

**Report to
Rapport au:**

**Community and Protective Services Committee
Comité des services communautaires et de protection
20 June 2019 / 20 juin 2019**

**and Council
et au Conseil
26 June 2019 / 26 juin 2019**

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**Submitted by
Soumis par:**

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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2019-RCF-GEN-0006

SUBJECT: Ottawa Music Strategy Implementation Update

OBJET: Mise à jour sur la réalisation de la Stratégie musicale d'Ottawa

REPORT RECOMMENDATIONS

That the Community and Protective Services Committee recommend that Council:

- 1. Receive the 2018 Ottawa Music Strategy Status and Implementation report; and**
- 2. Direct staff to implement the 2019-2020 recommendations described within this report and to report back on full implantation by Q2, 2021.**

RECOMMANDATIONS DU RAPPORT

Que le Comité des services communautaires et de protection recommande au Conseil :

- 1. de prendre connaissance du rapport de 2018 sur l'état d'avancement et la mise en œuvre de la Stratégie musicale d'Ottawa;**
- 2. de demander au personnel de mettre en œuvre les recommandations de 2019-2020 contenues dans ce rapport, et de faire état de leur mise en œuvre au plus tard au deuxième trimestre de 2021.**

BACKGROUND

In April 2018, City Council unanimously approved the three-year Ottawa Music Strategy (2018-2020) ([ACS2018-PIE-EDP-0018](#)), a cross-service collaboration between Planning, Infrastructure and Economic Development Department (PIED), Recreation, Cultural and Facility Services Department (RCFS), and the Ottawa Music Industry Coalition (OMIC), aimed at supporting the growth of the local music industry and establishing Ottawa as a global music city. Recommendations focused on creating a “music-friendly” environment aimed at growing and strengthening the music ecosystem in Ottawa. A two-phased implementation plan was approved with the City and the local music industry each responsible for specific recommendations in Phase One (2018) and Phase Two (2019-2020).

Phase One recommendations focused on creating a foundation for future growth of the music industry in Ottawa. Seven recommendations were identified for implementation by the City and three for implementation by the local music industry, through OMIC, a membership-based, non-profit organization that represents and serves the local music industry and its stakeholders.

Phase Two includes three recommendations for implementation by the City of Ottawa in 2019 and 2020, as well as four recommendations for implementation by the music industry.

DISCUSSION

Ottawa Music Strategy – Phase One (2018 and Ongoing)

The implementation of Phase One is well underway, with the seven recommendations identified for City leadership in various stages of completion:

P1. R1 - Establish a Music Development Officer Position (RCFS):

In 2018, 60% of the existing City of Ottawa Cultural Industry Development Officer position (RCFS) focused on Music Strategy implementation, and in 2019, 50% of this position's job duties continue to focus on Strategy execution. In 2018 and 2019, the Cultural Industry Development Officer:

- Worked with OMIC to convene industry forums that informed and advised both industry advocates and the City on direction, trends, issues and high-impact initiatives related to the local music industry;
- Served as the City point of contact for Music Strategy inquiries from City departments including Corporate Communications, Transportation Services, and OC Transpo; and
- Served as the point of contact for local, national and international inquiries, media and networking including Canadian Music Week and the Music Policy Forum.

The Recreation, Cultural and Facility Services Department will continue to look for opportunities to establish a Music Development Officer dedicated exclusively to the development of music initiatives and the Music Strategy.

P1. R2 - Provide operational funding to OMIC (EDLRP):

Economic Development and Long-Range Planning (EDLRP) provided \$100,000 in 2018 and 2019 to support the implementation of the Ottawa Music Strategy. An additional \$100,000 will be provided to OMIC in 2020, subject to approval by Council.

P1. R3 - Promote a music-friendly regulatory environment (RCFS):

In December 2018, the City unveiled its new Musician and Artist Loading Permit at Queen St. Fare, a new music venue and food hall. The new permit aims to provide frequent live music venues with the ability to offer special short-term parking privileges to vehicles loading music and/or artistic equipment in and out of the permit-holding venue. Each permit card allows drivers to temporarily park on-street in a “Loading Zone” or signed “No Parking Zone”, with the ability to leave vehicles displaying the Musician and Artist Loading Permit unattended and/or inactive for up to 15 minutes at a time, in addition to the time spent actively loading/unloading the vehicle. Permits cost \$50 annually and can be purchased by venues that frequently host musical acts.

In addition, opportunities to frame cultural enrichment (including music) in a land use policy framework are currently being explored as part of the multi-year process to develop the City’s new Official Plan.

P1. R4 - Integrate music into economic development and tourism strategies (EDLRP):

OMIC has been involved in various economic development and tourism initiatives since the launch of the Ottawa Music Strategy, including participation on the Ottawa Cultural Tourism Working Group, Ottawa Tourism Major Events Exploratory Committee and Canadian Country Music Awards bid working group. In addition, Ottawa’s music culture has been leveraged to support larger city-branding initiatives such as the Ottawa’s Place DNA™ project, developed in partnership with EDLRP and Ottawa Tourism.

Furthermore, the recent Council approved Community Improvement Plan (CIP) brought forward by EDLRP for Montreal Road (ACS2019-PIE-EDP-0010) provides increased financial incentives in the form of larger Tax Increment Equivalent Grants (TIEG). These enhanced grants would be provided to developers who upgrade their properties to include Affordable Housing and/or space dedicated to cultural uses such as music, performance, and other related uses within the development.

P1. R5 - Make more City-owned space available for music (RCFS):

In August 2018, the City, in partnership with Bayview Yards, and prototypeD TEAM Inc., launched a residency of the MadeMill Innovation Pod in the City-operated Urban Park section of Lansdowne Park, making it available for Ottawa musicians

and other artists. The Innovation Pod is a multi-use, mobile technology studio and creative space designed for entrepreneurs. Musicians were provided the opportunity to access this mobile studio and put these technologies to work to further enhance their craft. OMIC and Apt613 provided programming for the space from September to November 2018, making these capabilities available to local musicians and artists in support of the Ottawa Music Strategy and broader economic development.

OMIC brought local industry experts to the pod for weekly Member Clinics focused on business development, delivered a workshop on music podcasting and discovery for students at The Element High School, held a Music Monday industry mixer at the site and offered four podcasting workshops for local music and cultural communities.

Additional initiatives that focus on identifying and assessing City-owned venues that carry potential for music use are underway, including a mapping exercise and data gathering. Less traditional City-owned facilities and infrastructure, including the new LRT stations, are being explored for music use. This exploration connects to Recommendation Six, which is focused on contracting more local musicians.

P1. R6 - Contract more local musicians (RCFS):

A collaboration is underway between OC Transpo, RCFS and OMIC to develop a pilot animation/busking program at LRT stations. This pilot program will select musicians from OMIC membership through a jury process for an initial 2019 busking program. The pilot phase will run until 2020, when the intake and selection of an ongoing LRT busker program will become part of the City's ongoing #ottmusik / #ottmusique administered by RCFS.

#ottmusik program, or Music on Hold, is an initiative developed and implemented in 2014-2015 by RCFS to bring local music to the City's 311 phone service. In 2018, following an open call, a committee of musicians and industry professionals from the Ottawa area selected 25 tracks for the City's 2018-2019 playlist. The #ottmusik intake and selection process is currently being explored, with an interest to expand its use to support new programs and opportunities for local musicians across the city.

P1. R7 Promote safer spaces (RCFS):

A new cultural strategic partnership has been developed by RCFS with Ottawa Public Health (OPH) and the Ottawa Festival Network to expand the impact of OPH's "Partysafe" program and to connect it to the Music Strategy's safe space

recommendations. This collaboration will expand the “Partysafe” toolkit to ensure consistency in safe space training, health promotion and communications provided to festivals and event organizers and festival-goers.

A toolkit of resources (print and electronic) will be developed for use by a broad group of festivals, concert producers and club spaces. Program resources containing “Partysafe” key messages will be produced for distribution at targeted higher risk events. Dissemination of these resources and products will be co-ordinated by the Ottawa Festival Network in partnership with OMIC and others. Ottawa Public Health will have an ongoing role in the dissemination of the toolkit. Training of staff and volunteers in health promotion, harm reduction, violence prevention, alcohol, cannabis and drug use and sexual health will be implemented.

The three Phase One recommendations identified for implementation by the local music industry, through OMIC, are also well underway:

P1. R1 – Run a campaign to broaden membership (OMIC)

OMIC’s first membership and outreach campaign was launched in April 2018 and included updated outreach materials in both official languages, an expanded mailing list of potential members, OMIC visibility at key cultural sector events, new membership management software (Membee) and a member discount program. In 2018, membership increased 54% from 132 to 204 members. An increase in the number of artists of colour, new Canadian artists, and Francophone/bilingual artists who have become members is noted.

P1. R2 – Organize regular industry forums (OMIC)

In 2018, OMIC organized three industry forums for specific sub-sectors of the music industry, focusing in the following areas:

- Live music sector – venues, promoters and festivals (February 2018 at LIVE! On Elgin)
- Mental health in the music industry (July 2018 at Bar Robo)
- Artist Town Hall in partnership with the Quartier Vanier BIA at the One Up! Cocktail Bar (September 2018)

Results were positive, enabling deeper relationships across the sector and encouraging greater links between Anglophone and Francophone music industry members.

P1. R3 – Develop a long-term strategy for underserved communities (OMIC)

OMIC took several steps in 2018 to lower barriers to access its programming and services. These steps have set the stage for developing a meaningful long-term strategy in 2019. Relocation to an accessible office space with easy bus access, inclusion of accessibility information in public event descriptions, and application of a diversity, equity and inclusion lens to OMIC programs are some of these steps. In particular, the equity and inclusion lens informed the selection of local musicians for Music Monday performances and for the LOVE LOCAL MUSIC stage at the Sparks Street BIA's first dedicated local music festival held in August 2018.

Ottawa Music Strategy – Phase Two (2019-2020 Underway)

Phase Two includes three recommendations for implementation by the City in 2019 and 2020:

P2. R1 - Support the creation of an Ottawa Music Development Fund (EDLRP)

EDLRP has provided \$25,000 to OMIC in 2019 to develop and implement the Ottawa Music Development Fund. The Fund, which will be launched in the summer of 2019, will provide support for the creation and expansion of projects that strengthen the music industry and ecosystem. Additional funds will be provided by EDLRP to OMIC in 2020 to support the Ottawa Music Development Fund, subject to approval by City Council.

P2. R2 - Support the creation of an Ottawa-Gatineau Music Awards and Hall of Fame (EDLRP)

EDLRP has provided \$10,000 to OMIC in 2019 to support the development of an Ottawa-Gatineau Music Awards and Hall of Fame. The Awards, which will be announced in December 2019, will recognize and celebrate the immense musical talent which calls the National Capital Region home. Additional funds will be provided by EDLRP to OMIC in 2020 to support the Ottawa-Gatineau Music Awards and Hall of Fame, subject to approval by City Council.

P2. R3 - Explore the development of a mid-sized 'black box' venue (EDLRP)

In April 2019, the Bronson Centre announced it was partnering with the owners of the Phoenix Concert Theatre in Toronto to establish the new Bronson Centre Music Theatre. The renewal of the Bronson Centre and the corresponding addition of seats help to address Ottawa's need for a mid-sized venue.

In addition to the Bronson Centre's revitalization, staff are aware of other private sector plans for mid-sized venues which may come to fruition in the coming years. The City will continue to monitor these developments to assess to what extent these private sector initiatives achieve this objective of the strategy. If necessary, staff will explore the feasibility of establishing of a mid-sized 'black box' venue by repurposing existing City-owned space or as part of a new development.

Phase Two includes four recommendations for implementation by the local music industry, through OMIC:

P2. R1 – Present an annual Ottawa-Gatineau Music Awards (OMIC)

Over the summer 2019, in conjunction with local media and key industry stakeholders, OMIC will develop the scope and criteria for Ottawa-Gatineau Music Awards. The Awards process will be announced in late summer and winners will be recognized in December 2019. Media partnerships will spread the reach of award announcements.

P2. R2 – Facilitate collaboration between media players (OMIC)

OMIC organized a first community media sector forum in January 2019 to gather media representatives around a local music context. In February 2019, RCFS and MEGAPHONO co-presented a public panel, through a strategic cultural partnership, as part of the MEGAPHONO conference. This public panel featured out-of-town media experts and focused on the topic of sustainability, synergy and collaboration for community media. A closed-door session that brought out-of-town media representatives together with local community media leaders to discuss strategies and solutions was also delivered. OMIC has identified funding as part of the Ottawa Music Development Fund that will be aimed at supporting a collaborative partnership between community and new media.

P2. R3 – Music education advocacy (OMIC)

Private music schools are eligible for membership in OMIC as music businesses. A meeting of organizations involved in preparing youth for careers in music is being planned, and a forum for private musical schools and formal music education programs will occur in autumn 2019.

P2. R4 – Administer Ottawa Music Development Fund (OMIC)

OMIC will launch the Ottawa Music Development Fund in the summer of 2019. The purpose of the fund is to address the priorities and gaps identified by the music community during the strategy development process with an emphasis and priority for collaborative efforts that engage the community. The Fund will focus on projects in the areas of:

- diversity and inclusion;
- community media collaboration;
- Ottawa music export and exchanges; and
- an Ottawa music micro-grant program that supports small-scale, one-time projects in the community; tests ideas through proof of concept; and/or undertakes small-scale research benefiting the local music industry.

Eligible applicants will include non-profit organizations, grassroots groups and collectives, and individual artists. All funding decisions will be made by jury.

RURAL IMPLICATIONS

This is a City-Wide report

Opportunities to frame cultural enrichment (including music) in a land use policy framework are currently being explored as part of the multi-year process to develop a new City of Ottawa Official Plan. Attention to rural land will be included in this exploration.

CONSULTATION

The City of Ottawa continues to work in partnership with OMIC on the implementation of the Ottawa Music Strategy.

LEGAL IMPLICATIONS

There are no legal impediments to approving the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

There are no specific risks associated with the recommendations of this report.

FINANCIAL IMPLICATIONS

EDLRP 2020 funding is subject to Council approval of the 2020 Draft Operating Budget, and the terms and conditions of the funding agreement dated January 7, 2019 between

the City of Ottawa and the Ottawa Music Industry Coalition. Funding for RCFS implementation strategies is within their existing budget and subject to Council approval of the 2020 Draft Operating Budget.

ACCESSIBILITY IMPACTS

Accessibility impacts have been taken into consideration.

TERM OF COUNCIL PRIORITIES

Strategic Objective: HC4 – Support Arts, Heritage, and Culture

Support local arts, heritage and culture by completing the Ottawa Art Gallery Expansion and Arts Court Redevelopment project, identifying and preserving Ottawa's distinct heritage resources and through funding to cultural facility community partners.

DISPOSITION

The Recreation, Cultural and Facility Services Department, in collaboration with the Planning, Infrastructure and Economic Development Department will implement the recommendations outlined within this report.