Services to negotiate and execute any agreements required to partner with other agencies as described in Recommendation C, on the terms and conditions set out herein and such other terms and conditions as are satisfactory to the General Manager of Arts, Culture and Community Services and Director of Legal Services.

# NEXT STEPS



QUESTIONS?