

## Document 2 – Ottawa Music Strategy Phase 1 Implementation Plan (2018)

Phase 1 includes seven key recommendations for implementation by the City of Ottawa in 2018 and three key recommendations for implementation by the music industry. These recommendations will create a foundation for future growth of Ottawa’s music industry.

#	Recommendation	Lead <sup>1</sup>	Priority Tasks	Resource Requirements <sup>2</sup>
P1.R1	Establish a Music Development Officer Position	RCFS	<ul style="list-style-type: none"> <li>• Assign the existing Cultural Industry Development Officer, with support from EDLRP as required, to work with the industry to implement the Ottawa Music Strategy.</li> <li>• Explore ways of supporting the music industry through staff support beyond 2018, in collaboration with EDLRP.</li> <li>• Include a review of staff support as part of the report back to Committee and Council in Q2 2019.</li> </ul>	Existing  60% of 2018 Cultural Industry Development Officer workplan, plus support from EDLRP

<sup>1</sup> EDLRP indicates Economic Development and Long Range Planning Services Area. RCFS indicates Recreation, Cultural and Facilities Services Department. OMIC indicates Ottawa Music Industry Coalition.

<sup>2</sup> Identifies whether “Existing” City resources will be allocated or if “Additional” City resources are required to implement the 2018 Action. “Community” indicates that community resources are required for implementation.

#	Recommendation	Lead <sup>1</sup>	Priority Tasks	Resource Requirements <sup>2</sup>
P1.R2	Provide operational funding to OMIC	EDLRP	<ul style="list-style-type: none"> <li>• Oversee the provision of funding to OMIC as approved by Council in the 2018 budget (\$100,000 in 2018).</li> <li>• Include funding for OMIC in the 2019 and 2020 EDLRP draft budgets.</li> </ul>	Existing \$100,000/year funded through the EDLRP budget, subject to approval by Ottawa City Council
P1.R3	Promote a music-friendly regulatory environment	RCFS	<ul style="list-style-type: none"> <li>• Collaborate with the industry and other City Departments, including Planning, Infrastructure, and Economic Development, Transportation Services and Emergency and Protective Services, with a view to promoting music-friendly policies.</li> <li>• Develop a program (e.g. musician loading parking permit) to facilitate on-street loading activities related to heavy equipment for musicians at venues where off-street facilities do not exist.</li> <li>• Explore opportunities to frame cultural enrichment in a land use policy framework.</li> </ul>	Existing

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P1.R4	Integrate music into economic development and tourism strategies	EDLRP	<ul style="list-style-type: none"> <li>• Collaborate with the industry to explore ways to include Ottawa music as an element within Ottawa Tourism’s marketing and development initiatives.</li> <li>• Ensure Ottawa’s music culture is leveraged to support larger city branding initiatives (e.g. attracting talent and investment).</li> </ul>	Existing
P1.R5	Make more City-owned space available for music	RCFS	<ul style="list-style-type: none"> <li>• Identify and assess additional potential music venues (e.g. community centres, parks, libraries, mobile stages).</li> <li>• Make under-utilized, less traditional City-owned facilities and infrastructure available for City music programming, as well as to promoters, musicians and other organizers as “pop-up” or flexible venues or rehearsal/workshop space.</li> </ul>	Existing
P1.R6	Contract more local musicians	RCFS	<ul style="list-style-type: none"> <li>• Promote contracting local musicians to regularly animate both public and internal City of Ottawa events.</li> </ul>	Existing

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P1.R7	Promote safer music spaces	RCFS	<ul style="list-style-type: none"> <li>• Explore the provision of sexual assault training to music venues, in consultation with Crime Prevention Ottawa, Project SoundCheck and OMIC.</li> <li>• Develop a safe space certification for venues whose staff have completed the training.</li> </ul>	Existing
P1.R1	Run a campaign to broaden membership	OMIC	<ul style="list-style-type: none"> <li>• Develop a campaign to raise OMIC's profile and increase its numbers while broadening the diversity of its membership.</li> </ul>	Community
P1.R2	Organize regular industry forums	OMIC	<ul style="list-style-type: none"> <li>• Convene regular quarterly discussions with a specific sub-sector focus (e.g. live music, media, education) to assist with building relationships and improving communication across the sector.</li> </ul>	Community

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P1.R3	Develop a long-term strategy for underserved communities	OMIC	<ul style="list-style-type: none"> <li>• Continue to coordinate initiatives to increase participation among youth and women in the music industry.</li> <li>• Develop a long-term strategy to break down barriers for underrepresented communities.</li> </ul>	Community