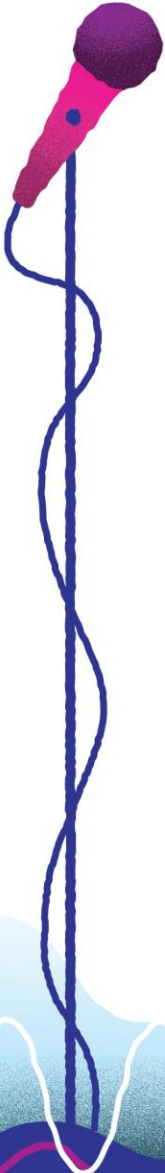
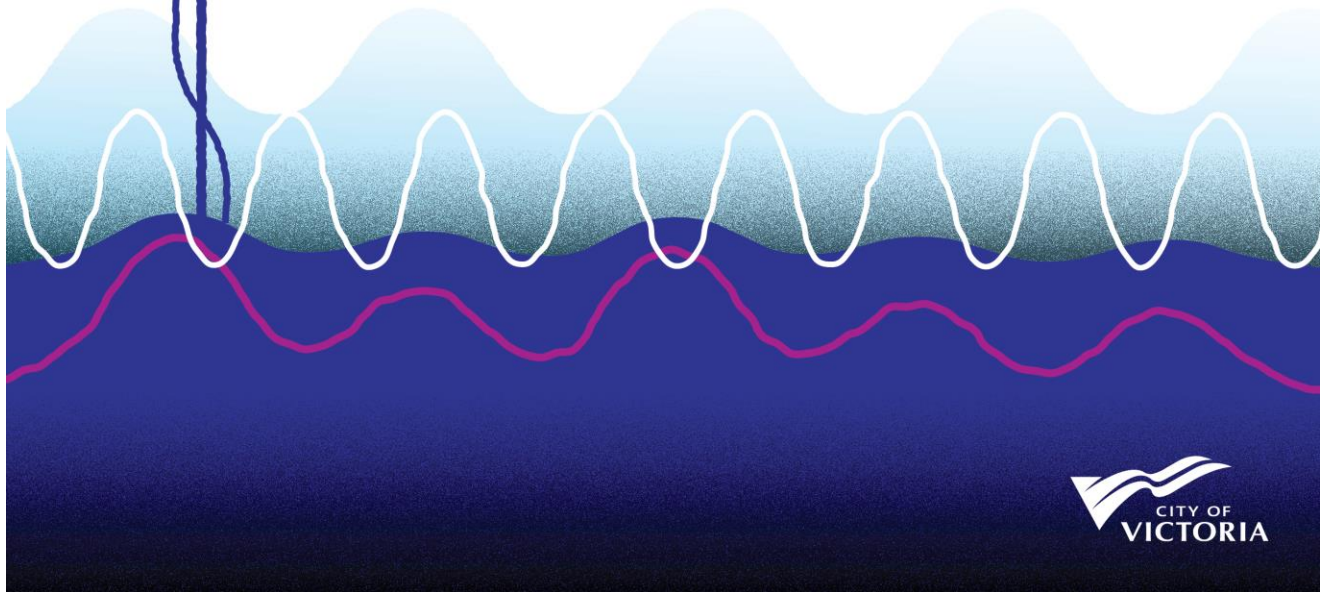


CITY OF VICTORIA | Arts, Culture & Events



Victoria Music Strategy 2022-2026

Engagement Summary



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About the Project

Executive Summary

From November 18 to 23, 2019, Sound Diplomacy conducted 16 roundtable sessions and met with more than 100 people to get an informed vision of the music ecosystem in Victoria. The roundtables also included a virtual Indigenous roundtable discussion with a group of professionals from the music sector who also identify as members of BIPOC communities, which sought to ensure that local BIPOC artists and those in the cultural industries could discuss their perspectives, concerns and views on the local music industry in Victoria. (The results of these roundtable sessions can be found in Appendix B - Roundtable Sessions.)

Between March and April of 2020, 1,498 respondents participated in an online survey, 396 were artists, 134 were business/employees/freelancers organizations in Victoria's music industry and 968 were music fans (audience). The input and ideas from the survey informed the Music Advisory Committee and Staff in the development of the Music Strategy. (The results of this survey can be found in Appendix C - Victoria Music Ecosystem Study.)

From September 3 to 17, 2021, the City of Victoria asked local musicians, music businesses and music fans to provide feedback on the draft Music Strategy's strategic priorities.

The City's Music Strategy outlines the role of music in Victoria and a series of recommendations to grow the music sector. It identifies opportunities for the City to reinforce the uniqueness of Victoria's music scene, including talent, spaces and infrastructure.

The strategy includes creating opportunities for the public to experience music and prioritize access for underrepresented communities to share culturally diverse music practices.

Based on the data analysis and engagement phases, the draft Music Strategy outlines five broad priority areas for the City of Victoria to implement:

- Connecting People & Spaces: Create Space for Music
- Nurture the Talent: Support Musicians & Music Organizations
- Grow the Audience: Everyday Musical Encounters
- Be Future-Ready: Music Innovation
- Creative Economy License to Create: Music Friendly Policy & Licensing

A total of 430 people completed the online survey – 262 identified as musician, 96 were affiliated with a music business, and 236 were music fans. A broad majority of respondents confirmed their support for the draft actions identified under the five strategic priorities. The top feedback themes from survey respondents include supporting existing venues, building new spaces for performances and rehearsals, and making it affordable for musicians.

The feedback received provided essential insights into the opinions of musicians, music businesses and music fans. All feedback received was considered by the project team and helped create the final draft strategy and report to Council.

Project Overview

In 2017, the City Council adopted the [Create Victoria Arts & Culture Master Plan](#), to nurture conditions for creativity to flourish. Developing a Music Strategy is one of the key priorities identified in [Create Victoria](#).

Since 2019, the City, Music Advisory Committee and Sound Diplomacy have been researching, analyzing and engaging the community on what is needed to better support the music scene.

Sound Diplomacy completed a music ecosystem study in early 2021 that informed the action items in the strategy.

Engagement Approach

Consultants Sound Diplomacy conducted Phase 1 engagement in November 2019 and March-April 2020. This included roundtable sessions to get an informed vision of the music ecosystem in Victoria. The roundtables also included a virtual Indigenous roundtable discussion with a group of professionals from the music sector who also identify as members of BIPOC communities. An online survey was conducted between March and April 2020, to solicit input and ideas from artists, people working in the music industry and music fans. Insights from the survey and the roundtable discussions were used by Sound Diplomacy, the Music Advisory Committee and the staff project team to develop the Draft Music Strategy.

The results of Phase 1 engagement can be found in Appendix B and Appendix C.

Draft Music Strategy Survey (September 3-17, 2021)

Phase 2 engagement consisted of an online survey and an information session to share the preliminary strategic directions being considered for the strategy, based on Phase 1 engagement and work by the Music Advisory Committee. Survey respondents were asked to rank the importance of the draft strategic priorities. Additionally, the survey asked for feedback on any priorities or action items that were not currently included in the draft strategy, as well as giving people the opportunity to provide comments/feedback on strategic priority action items.

The survey received 430 responses and 349 comments.

Open House Information Session (September 11, 2021)

Musicians, music businesses and music fans had the opportunity to learn more about the strategy during the information session on Saturday, September 11 at the NeighbourhoodHub (located in the Crystal Garden at 709 & 711 Douglas Street) from 10:30 a.m. to 1:30 p.m.

Attendees had the opportunity to talk with staff about the strategy, explore the strategies under consideration, and contribute their ideas and provide feedback.

Approximately 40 participants attended the Music Strategy Open House.

Opportunity to Participate

Opportunities for public participation were directly promoted through:

- Media Release
- The City's engagement platform (engage.victoria.ca/musicstrategy)
- City of Victoria website (latest news and victoria.ca/musicstrategy)
- Emails to Stakeholders
- Neighbourhood Hootsheets
- Open House (In-Person Information Session)
- Social Media Advertisement (Facebook, Instagram and Twitter)
- Information Rack Cards

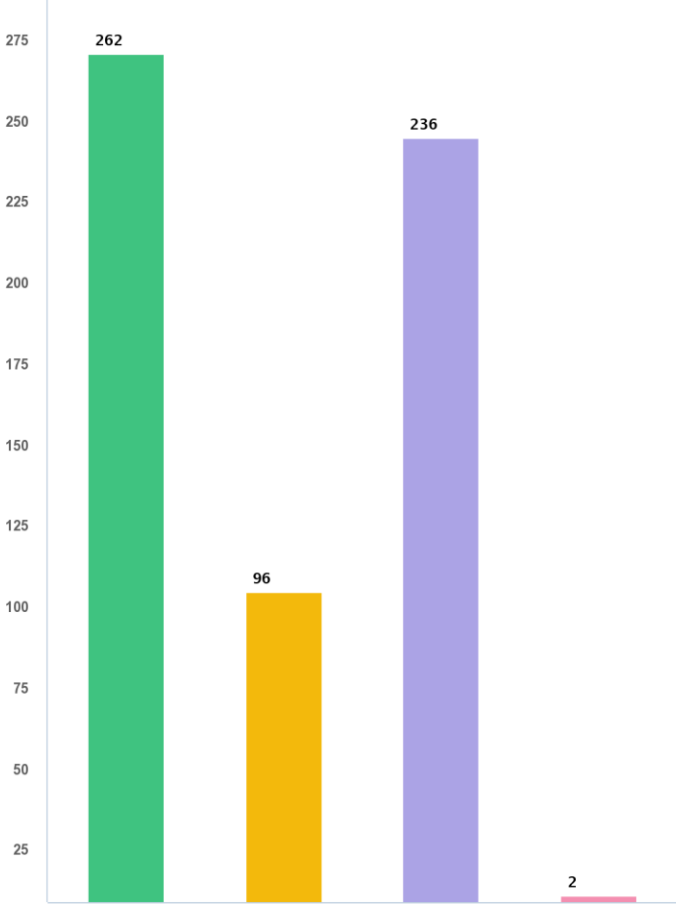
Examples of promotional and advertising materials are included later in the report.

Have Your Say (Survey Results)

Have Your Say Statistics
September 3 – September 17, 2021

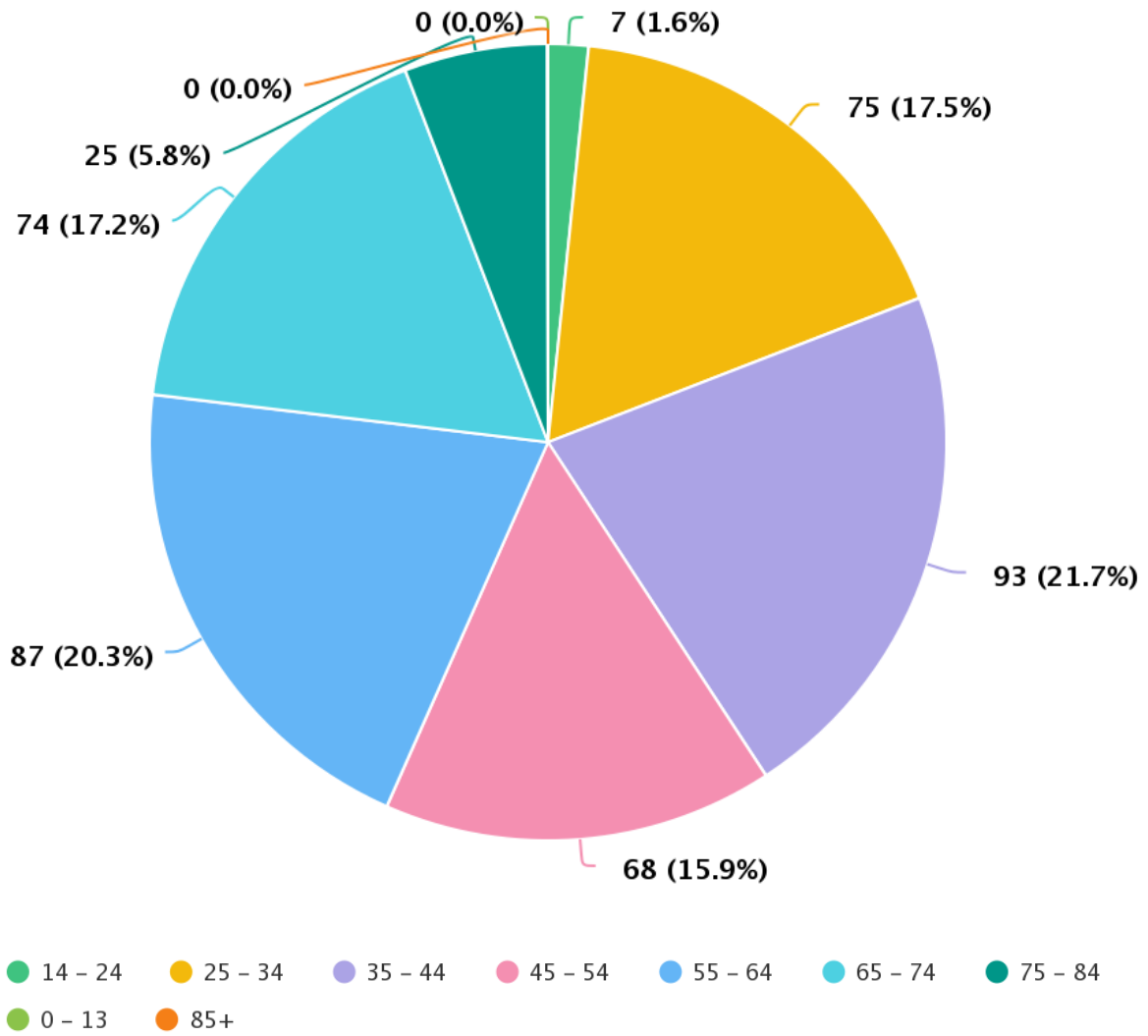
430 survey respondents
802 aware
571 informed

Demographics of Survey Participant

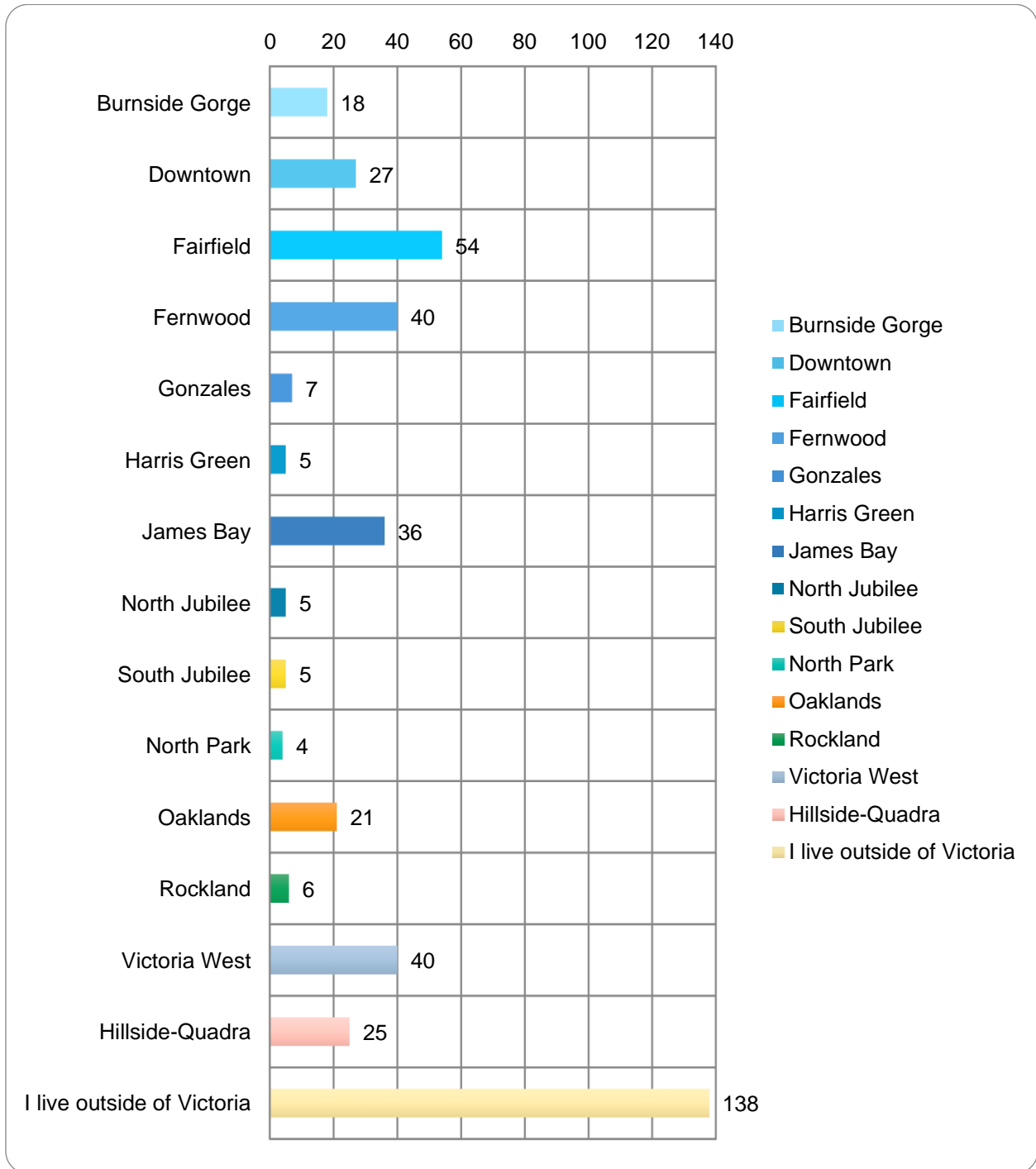


● A musician/artist ● Affiliated with a music business ● A music fan ● None of the above

Age of Survey Respondents



Neighbourhood of Survey Respondents



Survey Insights

What We Heard – Key Findings

Each strategic priority statement received over 60% response rate of those who answered, “extremely important,” “very important,” and “important (combined).”

Under 12% of respondents (on all strategic priority statements) answered, “not important.”

These results indicate that each statement under the five strategic priorities, are important to musicians, music businesses and music fans.

The survey asked respondents for open-ended comments on the overall strategy. One of the questions asked respondents, “are there any priorities or action items that were not mentioned in this survey, that you would like to see recommended to City Council?” 187 people responded to this question. Common sentiments include:

- Support existing venues such as: Hermann's Jazz Club, Cameron Band Shell, The Royal and more.
- Provide music program funding for schools.
- Support community groups, cultural centres, non-profit organizations with grants/funding.
- Build more venues:
 - around the Inner Harbour.
 - that can accommodate a larger capacity (such as an amphitheatre or concert venue).
 - that are outdoor and in parks.
 - that provide diverse options.
 - for rehearsal space.
 - for late night music/dancing.
- Provide affordable rental venues/space.
- Travel subsidies for artists who travel between mainland and the island.
- Less event restrictions (in regards to noise, parking etc.).

Another open-ended question asked respondents, “do you have additional comments/feedback on the strategic priority areas and action items??” 162 people responded to this question.

Common sentiments include:

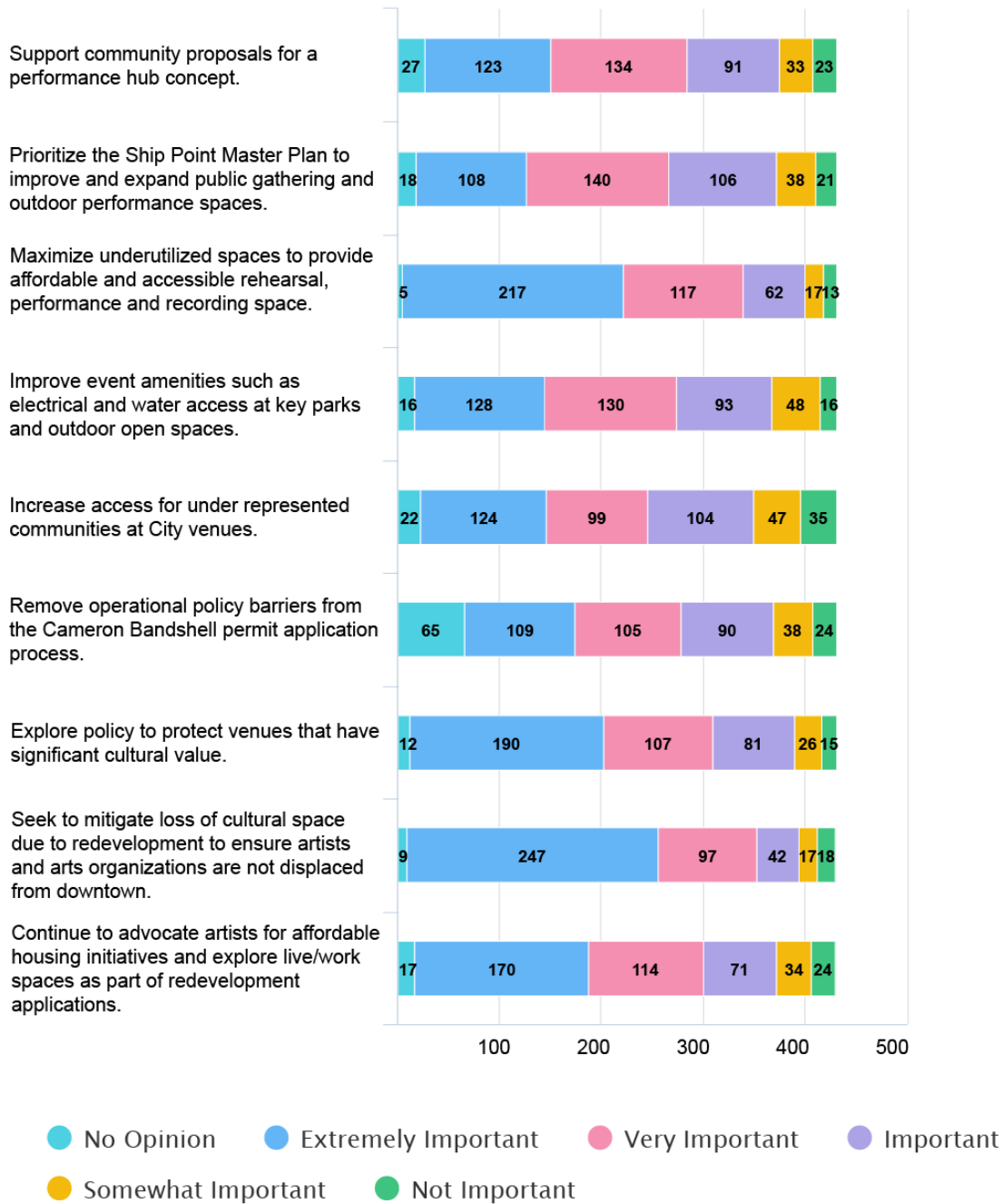
- Prioritize and support existing venues.
- Provide/build affordable space for recording, rehearsals and performances.
- Offer more live music, festivals and outdoor events in the city.
- Appreciation for the City’s work on the Music Strategy, and focusing on enhancing the City’s music culture.
- Less bureaucracy and red tape surrounding noise by-laws, venue licensing, permits, style of music etc.
- Focus less on a music strategy and more on affordable housing, downtown crime etc.
- Replicate strategies used in cities such as:
 - Austin, Texas
 - New Orleans, Louisiana
 - London, Ontario

- Banff, Alberta (Banff Centre for Arts and Creativity)
 - Other American cities
-
- Pay musicians directly, not only musical organizations and musical studies.
- Make public transportation available after venues have closed.
- All genres of music should be represented equally.

Spotlight

Connecting People & Spaces: Create Space for Music

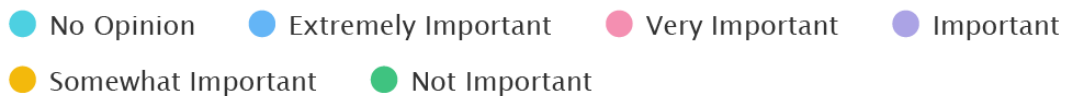
The City will support increased access to existing infrastructure, while creating opportunities to enhance and create new spaces to make music accessible to all.



Spotlight

Nurture the Talent: Support Musicians & Music Organizations

We envision Victoria as a true Music City, where musicians thrive and where the music ecosystem is thoughtfully and strategically supported. Support for musicians and the music industry will ensure the artistic talent in our community can continue to grow in place.



Spotlight

Grow the Audience: Everyday Musical Encounters

Creating opportunities for the public to continue experiencing musical encounters in everyday settings is a key strategic direction.



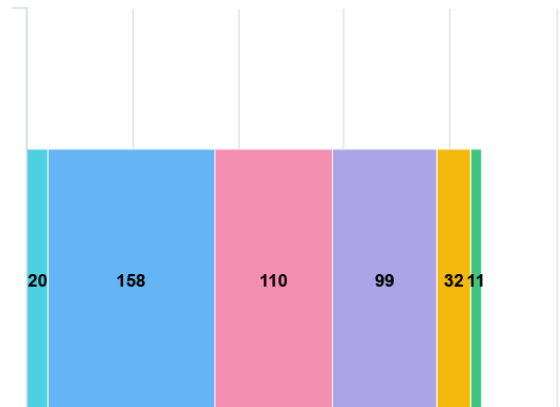
- No Opinion ● Extremely Important ● Very Important ● Important
- Somewhat Important ● Not Important

Spotlight

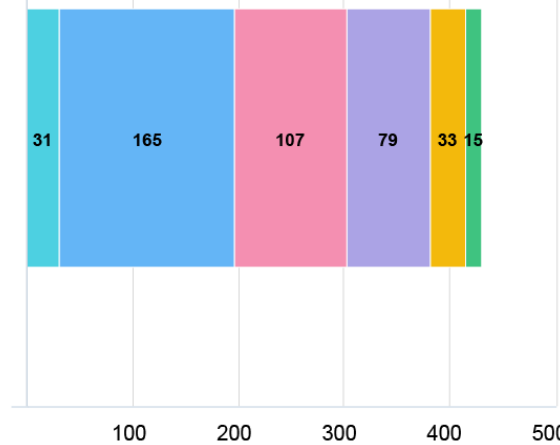
Creative License: Create Music Friendly Polices & Regulations

The City thoughtfully considers a regulatory landscape that supports not just the live music ecosystem, but the creation of innovative music businesses and the smart integration of music into solving urban problems from public health and safety to education to community and social cohesion.

Review licensing, zoning, permitting and venue polices at City, community and commercially owned spaces to find ways to increase opportunities for all age shows.



Advance Late Night Economy policy directions that improve live music systems and enhance vibrancy downtown.



- No Opinion
 ● Extremely Important
 ● Very Important
 ● Important
 ● Somewhat Important
 ● Not Important

Explore a Music Innovation Hub including accelerators, incubators, and labs as part of the Arts & Innovation District that could include:

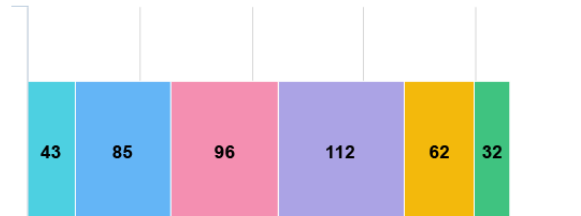


Spotlight

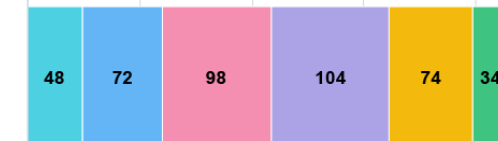
Be-Future Ready: Music Innovation & the Creative Economy

This priority area focuses on inclusive growth, while also exploring intelligent support mechanisms that fuel a competitive and innovative music industry and a future-ready city through investment in the creative economy.

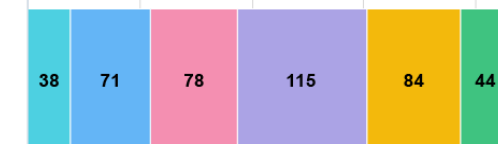
Explore a Music Innovation Hub including accelerators, incubators, and labs as part of the Arts and Innovation District that could include production, artist development, mentorship and financing to drive growth in the music sector..



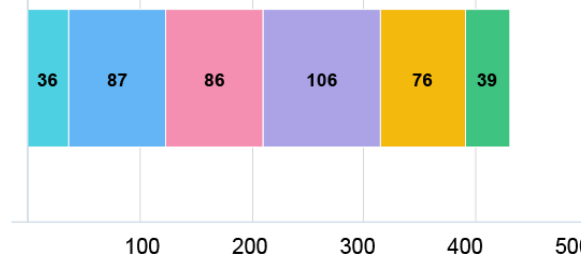
Incorporate a Music Export Program as part of the Accelerator concept to assist musicians with skill and business development opportunities.



Host a series of presentations to community and industry leaders to advance the Victoria Music Report to build new partnerships and collaborations.



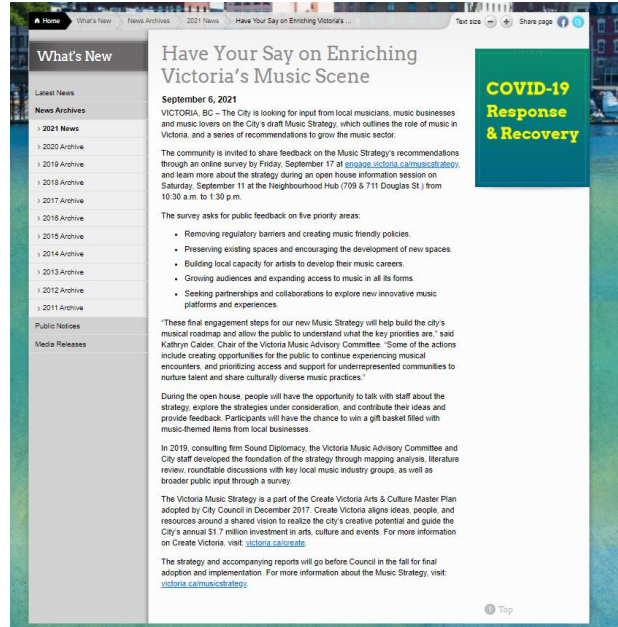
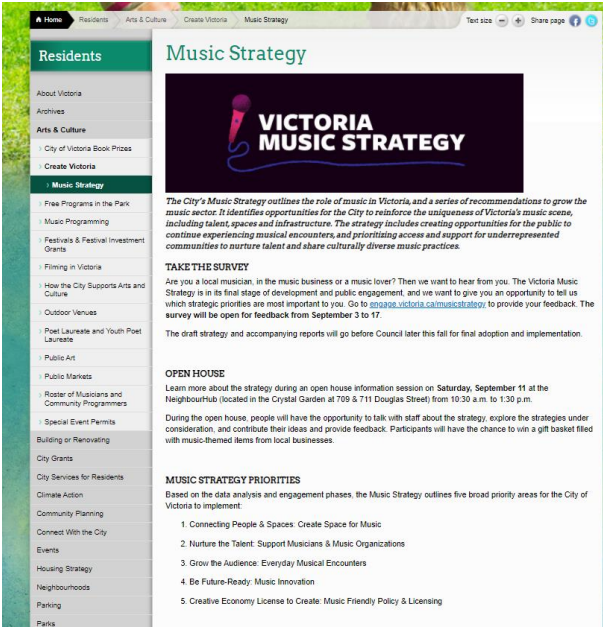
Facilitate networking, learning opportunities and foster creative entrepreneurship between music, business and technology sectors.



● No Opinion
 ● Extremely Important
 ● Very Important
 ● Important
● Somewhat Important
 ● Not Important

Promotional Material

City of Victoria Website



City's Engagement Platform (engage.victoria.ca/musicstrategy)

Home » Music Strategy

Music Strategy

Are you a local musician, in the music business or a music lover? Then we want to hear from you. The Victoria Music Strategy is in its final stage of development and public engagement, and we want to give you an opportunity to tell us which strategic priorities are most important to you.

The draft strategy and accompanying reports will go before Council later this fall for final adoption and implementation.

[Learn more](#)

WHAT IS THE VICTORIA MUSIC STRATEGY?

The City's draft Music Strategy outlines the role of music in Victoria, and a series of recommendations to grow the [Continue reading](#)

SURVEY

CLOSED: This survey has concluded.

Victoria Music Strategy Survey



[Take Survey](#)

REGISTER
to get involved

Project Timeline

- ✓ **Music Visioning & Regulatory Assessment**
Jan 2019
- ✓ **Stakeholder Engagement**
Mar 2020 - Apr 2020
- ✓ **Quantitative Research**
Jan 2021
- ✓ **Analysis of Key Findings & Strategic Opportunities**
Jul 2021
- **Gathering Feedback on Strategic Priorities & Action Items**
Sept 3 - 17, 2021
- **Submit Final Report & Strategy for Council**
Fall 2021

Documents

- Initial Stage of the Music Strategy Development
- Create Victoria Arts & Culture Master Plan

Neighbourhood Hotsheets

SEPTEMBER 2021



FERNWOOD

Music Strategy Input Wanted

The City would like your feedback (perhaps the wrong term for live music!) on enriching Victoria's music scene. We would like to hear from local musicians, music businesses and music lovers on the City's draft Music Strategy, which outlines the role of music in Victoria and a series of recommendations to grow the music sector. The survey closes on Friday September 17. Please visit the City webpage for more: <https://www.victoria.ca/EN/meta/news/news-archives/2021-news/have-your-say-on-enriching-victoria-s-music-scene.html>

Social Media Advertisement

City of Victoria - Local Government
Published by Kellie Hart · September 14 at 8:46 AM ·

Musicians, music business affiliates and music fans, there's still time to take the Victoria Music Strategy survey. We want to hear from you. Tell us which strategic priorities are most important to you. Have Your Say until this Friday at: <https://engage.victoria.ca/musicstrategy>

For more information visit: victoria.ca/musicstrategy

VICTORIA MUSIC STRATEGY

5,302 People Reached 249 Engagements [Boost Again](#)

11

SATURDAY, SEPTEMBER 11, 2021 AT 10:30 AM - 1:30 PM

Music Strategy Open House

719 Douglas St, Victoria, BC V8W 2B4, Canada

Set Sep 11

75 people interested

Event by City of Victoria - Local Government

719 Douglas St, Victoria, BC V8W 2B4, Canada

Duration: 3 hr

Public · Anyone on or off Facebook

Calling all musicians, music business affiliates and music fans. Come out and learn more about the role of music in Victoria, and a series of recommendations to grow... See More

Music

Privacy · Terms · Advertising · All Checks · Cookies · Help · Feedback · © 2021

City of Victoria - Local Government
Published by Kellie Hart · September 17 at 9:43 AM ·

Calling all musicians, music business affiliates and music fans. Today is your last day to Have Your Say on the Victoria Music Strategy. Head over to engage.victoria.ca/musicstrategy to provide your feedback, and learn more about the strategy at victoria.ca/musicstrategy.

VICTORIA MUSIC STRATEGY

ENGAGE.VICTORIA.CA

Music Strategy
Are you a local musician, in the music business or a music lover? Then we want to hear from y...

City of Victoria @CityOfVictoria · Sep 17

Calling all musicians, music business affiliates and music fans. Today is your last day to #HaveYourSay on the Victoria Music Strategy. Head over to engage.victoria.ca/musicstrategy to provide your feedback. #yyjarts #yyjmusic #yyjartists

4 retweets 3 likes

Media Release

Information Rack Cards

Media Release

Friday, September 3, 2021 | For Immediate Release

Have Your Say on Enriching Victoria's Music Scene

VICTORIA, BC – The City is looking for input from local musicians, music businesses and music lovers on the City's draft Music Strategy, which outlines the role of music in Victoria, and a series of recommendations to grow the music sector.

The community is invited to share feedback on the Music Strategy's recommendations through an online survey by Friday, September 17 at engage.victoria.ca/musicstrategy, and learn more about the strategy during an open house information session on Saturday, September 11 at the Neighbourhood Hub (709 & 711 Douglas St.) from 10:30 a.m. to 1:30 p.m.

The survey asks for public feedback on five priority areas:

- Removing regulatory barriers and creating music friendly policies.
- Preserving existing spaces and encouraging the development of new spaces.
- Building local capacity for artists to develop their music careers.
- Growing audiences and expanding access to music in all its forms.
- Seeking partnerships and collaborations to explore new innovative music platforms and experiences.

"These final engagement steps for our new Music Strategy will help build the city's musical roadmap and allow the public to understand what the key priorities are," said Kathryn Calder, Chair of the Victoria Music Advisory Committee. "Some of the actions include creating opportunities for the public to continue experiencing musical encounters, and prioritizing access and support for underrepresented communities to nurture talent and share culturally diverse music practices."

During the open house, people will have the opportunity to talk with staff about the strategy, explore the strategies under consideration, and contribute their ideas and provide feedback. Participants will have the chance to win a gift basket filled with music-themed items from local businesses.

1 of 2

Are you a local musician, in the music business or a music lover?

Then we want to hear from you.

The Victoria Music Strategy is in its final stage of development and we want to give you an opportunity to tell us which strategic priorities are most important to you.

Have your say.

Go to engage.victoria.ca/musicstrategy to provide your feedback. The survey will be open for feedback from September 3 to 17. The draft strategy and accompanying reports will go before Council later this fall for final adoption and implementation.

- 1 Removing regulatory barriers and creating music friendly policies.
- 2 Preserving existing spaces and encouraging the development of new spaces.
- 3 Building local capacity for artists to develop their music careers.
- 4 Growing audiences and expanding access to music in all its forms.
- 5 Seeking partnerships and collaborations to explore new innovative music platforms and experiences.

victoria.ca/musicstrategy

www.victoria.ca/assets/City-Hall/Media-Releases/2021/2021.09.03_MR_Have%20Your%20Say%20on%20Enriching%20Music%20Scene.pdf

Open House



Appendix

A. Survey Comments & Feedback

B. Roundtable Sessions

C. Victoria Music Ecosystem Study

Appendix A

Victoria Music Strategy Survey

SURVEY RESPONSE REPORT

16 September 2020 - 23 September 2021

PROJECT NAME:
Music Strategy



SURVEY QUESTIONS

Q1 | Are there any priorities or action items that were not mentioned in this survey, that you would like to see recommended to City Council? Please explain:

Screen Name Redacted

9/03/2021 09:14 AM

The City should work within its mandate to ease the burden in relation to permitting, and park spaces. The city should only lower barriers, not manufacture a scene. Art should be organic not contrived...

Screen Name Redacted

9/03/2021 09:31 AM

Better outdoor concert/festival areas around the inner harbour. Not Beacon Hill - there's no parking for people who have mobility issues. At least around the inner harbour, I can drop my parents off and then go find parking. I can't in Beacon Hill.

Screen Name Redacted

9/03/2021 09:36 AM

MRG owns one of the only large, live music venues in town. My hope is to see them open rentals up to other promoters.

Screen Name Redacted

9/03/2021 09:37 AM

Allowing more events (such as the Heavy Metal Festival at Centennial Square) in city spaces that many people don't think should work but do. Examine the closing of local music venues for reasons why and how to save.

Screen Name Redacted

9/03/2021 09:38 AM

More outdoor music, street music, make us the New Orleans of the North, give the city a living heartbeat!

Screen Name Redacted

9/03/2021 09:43 AM

Bring back the Victoria Electronic Music Festiva. Make additional spaces/venues in Victoria available for late-night music (permitting for music past 2am). It would be great to have grants or better resources available to existing community groups (especially marginalized groups) putting on music events in Victoria such as the PLUR Collective, Wonderment, Burn in the City, etc. so that they can reduce the financial barriers that they have.

Screen Name Redacted

9/03/2021 09:48 AM

I represent the Arts on View Society and would like to have our developing Performing Arts Centre on View St (in the building housing Hermann's Jazz Club) included in the Music Strategy as an opportunity to make available affordable venues to performing artists.

Screen Name Redacted

9/03/2021 10:12 AM

Address the insane insurance rates clubs and venues are being forced to pay. The ability for a venue to stay open has been greatly inhibited by liability and greedy insurance companies, I have heard some venues rates have gone up as much as 400% in the last couple years.

Screen Name Redacted

9/03/2021 10:13 AM

Briefly covered, but to reiterate, the most lacking things in my eyes are accessible affordable rehearsal spaces for bands, and venues supporting all age shows and smaller acts.

Screen Name Redacted

9/03/2021 10:17 AM

The city needs music/festival venues around the inner harbour - perhaps in that parking area along Wharf Street which the city needs to get on with developing. Make sure there's proper seating and easy transportation ways to get there from all over the city - keep the elderly in mind.

Screen Name Redacted

9/03/2021 11:16 AM

This strategy covers a lot of ground. One thing missing is the role of music programs and venues in neighbourhoods outside of downtown, for example having low-cost rehearsal space within or adjacent to (some of the) community associations' facilities.

Screen Name Redacted

9/03/2021 11:26 AM

Enhance support for cultural centres throughout Greater Victoria.

Screen Name Redacted

9/03/2021 11:49 AM

NA

Screen Name Redacted

9/03/2021 11:56 AM

small to medium performance spaces

Screen Name Redacted

9/03/2021 11:58 AM

More opportunities for music concerts not limited to duos and trios .

Screen Name Redacted

9/03/2021 12:00 PM

The city should pay travel expenses for Canadian headlining acts with promoters that meet professional criteria

Screen Name Redacted

9/03/2021 12:04 PM

No.

Screen Name Redacted 9/03/2021 12:08 PM	Extoll equal opportunity to all artists regardless of gender politics, and critical race theory.
Screen Name Redacted 9/03/2021 12:11 PM	I put no opinion as an answer when I could not figure out what the question was even talking about. May of the questions were written in bureaucratic language that actual working musicians would never use.
Screen Name Redacted 9/03/2021 12:17 PM	Nope
Screen Name Redacted 9/03/2021 12:20 PM	Connect with Local Music Organizations especially the Musician's Union Local 247 aka the Island Music Association. Also the music departments of Camosun, UVIC and VCM
Screen Name Redacted 9/03/2021 12:22 PM	Develop a Victoria Music Fund similar to the Vancouver Music Fund - which is partnered with Creative BC (public funds)
Screen Name Redacted 9/03/2021 12:34 PM	Please vastly increase publication of where music is being offered in outdoor parks. I don't understand why this information is not published - it makes it very difficult to know where to go to enjoy this music.
Screen Name Redacted 9/03/2021 12:34 PM	The overall goal should be for bylaws, zoning and city policy that lets music events occur without adding extra bureaucracy and cost. An example would be unnecessarily involving VPD in event licenses.
Screen Name Redacted 9/03/2021 12:42 PM	Expand budget for Cameron Bandshell summer concerts to be able to hire professional music ensembles, pay musician union wages, and file contracts with Canadian Federation of Musicians (CFM).
Screen Name Redacted 9/03/2021 12:56 PM	I have a vision of pop up music and arts venues, utilizing empty buildings and adding to the vibrancy of Victoria. It would include all sorts of genres of performance and visual art.
Screen Name Redacted 9/03/2021 01:06 PM	I am in an ensemble of more than 5 people and there are no places to busk within Victoria. We are not allowed a license. We are popular at markets and some street festivals but there is

nowhere to practice or busk.

Screen Name Redacted

9/03/2021 01:33 PM

There are virtually no venues left for the lowly cover band. The few that survive are almost always 'closed shop'; they utilize the same few artists continuously. Venues that catered to an older crowd, especially those who wished to dance, have been choked out. Swans (long gone) and Barts were the last of them. There NEEDS to be some financial inducement and support to create and sustain rooms that feature live music.

Screen Name Redacted

9/03/2021 02:23 PM

Music in schools programs

Screen Name Redacted

9/03/2021 03:00 PM

Emphasis should be on providing venues and opportunities for musicians to perform and places where audiences can enjoy the performance. Let the musicians figure out their rehearsal spaces etc they always have. Don't build a beaucracy where budget is spent on administration and trying to figure musicians out. Provide a mixture of programming styles, publize, market with local business and let the entertainers draw the audience. Make it part of our tourism culture.

Screen Name Redacted

9/03/2021 03:08 PM

Funding and opportunities for non-profit arts organizations that allow a broad range of people o participate in the city's musical performance culture, not just those who've chosen it as a a job or a career.

Screen Name Redacted

9/03/2021 03:09 PM

If the downtown core consistently presents logistical barriers for creating a "Music Hub" or "Entertainment District" then the focus should be on exploring other areas of the CRD where the target demographic actually lives and there is more physical space. The cost of living downtown has already way outpaced most artists income, so focusing on centralizing this initiative in downtown might be seen to only appeal to the wealthy white patrons and less the artists you're hoping to serve.

Screen Name Redacted

9/03/2021 03:42 PM

The city/school district needs to support and fund music education in schools to ensure there are musicians and music lovers to make these initiatives viable in the future. As long as music education is underfunded/undersupported in the public schools, the fewer musicians/music lovers there will be in future in our city.

Screen Name Redacted

9/03/2021 04:09 PM

I would like to see covenants on Beacon Hill challenged to allow for ticketed festival opportunities. I would like to see some sort of outdoor amphitheatre-style venue created that is 2500-3000 capacity and is accessible to a wide range of commercial and non-profit users, and that can be reconfigured to operate at smaller capacities. I would like to see COV and the CRD to be supportive of RMTS as it navigates balancing the availability of The Royal Theatre to commercial users and non-profit users, as both offer programming that is critical and necessary to this city in terms of both cultural and economic value. I would like to see a city run alternative to poster kiosks and the monopoly of one company giving access to them, as the current model is both financially draining on marketing budgets due the price control that Metropol imposes, and it is environmentally unfriendly. Your options should not be either pay Metropol or don't use them. This is unfair and unethical.

Screen Name Redacted

9/03/2021 04:38 PM

Continue funding and providing performance opportunities for local musicians.

Screen Name Redacted

9/03/2021 05:03 PM

Travel subsidies for local artists looking to tour off-island or our-of-country?

Screen Name Redacted

9/03/2021 05:22 PM

Partner with local nations, songhees and esquimalt nations to ensure protocols are understood

Screen Name Redacted

9/03/2021 05:25 PM

Please build more powered outdoor stages for all genres of Music to use.

Screen Name Redacted

9/03/2021 05:52 PM

This is Réjean, musician-singer, [S. 22](#)
[S. 22](#)

Screen Name Redacted

9/03/2021 05:57 PM

offer grants/additional supports to existing live music venues, in particular ones that don't require late night/alcohol. such as spiral cafe, to help fund continual artist programs in existing spaces and assist them in registering for SOCAN membership; take away the complexity of the application process and streamline it, offer a permanent shop/ space for sale of local artist CDs/albums and merch that 100% goes to artist, create a "Music walk" for tourists to go to venues, artist spaces, the CD shop, vinyl shops, etc. Also

make free "jam spaces" for artists to gather which don't require purchasing items, etc the atrium spaces, courtyards (provide seating/heaters, umbrellas), to encourage artist gatherings

Screen Name Redacted

9/03/2021 07:04 PM

Create some regulations (incentives, rules etc) that encourage venues to book ORIGINAL live music (that is music that is written by the artist performing it). Just prior to the pandemic, the dominance of cover bands was near absolute in Victoria. Cover bands actually contribute to the death of a music scene and prevent new artists writing new music from prospering. Cover bands have the advantage that they don't have to work to earn audience attention or appreciation. They use the natural attraction to familiar music to draw an audience. Venues often will opt to book only cover bands in order to get a reliable audience of folks looking for background music. This turns away musicians who write their own music and those who would normally enjoy listening to it. In addition, most venues that employ cover bands are also delinquent in the SOCAN royalties they are supposed to register and pay to the songwriter for every cover song that is performed. So venues that employ cover bands are also contributing to the lack of pay for the original songwriters who wrote the songs the cover bands play. I would say if you don't put something in place that limits the reach of cover bands, you will never get a music scene back off the ground in Victoria. Live gigs is the only way musicians can make money now, so it's crucial that opportunities are offered to those who actually create new music otherwise we won't have any! Another suggestion is to consider creating a property tax incentive program for the purchase of art or music from within the CRD. So for example, if a homeowner spends \$250 on local art or music (vinyl records, CDs, paintings, drawing) they could be given a rebate or discount in that amount on their property taxes. This would allow homeowners, a reliable way of identifying wealthy individuals, the option of subsidizing local music and art. You could regulate this by requiring that the art near the postal code within which it was produced and then require the homeowner submit said postal code. Something like this could create a local trade for physical sales, which could potentially create real income for new artists, and ensure that if/when they succeed, they don't immediately leave!

Screen Name Redacted

9/03/2021 10:27 PM

Income support for part-time/full-time musicians.

Screen Name Redacted

9/03/2021 11:25 PM

Make busking more freely accessible and make sure amplification can be used to protect singers voices.

Screen Name Redacted

9/03/2021 11:57 PM

Victoria has lost almost all our music venues making us uncompetitive and unable to attract real touring talent. The loss of real state of the art live music venues will be detrimental to the long term cultural growth of Victoria.

Screen Name Redacted

9/04/2021 12:15 AM

Have we totally given up on a modern concert venue for Victoria? The Royal Theatre is seriously lacking in function, acoustics and basic safety. The RMTS has consistently shown hostility to local performing arts organizations. The Royal is also a shining symbol of colonialism in art from its bright, white cherubs to the hateful vaudeville shows it was built to present.

Screen Name Redacted

9/04/2021 08:11 AM

Assist existing or closed venues that don't exist on Government Street..

Screen Name Redacted

9/04/2021 08:59 AM

Recordings of musical performances for posting/sharing on YouTube. Example...Hermann's, Beacon Hill Park, Government House...so many amazing performances that are lost! Think of it like CBC Archives....keep track of what is happening in the City!

Screen Name Redacted

9/04/2021 09:23 AM

The loss of late night spaces is an existential threat to the dance music community. Council should have a goal to allow 2-4 new late night venues (50-100 person capacity) by working with local promoters/ events organizations to remove barriers to zoning/permits/occupancy/noise

Screen Name Redacted

9/04/2021 10:01 AM

A program of subsidies for small venues to be able to hire musicians. Look at a minimum gig wage for musicians, possibly based on venue size. A clear plan to develop and support mentoring program for up and coming musicians. Ensure that music programs are supported, not cut in schools. The benefits of learning music are well documented. The Vic High and Esquimalt programs have been instrumental :)) in developing and launching numerous performers who have gone on to national and international recognition and acclaim. The high school programs are, in turn, fed by middle school programs. We need strong advocates and funding for the preservation and expansion of these programs, not cuts!

Screen Name Redacted

9/04/2021 10:16 AM

I am a life member of the Canadian Federation of Musicians, Local 247. The city is generally in favour of supporting Union Labour - except when it comes to civic support for live music. It is time to turn back the clock and insist that public tax dollars in support of live performances be spent on the "professional" musician. I am informed that this used to be the case. Particularly coming out of the pandemic, it is critical to keep the professional gigging musician working.

Screen Name Redacted

9/04/2021 10:33 AM

Expand these initiatives to the CRD by getting rid of all the redundant municipalities and councils

Screen Name Redacted

9/04/2021 10:57 AM

increase budgets for funding festivals and events. add staff to facilitate increased music production and concerts. Increase outdoor venues and loosen restrictions. Why just a music strategy , why not incorporate with a total cultural strategy. Work more closely with organizations like Music BC

Screen Name Redacted

9/04/2021 11:05 AM

Building a new concert venue.

Screen Name Redacted

9/04/2021 11:07 AM

We, as musicians and entrepreneurs, need to work together to create opportunities for ourselves. The city can be our backup but the impetus must come from the entertainers themselves. Also, there needs to be a rate of pay that is consistent with the Island Musicians Association fee schedule.

Screen Name Redacted

9/04/2021 11:12 AM

The current program to subsidize postering costs for events is extremely helpful and practical for the music community and the fostering a healthy music scene in Victoria. This should be a full time program, metropolis 'monopoly' on the postering poles of Victoria is a large hurdle to smaller events and community happenings. This would be something that would have an immediate and lasting impact.

Screen Name Redacted

9/04/2021 02:38 PM

I know this was sort of covered in the survey but I just want to add that high quality venues are key to my business. That means great sound and lights, nice seating, accessibility and additional services like food and beverage. A bit of help with promo and connecting communities is great but that is so much easier to DIY than trying to keep Hermann's or the VEC open and equipped with the latest sound gear, qualified techs and a great menu. I like the idea of

streamlining park permits and making it easier to gate and charge for those spaces. Gate and charge being the key to sustainability.

Screen Name Redacted

9/04/2021 03:07 PM

Provide more support for non-for-profit community and senior groups, providing affordable and accessible amenities for musical development, rehearsals and performance venues and advertising support. e.g. Civic Orchestra of Victoria, Hampton Concert Orchestra, Victoria Chamber Orchestra etc.

Screen Name Redacted

9/04/2021 03:35 PM

Explore a further outreach of Victoria music events, workshops, festival and municipal performance etc. So that artists who don't live in the city have a chance of taking part. My band and I are based out of Campbell River but moving away any time soon would wreck the foundation of how are able to run ourselves as a band with stability, as living isn't cheap and coinciding work schedules are a blessing. I would love to be able to see more opportunities happening in the city so we could apply and come down. Instead of seeing them after they close or when other bands advertising them. Victoria is the biggest music hub on the island so I would think it fair for all island artists to have an equal shot at becoming part of the Victoria music community.

Screen Name Redacted

9/04/2021 09:42 PM

Support music education for kids!

Screen Name Redacted

9/05/2021 12:09 AM

Look beyond summer for musician opportunities. Victoria can you easily support live music to celebrate all seasons.

Screen Name Redacted

9/05/2021 10:04 AM

Accessibility should be key in development of any areas accessible to musicians, technicians, or audience members. Unique venues that bring the community to different areas of town would be wonderful, instead of just focusing on downtown. For example, in Saanich, one of my favourite venues to sing at is the Observatory. Both the venue and the performers bring in audiences, and a non-profit organization also benefits from hosting.

Screen Name Redacted

9/05/2021 01:13 PM

Outdoor concert spaces in parks. Jam spaces for youth. Youth mentorship (like what Girls Rock Camp does, but without cost or gender barriers).

Screen Name Redacted

9/05/2021 01:16 PM

There needs to be support for not for profit Community Musical organizations

Screen Name Redacted

9/05/2021 03:25 PM

Create a free "Victoria Live Music" Build it from the ground up website where local venues can post their upcoming events and promote it along with Tourism Victoria in the western states and throughout the province and into Alberta.

Screen Name Redacted

9/05/2021 04:41 PM

It talks about music business but also must include community groups, non-profits and charities.

Screen Name Redacted

9/05/2021 11:50 PM

You've been very thorough so nothing to add except thank you.

Screen Name Redacted

9/06/2021 09:56 AM

I am surprised to see that there is little language around a travel fund between the mainland and the island. Large touring acts support our local music scene by allowing them to play on the same stage and cross-promote to larger audiences. As it sits many medium-size bands do not get added to any cross Canada routing due to the cost to get to the island.

Screen Name Redacted

9/06/2021 12:38 PM

There was no mention of types of music, other than Aboriginal. It should be a priority to include all types of music - from classical to rock

Screen Name Redacted

9/06/2021 12:57 PM

raised podia for small venue busking sites, small stages for 1-4 people

Screen Name Redacted

9/06/2021 08:37 PM

Music is the heartbeat - make it happen please

Screen Name Redacted

9/06/2021 09:56 PM

We need more music venues

Screen Name Redacted

9/07/2021 07:56 AM

Since the end of the 1990's, buildings & population have increased dramatically in the CRD, most especially Victoria. At the end of the 1990's there was hope that a new, purpose-built performing arts centre specifically for the Victoria Symphony & Pacific Opera Victoria would be built on the 'triangle' by St. Ann's Academy (a space that could have included housing & underground parking

along with performance, rehearsal & office venues). All current performance venues are inadequate for these 2 long term, anchor organizations. The Victoria Symphony is growing steadily under the world-class leadership of Music Director Christian Kluxen. It is past time for the CRD to join Calgary, Edmonton, etc., in having a wonderful performing arts venue for symphonic music & opera.

Screen Name Redacted

9/07/2021 08:18 AM

Performance opportunities for kids that play piano, recitals.
Outdoor venues Amphitheaters

Screen Name Redacted

9/07/2021 08:55 AM

I would put emphasis on building a music culture rather than focus on music business promotion and education. Create the culture and the business will follow.

Screen Name Redacted

9/07/2021 08:57 AM

I'm a career busker (45 years busking in Victoria - I do also play clubs/restaurants etc). I see the City putting on pop-up concerts in the downtown core. While this might seem helpful, it hurts those of us who busk. The shows are loud (amplified) and drown us out. We have no notification of where or when they will be. I was told by musicians who were involved that they were specifically told "not to promote the locations, as it would draw too large of a crowd during Covid". (That was paraphrased but accurate.) I understand the concern. However, it makes more sense to put on these "pop-up" concerts in larger locations - Beacon Hill Park, Ship Point, Centennial Square, the Johnson Street Bridge (with all it's fancy new areas) etc and promote the shows properly. People could socially distance and enjoy the shows. The unamplified buskers could continue to play on Government St, unimpeded by amplified pop-up shows. A win-win.

Screen Name Redacted

9/07/2021 09:23 AM

Victoria should lead a Vancouver Island music enhancement strategy. Our island is alive with remarkable musicians most of whom cannot afford to live in Victoria, so Victoria and the CRD should provide leadership for an Island music strategy

Screen Name Redacted

9/07/2021 10:03 AM

This city needs to prioritize real Artists. There are a plethora of DJ's from the old local club scene but this city is blessed with music producers and real artists who deserve recognition and to be lifted up and supported. For too long has the night life suffered because it's much cheaper to pay a DJ who doesn't make music a fraction of what a real artist would get. It's actually sad because there are so many artists in this actually contributing to music on a

global scale!

Screen Name Redacted

9/07/2021 10:11 AM

Honestly, I just want to see more diverse venue options. It's easy to get priced out of events in this city. Logans and the Copper Owl were huge losses. There are not enough all ages or small show venues to encourage a local scene.

Screen Name Redacted

9/07/2021 10:27 AM

Accessibility was mentioned in respect of existing spaces but I'd like the City to ensure new developments and overhaul of administrative (esp. permitting) processes keep accessibility top of mind. In addition, I'd like to see the music strategy consider children and youth and how we prioritize and improve access to music and nurture young talent.

Screen Name Redacted

9/07/2021 10:37 AM

I love having the Cameron Bandshell - it should be used more We also need crowd control for large downtown events

Screen Name Redacted

9/07/2021 10:40 AM

Yes, we live in a rainy climate. There are maybe" nice to have" things being proposed in this survey, but what we really need is the indoor venues like Hermann's, Loft, hotel /restaurants, clients to have pianos, PAs, lighting, and not feel they have to recover every dollar spent hiring musicians on a night by night basis. Listening rooms for quartets. Don't let these businesses or non-profits go out of business!! And get developed as condos. Do you know that there used to be twenty live jazz venues here? All the hotels stopped having it. Musicians can't earn enough. Stop with all the city make work projects, and focus on supporting current art presenters and past/new presenters to resume/start a live music program. Hire expertise from existing societies like Vic Jazz Society, Blues etc rather than try to recreate knowledge in house. Understand that with liquor laws, permits, noise ordinances that new venues that have live music are diminished. **S. 22**
S. 22 Help venues get and maintain a house Pa, house lights, piano, drum kit, bass amp, music stands, mic stands etc so musicians don't have to drive/taxi to gigs and creating barriers to older and disabled musicians. With all the diversity initiatives, don't forget the mobility impaired and disabled, the busy moms trying to make art, the low income buskers and those musicians trying to gain local club experience to be ready for an international career. Playing some crappy outdoor for 45 min is not really a goal, most musicians want a listening audience with good sound! UtiliZe existing but underused venues like Belfry, theatres, event centre, conference rooms at hotels. THE BIG MISS

TOO... is people put on great musical events and don't have a MARKETING BUDGET. We do not need help connecting the community, we are connected through gig opportunities that pay appropriately so then we have a budget to attend our colleagues shows and network. We can book our own tours or would be Great to have funding for local/national PR, radio : agitate for easier Musician Visas to the US. Americans can easily come across with no prior applications to play a few gigs. Canadians have a two month \$600 P2 musician union association process. We are locked in Bc with expensive touring costs. ALSO... recognition! Calgary has musician awards. We have nothing to build our bios with. Create plentiful awards for musicians to win! Songwriting, lyrics, different instruments, genres.

Screen Name Redacted

9/07/2021 10:44 AM

It would be nice to see a one-point place for advertising of musical activities, including workshops, classes, concerts, jams and more. It would be wonderful if an artist didn't have to pay yearly dues to belong to the group, of a value higher than they're earning as an artist. In other words, please make this fair for up and coming artists, and make it affordable. thank you!!

Screen Name Redacted

9/07/2021 10:53 AM

Performing Arts Centre - Combined with UVIC, SD61, VCM and Arts Community - huge community choral scene with little choices for venues.

Screen Name Redacted

9/07/2021 11:19 AM

The City should be working closely with, and supporting, Arts on View. The upstairs space at Hermann's is a veritable gold mine for local music and performing arts. It is currently underutilized, to put it mildly, but its location is ideal as a potential centre for music and performing arts. Possibly, UVic could be involved in such a transformation. The City should be in touch with the Arts of View Society, a non-profit.

Screen Name Redacted

9/07/2021 11:20 AM

Bring back coffee houses with open mic

Screen Name Redacted

9/07/2021 11:25 AM

Allow amplified music (within limits) for buskers. Build "first come, first served" busking platforms downtown

Screen Name Redacted

9/07/2021 11:33 AM

Not sure why or how City thinks they need to get involved with promoting Music Industry in Victoria. Thought that was more of a private industry thing, post-secondary, or organizations like Vic

Symphony. In normal times, that City has an extensive program of events/music in Beacon Hill Park, Centennial Square, etc., and a publication, City Vibe, is produced annually by the City to promote these. The City continues to grow and change and we haven't even experienced a 'normal' year with full-on tourists, etc. yet. Let's be patient and let's transition back to where we left off, before taking on more. We have to house people, feed people, provide roads, schools, hospitals, etc. for the increasing population here before do frills work like this. Not under scope of City's priorities in my opinion. What we have is sufficient until other major issues are addressed.

Screen Name Redacted

9/07/2021 12:05 PM

Staggeringly: not one mention of the Conservatory of Music. Impossible to answer any of survey questions when the Conservatory suffers under the city's complete dereliction of duty. I watched a mom struggle through litter and neglected ill humans just to navigate her young child into a music lesson. The city pretending to care about venues would be laughable were it not so tragic. on so many levels. Support is needed for the existing potentially wonderful venues we have. The Conservatory, The Royal, The McPherson Theatre Cameron Band Shell Ships' Point

Screen Name Redacted

9/07/2021 12:57 PM

keep buskers licensed and stop allowing amplification on outside streets that will allow more groups to perform in the busiest places without interference

Screen Name Redacted

9/07/2021 01:20 PM

The idea of helping existing arts venues in our city should be a priority. Many places have been doing their best to promote live music for years!! i.e. Hermanns Jazz Club, Pagliacci's, Darcy's etc. These places have provided work for musicians for years and have infrastructure in place. Rent/Lease help, tax incentives/breaks, other financial help and management resources should be thrown at them!!!!!!

Screen Name Redacted

9/07/2021 01:21 PM

Better funding for existing organizations like the Victoria Symphony. Better salaries and a new hall. More extensive leverage and engagement of the Naden Band in the community. Victoria is lucky to have this band; there are only 6 in the country!

Screen Name Redacted

9/07/2021 01:32 PM

Create more entertainment performance opportunities for local artists and bands.

Screen Name Redacted

9/07/2021 02:23 PM

Please expedite zoning applications for live music venues, the nightlife in Victoria is morose and makes it incredibly difficult to continue living here as a young person. We need clubs, bars, and venues that host shows and a variety of performances beyond what is currently operating.

Screen Name Redacted

9/07/2021 02:34 PM

Affordability should be first and foremost in any action that the City is planning to make, artists are dealing with high cost of living, bureaucracy that isn't friendly towards musicians, and limited spaces allowing them to earn a living wage. The City should be exploring a more informal music presentation space that is funded by the City and Province, it's great that we have the Royal and Mac Theatres but we need a new, great sounding venue for audiences to experience music without the astronomically high overhead costs of mounting a production in a 700-1200 person theatre. Quebec has successfully run this model for decades and has a thriving touring circuit of smaller rooms that range from 150 to 800 people. As a musician, I don't want to play in bars but that is where booking agents and promoters present shows. It's not a healthy atmosphere, not inclusive to folks with varying levels of mobility, and is not suitable for all ages. If we expect to build back the creative economy, we need publically funded spaces for performances. Public money invested into Victoria musicians will do so much good for the community here in the Capital.

Screen Name Redacted

9/07/2021 03:10 PM

Much better promotion of buskers (on causeway below empress, and other key tourist areas in Victoria for example) is needed. Much less red tape and inhibitive policies are needed to allow musicians to play/perform in public spaces around the city. Currently, it seems like the City finds musicians and performing artists an annoyance, or a "problem to be managed". The City of Edmonton has a much more arts-friendly approach.

Screen Name Redacted

9/07/2021 03:12 PM

Stop allowing venues to be bought up and made into over prices housing.

Screen Name Redacted

9/07/2021 03:45 PM

We need more affordable yet large-scale venues!

Screen Name Redacted

9/07/2021 03:51 PM

Fund regular performance venues. Give restaurants incentives to regularly hire live musicians.

Screen Name Redacted

9/07/2021 05:19 PM

Facilitate support for existing Music Mentorship programs to engage youth and adults in skill and artistic development

Screen Name Redacted

9/07/2021 05:51 PM

City Support of more consistent and higher gig wages in the Bar Band scene. Musicians have little to no power in negotiating, as payment is rarely contracted and often under the table, and as a result we are taken advantage of, and often play for below minimum, never mind living wage. [S. 22](#)
[S. 22](#)

Policies around gig protection do not exist, and as a result venues will often wait until the last minute to confirm an act, resulting in inconsistency and incredible stress on the artists. We have to make a living doing this, do it well and actively support their revenue, and still are not being treated properly in kind - worse actually now, even in the face of 2 years of an absence of work.

Screen Name Redacted

9/07/2021 08:34 PM

Bylaws need to be addressed about using our parks as outdoor music venues. The restrictions for events are far too strict. I would rather see more arts and music festivals in our parks than homeless encampments.

Screen Name Redacted

9/07/2021 08:36 PM

Living wages for musicians

Screen Name Redacted

9/07/2021 09:36 PM

Allow layer noise bylaw downtown

Screen Name Redacted

9/08/2021 02:43 AM

More all ages venues and protections for businesses that provide musicians a place to put on shows

Screen Name Redacted

9/08/2021 06:44 AM

Enhance support for young musicians

Screen Name Redacted

9/08/2021 07:41 AM

Responsibility for classical music in the city out of the hands of entitled seniors and into younger and more diverse and innovative hands.

Screen Name Redacted

N/A

9/08/2021 08:24 AM

Screen Name Redacted

keep costs low

9/08/2021 08:49 AM

Screen Name Redacted

Create more indoor/outdoor venues for musicians to play on the island.

9/08/2021 10:33 AM

Screen Name Redacted

There was no mention of how any of these (good) ideas will financially benefit musicians. One could participate in this survey under the assumption that all musicians are volunteers and need only help to create and perform music. How can these ideas translate to financial well-being on par with other professions? Where is any talk of employing musicians for fair wages and terms, such as those prescribed by the musicians union? Where is any talk of differentiating between helping semi/pro musicians (who nevertheless are forced to work other jobs) as opposed to finding ways for hobby/amateur musicians (including children) find a way to express themselves musically? You are conflating two different worlds.

9/08/2021 01:18 PM

Screen Name Redacted

Consider the entire CRD and/or Island in your plans & priorities relating to music.

9/08/2021 01:49 PM

Screen Name Redacted

Ban unpaid gigs - please fine venues for asking musicians to work for free!

9/08/2021 01:53 PM

Screen Name Redacted

I hope you will study and develop similar strategies to support other local fine art areas..(such as the visual arts)

9/08/2021 02:44 PM

Screen Name Redacted

I write to say I am enormous fan of Hermann's Jazz Club. This place is a cultural treasure - and I happen to be a passionate fan of both live music and jazz. We will drive an hour each way from Maple Bay to see select shows in this space, adding dinner and perhaps even making a day of it. We / I have also rented hotel rooms to enjoy a multi-day visit to Victoria, built around a performance date at Hermann's. Keeping them going is my personal priority. The Jazz Festival is also astonishing, seeing Lisa Fisher one night, and Kandace Springs with Jamison Ross - amazing !!! Thanks for all you do for the city

9/08/2021 04:44 PM

Screen Name Redacted

9/08/2021 06:32 PM

I think it is a shame that we are the capital of the province and we have so few wheelchair accessible venues in the city. I am an event organizer and the lack of large spaces that are also wheelchair accessible is abysmal. The Victoria event Center is Central to so many music events and it is up a huge flight of stairs which creates an inaccessible venue for so many people. So many art collectives are affected by the inability to book large venues that are also wheelchair accessible and I think that's unacceptable in the capital of the province. I would like to see more money allocated to making existing venues more wheelchair accessible.

Screen Name Redacted

9/08/2021 07:45 PM

You should ask what style of music each person wants to hear, it would influence the answers and right now you have no idea what music or venues I really want to have. There can be issues surrounding the style that I want to listen to. These questions seem to be geared towards a certain style of music...acoustic, native, jazz, golden oldies, electronica would suit your questions. I am not interested in any of these.

Screen Name Redacted

9/08/2021 07:56 PM

While building and fostering new venue development is important we also need to protect what we have - McPherson, Hermanns, Royal Theatre

Screen Name Redacted

9/08/2021 08:30 PM

how to create an equal opportunity for musicians to showcase their work?

Screen Name Redacted

9/09/2021 03:08 AM

Training for all audio operators at outdoor venues to adhere to maximum decibel levels to protect audience hearing. It is possible to have volume without loudness. Or specify the use of the speakers developed by a Calgary company that delivers the depth and volume at large outdoor shows without the sound carrying for blocks or reaching unhealthy levels.

Screen Name Redacted

9/09/2021 07:28 AM

The ferry rates to bring gear across cause some major artists to reject shows in Victoria. Would it be possible for the city to partner with the ferries and come up with a plan to make access to the island easier for large tours, or provide other incentives to attract visiting artists? Could the city of Victoria collaborate with Vancouver and Seattle to work out agreements regarding exclusion clauses (put in place by local promoters to prevent artists from playing another show within a certain radius) so that every city gets a fair share of shows?

Screen Name Redacted

9/09/2021 08:45 AM

This survey seemed somewhat self-serving i.e. the city art's office looking for a mandate to expand it's functions and reach. We need to protect existing music venues and build a new performing arts centre. More importantly, we need to amalgamate our municipalities so we have a common strategy.

Screen Name Redacted

9/09/2021 11:17 AM

Access to rehearsal studio, financial help for new venues in different part of town, Create a Victoria arts fund to help creator to live off their art.

Screen Name Redacted

9/09/2021 11:23 AM

Sound bylaw review question was not specific. I want this to mean that measures would be taken to mitigate sound travel and required 'peaceful' hours to support increasing downtown residential options. We can't live downtown if the streets are a cacophony of sound from loud music and loud patrons.

Screen Name Redacted

9/09/2021 01:35 PM

Support businesses that go out on a limb to feature live music, with arts grants that can be applied for.

Screen Name Redacted

9/09/2021 03:32 PM

Increase venues for lay musicians to play to the public.

Screen Name Redacted

9/09/2021 04:20 PM

Accessibility! Too many venues have stairs and no elevator. This blocks anyone with a mobility issue - performers and audience. I would like to see the city support venues - especially non-profits - with grants to get proper facilities built.

Screen Name Redacted

9/09/2021 04:46 PM

Consider the impact for business and local residents when closing off streets to allow music venues.

Screen Name Redacted

9/09/2021 06:37 PM

Funding provided to venues to pay live performances a decent amount of money to do their thing. I was in a local band for six years. I rarely made more than \$100 for a full evening show. That rate did not include the load up, set up, sound check, breakdown, load out. Just the show. 8 hour day for less than min wage. Whereas, a DJ would earn \$1500 for the same show time.

Screen Name Redacted

Creating more turnkey spaces for use.

9/09/2021 07:50 PM

Screen Name Redacted

9/09/2021 09:52 PM

This is often a young persons business and as such is oriented to young people. But music is something that is open to all ages. Jazz is my area and there are lots of people my age and even older in it. Please be aware that Ageism, especially in the music business, really is a thing. And I hope that Council will recognize that this is craft and a knowledge that takes years to mature. Please know that many of us older folk work just as hard and are also a big part of the business of music. Ageism really is a thing.

Screen Name Redacted

9/10/2021 01:15 AM

Just don't get in the way? Too much 'help' but with licenses and 'rules' rather than organically letting music/musicians/venues/parks 'evolve'... Make sure that busking costs and other licenses are free or less expensive so there is incentive to busk and create and play!

Screen Name Redacted

9/10/2021 07:01 AM

1>Develop a plan to remake Centennial Square's place as a centre of seasonal entertainment in City of Victoria. The physical infrastructure needs minor upgrades, but it is the ethos of the place that needs to be rebuilt. It has become moderately dangerous, but the belief has become that it is a drug fueled war zone that should be avoided by the citizenry. The stench of it as an unwelcoming place is as overpowering as the stench of drug use that permeates the place. 2> Begin a concert series - small shows - at Ship Point as a precursor to further development of the location, to develop an understanding in the public that it is a regular event space, not just place for big events as it is now.

Screen Name Redacted

9/10/2021 08:48 AM

Support freedom of attendance. No segregation, no health passes or other forms of discrimination.

Screen Name Redacted

9/10/2021 09:37 AM

Help bring back Rifflandia and make it easier for people to organize events and music shows around the city :)

Screen Name Redacted

9/10/2021 11:05 AM

would like more dancing venues.... so important for health and seniors.....

Screen Name Redacted

9/10/2021 11:11 AM

Yes! I'd like to see direct support for Initiators and Leaders of community-oriented music-making. Professional leaders of community music need large, open but covered, somewhat heated spaces for regular, socially-distanced gatherings for conducted

practicing by (amateur) singers and players. eg community choirs, community orchestras. There are a lot of us! Has the city some idea of how many Victorians directly benefit from making amateur music under the leadership of professional music leaders? The ripple effect is huge in terms of mental health.

Screen Name Redacted

9/10/2021 11:59 AM

It seems thorough enough to me

Screen Name Redacted

9/10/2021 12:34 PM

Thank you for this opportunity to comment. I formerly worked in the music and media industry in Toronto, ON and still own a small performance venue in Hamilton, ON. To meet the city's goals around arts and culture in Victoria, the municipality must urgently prioritize housing availability and affordability, increase live/work zoning, and reduce restrictions (ie, parking requirements) associated with Assembly use-permitted zoning. These actions would do more on a macro scale to support the ability of musicians, and all creative professionals, to live and work in this city.

Screen Name Redacted

9/10/2021 12:51 PM

For any funding programs, to improve accessibility to under represented groups or individuals, please do not require incorporation of applicants as non profit societies or businesses. All that matters is the applicant's track record in the music or cultural sector, or the quality and feasibility of any new initiative, or their recognized representation of under represented groups. As a cultural events producer myself, the main challenge is the lack of quality Mid size venues, with 150 to 600 person capacity .

Screen Name Redacted

9/10/2021 01:18 PM

Imperative that the Cameron Bandshell operation policies are redone to allow the park to become a vital arts and entertainment venue

Screen Name Redacted

9/10/2021 02:27 PM

rehearsal space has been our biggest challenge

Screen Name Redacted

9/10/2021 02:52 PM

Hold venues accountable to the community they operate in. Ex: venues owned by non-local corporations should be enriching the local scene. This could be done by implementing a standard to be met by the Corp such as sourcing a percentage or product from local companies (ei breweries, distilleries, wineries) which ensures money goes back into the community instead of being funnelled out

to head office for profit. It builds community relationships and fosters trust with locals that the corporation is investing in them. Also look at wages and what can be done on a city level. What would revitalize this scene the most is livable - THRIVING wages. Many people have been unemployed, unable to work and/or perform in venues during the pandemic. There is almost zero desire now to return to some of these businesses that abandoned their staff and artists during this time of need.

Screen Name Redacted

9/10/2021 04:29 PM

Emphasis on Musician Loading Parking Permits. This is badly needed. I'm a 1 person act and the me 2 to 3 trips to the car. Please do this!

Screen Name Redacted

9/10/2021 07:48 PM

No.

Screen Name Redacted

9/10/2021 08:11 PM

It seems to be very centered on economic development and connection to downtown businesses. The important things are community resiliency and quality of life. Sure the music industry needed some adjustment, but napster stole huge amount of income from musicians. Now live shows are extremely difficult. The industry keeps making decent money, but increasingly less left for musicians. Over time, this means that the quality of music decline (dominated by mostly amateurs) and in turn people cease to value music (will spend \$40 on alcohol but scoff at \$5 cover charge).

Screen Name Redacted

9/10/2021 10:38 PM

There are very few accessible live venues in Victoria we need more.

Screen Name Redacted

9/11/2021 07:41 AM

Encouraging and creating intergenerational community building music opportunities. (From seniors to children and in between)

Screen Name Redacted

9/11/2021 08:58 AM

I think it is important to focus on the nurturing of original music in this city. Cover music is great, but with support for new music there will be no new cover songs in future.

Screen Name Redacted

9/11/2021 09:09 AM

financial support for small to medium size venues so that 50-100 seat venue options survive. this includes restaurants, bars that offer live music

Screen Name Redacted

9/11/2021 12:42 PM

Please advocate for a proper concert hall for the Victoria Symphony that also holds rehearsal spaces and a smaller concert/venue space for chamber music.

Screen Name Redacted

9/11/2021 04:08 PM

Work with the Local of the Musician's Union .

Screen Name Redacted

9/11/2021 05:05 PM

Maintain venues for touring acts from out of town, such as Royal, McPherson and Capitol Ballroom. We also want to see big touring shows. Music fans want access to both local acts and touring acts from elsewhere. It's often the touring acts that use the larger venues and that's OK. They are the ones who can fill the seats. Listen to audience demand and support your existing large venues.

Screen Name Redacted

9/12/2021 10:35 AM

finding a way to promote NEW artists - making upcoming event information easily available to NEW artists in a timely fashion so applications by these NEW artists will be not be too late for participation. perhaps a musicians email list informing everyone of upcoming events

Screen Name Redacted

9/13/2021 06:49 AM

Protect and support local music or art venues that already exist. They are already few and far between in a small city like Victoria. (e.g. Hermann's, Pagliacci's, Cameron Bandshell, James Bay United Church, etc.)

Screen Name Redacted

9/13/2021 09:17 PM

Developing a true arts centre that houses indoor and outdoor performance spaces, a music school... a general Music and Arts cultural centre.

Screen Name Redacted

9/14/2021 02:38 PM

Music program funding for schools and for local orchestras, especially non profit volunteer run, are important to support local music scenes, musicians, and lower barrier for orchestra tickets for all to enjoy.

Screen Name Redacted

9/14/2021 02:51 PM

Venue accessibility is always a priority! Downtown core is easiest for folks to get to but most downtown venues are not fully accessible

Screen Name Redacted

9/14/2021 02:53 PM

Support for Hermann's Jazz Club to continue as the longest running jazz club in Canada.

Screen Name Redacted

9/14/2021 03:08 PM

Merchants and downtown access need to be a priority, not buskers and who gets to use the bandshell.

Screen Name Redacted

9/14/2021 03:37 PM

Speak with The Royal about lowering their extreme and limiting rental prices and policies. Build music space dedicated to genres beyond classical to lure more artists in wider genres such as pop, rock, or hip-hop - ie, with electrical capabilities built into design, standing audience space, screen for light display

Screen Name Redacted

9/14/2021 05:44 PM

While municipal support for music is very important, the city is that it's best when it provides opportunity to grow and showcase musicians without becoming overly engaged as a major financial sponsor. That's best left to private sector.

Screen Name Redacted

9/14/2021 07:39 PM

The city lacks an outstanding venue for presenting acoustic concerts. Victoria Symphony is a first class orchestra, but lacks a first class performance venue.

Screen Name Redacted

9/15/2021 08:59 AM

you also need to consider parking and traffic in any strategy. I know the city thinks everyone bikes everywhere, but they do not.

Screen Name Redacted

9/15/2021 09:43 AM

I would like to see the CRD seriously investigate a large performance facility. If Kitchener-Waterloo can build Centre in the Square (which they did), which is big enough to put on large operas, then I think Greater Victoria could also do it. Thanks!

Screen Name Redacted

9/15/2021 12:24 PM

Provide bookable practice space for bands

Screen Name Redacted

9/15/2021 12:30 PM

Make downtown safer and clean up the streets and parks- I don't come downtown at night because of these problems.

Screen Name Redacted

9/15/2021 02:15 PM

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Screen Name Redacted

9/15/2021 02:38 PM

Include the music sector in the governance of the Royal Theatre and McPherson Playhouse. Victoria's greatest music and

performing arts assets should be operated in partnership with the sector who make music, build audiences, and serve community.

Screen Name Redacted

9/15/2021 09:30 PM

A lot of the recommendations and ideas contained within seem geared at musicians who are just getting started with performing for audiences. With regard to making stages accessible to all, I commend and at some level fully understand the wish to include everyone. However I hope I'm wrong, but I don't feel like the needs of professional musicians will be much addressed by such an amateur-friendly orientation. In my close to ideal world I would love to have some form of regular access to a small indoor concert type venue for my various mostly-instrumental, mostly improvised-music groups...perhaps a small black box style theatre, with professional sound and lighting, available for either no fee or a very nominal fee. In my dream this venue is professionally managed, attractively designed, accessible and located within the downtown core. In addition, the public perception of this room is relatively neutral with regard to style or format so that there are no worries about performing rock in a "blues room" or jazz in a classical venue etc. I don't think such a venue would do much for my particular needs if it were known as a place where mostly amateurs perform. While I feel like making one (or several) venues, (or say, a set of networking initiatives or other resources alluded to in the survey questions) available to all is likely to mostly benefit a segment of Victoria's music making population that skews toward the amateur end of the range. If this is true, I would be happy that some other players get to use these resources, however I remain skeptical about how much they will be of use to professional members of Victoria's music making population who could also really benefit from community support.

Screen Name Redacted

9/15/2021 11:36 PM

We have an erosion of live music venues in Victoria for ticketed rock/country/hip hop/ electronic/ reggae/ etc. We also do not have a venue of about 1000 people with licensing such as the Commodore in Vancouver which is needed.

Screen Name Redacted

9/16/2021 12:26 AM

More focus on LGBTQ+ communities in the music industry. [S. 22](#)
[S. 22](#)

Screen Name Redacted

9/16/2021 09:29 AM

Encourage (by incentives if necessary) local restaurants to hire musicians for a fine dining experience~

Screen Name Redacted

9/16/2021 09:59 AM

Ease of permits for opening a venue that features live music exclusively. Ease in the restrictikns of live events in larger halks such as the curling club. Review of the ancient and ridiculously expensive alcohol only licenses so new venues can open.

Screen Name Redacted

9/16/2021 11:02 AM

Maybe tax incentives for businesses who can make their properties available for live music?

Screen Name Redacted

9/16/2021 01:33 PM

Guarantee subsidies to venues that host small touring bands to offset cost of ferry travel

Screen Name Redacted

9/16/2021 03:00 PM

Acknowledge and recognize work continuing to be done by the Canadian Musicians' Association Local 247

Screen Name Redacted

9/16/2021 05:54 PM

no

Screen Name Redacted

9/16/2021 06:25 PM

Thanks for this work, it is vitally important. I do worry though that it is too little too late. To my knowledge, there is only one liquor primary licensed establishment (not counting breweries) in Victoria, Big Bad John's. And even that doesn't have live music. I am from St. John's, NL and teach at the University of Victoria School of Music. St. John's is in so many ways the opposite of Victoria. There are so many more liquor primary pubs/clubs in St. John's where musicians can perform (and make money) performing original music. So until there is a system where the obvious passion for the ideas presented in your plan can be channeled, we are doomed from the start. That's not to imply that the only viable performance outlets ought to be bars/clubs etc. But I am personally interested in the scope of professional music making in Victoria. How many professional performing musicians are in this town, those that make the lionshare of their income from performing who are not in the Vic Symphony (and putting aside the obvious Covid crisis for a moment). I imagine very very few, likely less that 30. In St. John's, there are many. One can still "make a go of it" there playing original music. If the licensing system here necessitates bars having food, that means so much the expenses are put toward the back of house that there is little if any room for the establishment to take risks with their entertainment offerings. Victoria has priced itself out of risk. Add to that the bizarre, bordering on criminal, instances of bands having to "pay to play" at certain clubs and we are really doomed from the beginning. I'm unclear if the premise of your strategy here is to encourage, promote, embolden, or even

CREATE opportunities for professional music making. Or are you of the mind, and who could blame you, that "more music in Victoria would be nice." Because parallel to the already limited options for performers here is the despicable practice of musicians in Victoria working for fees well beneath their talent. I see all of this as connected. A club owner is already mitigating the risk of staff and food costs. How would they have room on the bottom line to risk on musicians. Musicians, knowing there are so few options here, go ahead and "take what they can get." It's a rather vicious circle, and I'm not at sure how your organizing is proposing to tackle this. I do see that you are aware of the extremely high cost of living here and how that impacts artists being able to ply their trades here. But again, how can YOU mitigate that? My personal opinion is that there needs to be avenues for more liquor primary establishments. What about a meaningful tax break on businesses who commit to music for a defined period? The value of music is near zero. Surely everyone on your committee loves it, as do I. But Covid has forced musicians to give away the only thing they can sell via livestreams etc. But truth told, Victoria musicians have been doing that for years, with a completely impotent Musicians Union, an "everyone for themselves" mentality, and the simple fact that people aren't outgoing here. I don't mean to get off track, please bear with me. But this place is so bloody gorgeous. How could one bear the din of downtown when their own patio, with their own beer, with no cabs to bother with and just stay in. This is a town of silos. People like sticking to themselves. It's in the very makeup of the 13 municipalities. Add to that the public being accustomed to hitting up YouTube/Spotify etc there are now 2 generations of people who rarely if ever have paid for music. Your plans to improve access to things like the Bandshell and under utilized facilities are great and are to be applauded. That will help. But I wonder if you'd be up for reaching further, beyond the "one and done" impact concerts at the Bandshell have versus the attempt to cultivate a synthesized and well connected professional cohort of musicians who are finally going to stand up for themselves and demand more. Because right now musicians who enjoy playing outrank those that make their living at it. People and venues interested in paying for music want to pay the least for it, and musicians who want to play have few choices. It's a really sad, unfun town and I really pray that you and your fine group can help turn things around. Happy to be an ear or helpful hand anytime. **S. 22**

Screen Name Redacted

9/16/2021 09:13 PM

Expanded opportunities for neighbourhood-led outdoor concerts (yards, porches, parks) and an easy permit process

Screen Name Redacted

9/16/2021 09:43 PM

Stronger emphasis on diy venues and community based arts which tend to be more adversely affected by lack of venues and funding. Let's build a creative city from the ground up.

Screen Name Redacted

9/17/2021 06:37 AM

One barrier I hear about is the cost / difficulty of getting off island to perform, given the limited audience here. Could we work with the province to create a cultural performer ferry pass - for example, giving musicians free or nominal fares when travelling to the mainland to perform? The cost of bringing a band, and equipment on the ferry currently is a barrier (or so I hear). Likewise, local-ish musicians coming from the mainland could increase collaborations, bring new ideas, and add cultural and general diversity to our music scene.

Screen Name Redacted

9/17/2021 09:02 AM

Financially Support.a new performance centre building downtown Victoria

Screen Name Redacted

9/17/2021 03:49 PM

Development of asset map with focus on venues

Screen Name Redacted

9/17/2021 03:56 PM

(1) Provide property tax incentives to any venues that has live music. For example: Every day that has a live event gives the venue 0.25% off the venue's property taxes. (2) Attach the idea of "live music primary" to liquor licenses. For example: Whoever bought Logan's liquor license should have to open a venue that has live music a minimum of 2 nights per week. (3) Force developers to build "low income" (aka. City mandated cheap rent) rehearsal spaces when they build new condo buildings. Three dedicated rehearsal spaces in every new condo building that gets built downtown, renting for \$10/hour would build a vibrant city! Note: I realize the problem is management of people in/out. Invest in a technology solution like what modo does for car sharing. Artists pay into the city's artist coop. They buy a FOB that gets them into any rehearsal space via a booking app. The app handles the payments. Yes, there will still be some humans required. How about incentivizing the artists themselves? Earn free rehearsal space hours for: cleaning spaces, answering customer support, etc. Look at what Public Mobile does with cellphones. My cellphone costs \$5/month and they are still in business!

Screen Name Redacted

9/17/2021 04:26 PM

Live music in the city and yes inner Harbour until at least 11pm

Screen Name Redacted

9/17/2021 04:43 PM

give incentives to people/groups/organisations that want to host livemusic. get rid of the insane bylaw that prohibits dancing (in restaurants)

Screen Name Redacted

9/17/2021 09:55 PM

Yes----a varietal musical performance of little-known bands....such as Klezmer music. **S. 22**
S. 22

Optional question (187 response(s), 244 skipped)

Question type: Essay Question

Q2 | Do you have additional comments/feedback on the strategic priority areas and action items? Write them here:

Screen Name Redacted

9/03/2021 09:31 AM

We don't need hubs and newsletters. We need to support the existing live music venues like Hermann's and keep them operating.

Screen Name Redacted

9/03/2021 09:32 AM

Maximize underutilized spaces to provide affordable and accessible rehearsal, performance and recording space. This is a huge one. As someone who is part of a non profit seeking to open an event space, it has proved to be incredibly difficult to be resourceful in this area.

Screen Name Redacted

9/03/2021 09:36 AM

I think this is great - we need to pay more attention to our music and culture scene in Victoria. It's been decimated by Covid. I'm happy this conversation is beginning.

Screen Name Redacted

9/03/2021 09:37 AM

Increasing the effectiveness of these policies is more than just and those that are musicconnected Integrate these policies/events with other local arts/artists so you have concerts with art fairs, poets opening for bands, artists creating art before or during a concert. This increases opportunities for all artists and audiences to enjoy Victoria and Victoria venues.

Screen Name Redacted

9/03/2021 09:38 AM

Live local music should happen everyday in this city and a lot of it should be funded by the city to promote local culture so musicians get paid but people can hear and see them perform free of charge

more often. And let people take their alcoholic drinks in to go cups so they can visit several venues a night without having to impede their flow with antiquated behavioural laws that do nothing but stifle our enjoyment of life. Let people live and they will spend and grow and be open to other ways and walks of life.

Screen Name Redacted

9/03/2021 09:43 AM

Ooh, I can't really remember what those are... but all of the above was mentioned to say that I am part of a local group organizing queer house music parties in Victoria for the last five years. All of our events are fundraisers for youth living with HIV/AIDS and Hep C and we promote local queer and femme DJs as much as possible. It is very difficult for us to find affordable venues and even more difficult to find spaces that are open late.

Screen Name Redacted

9/03/2021 10:17 AM

Support venues like Hermann's. Extremely important to the music vibrancy in the city and a long history that needs to be kept alive.

Screen Name Redacted

9/03/2021 11:16 AM

I love that the city is doing this proactively and taking an innovative approach to growing our region's music culture. It's an understated sector that is incredibly important to our culture and quality of life.

Screen Name Redacted

9/03/2021 11:26 AM

Love to see more musical events throughout Greater Victoria in parks, close down streets etc.

Screen Name Redacted

9/03/2021 11:49 AM

NA

Screen Name Redacted

9/03/2021 12:04 PM

I think this city needs to loosen rules around venues, including noise exceptions on certain nights to allow for later shows outdoors. We need to bring back Market Square as a serious venue, and promote the creation of new venues for this city to enjoy. There is a serious gap right now in our music scene...we get bands that play to crowds of 500-1000, and then bands that play to crowds of 5000+. We have no consistent venue that can handle the 1000-5000 crowd and that cuts us out of a lot of incredible music and bands that would otherwise potentially come here. What's more, I strongly believe that if a music venue is torn down for development, the developer should have to build a new music venue into the plans (or something like that) so that we don't lose that space. I'm thinking about Capital Ballroom...currently our only truly good venue for electronic music, or any band where you want

to stand and watch rather than be seated. Phillips is great, but it's inconsistent as it's an occasional venue. More more more! That's my opinion on live music in Victoria, and on venues in this city. Thanks, I really hope this survey yields some exciting results!

Screen Name Redacted

9/03/2021 12:08 PM

Local government should be focused on street crime, drug overdoses, downtown safety, and cleanliness of performance facilities. Local government has no business spending tax dollars on new arts hub strategies. Disburse arts money to artists that apply through an already well known existing website and venue infrastructure. Leverage city staff, downtown businesses, transportation hubs, and existing arts venues to create as many performance opportunities for live musicians as possible.

Screen Name Redacted

9/03/2021 12:17 PM

nope

Screen Name Redacted

9/03/2021 12:20 PM

DISCOURAGE the idea of free (amateur) music replacing PROFESSIONAL musicians. I am one, and there are many who don't even know I exist let alone understand my cultural and economic importance

Screen Name Redacted

9/03/2021 12:22 PM

I find the language in the strategy very inaccessible and vague. It's like the latest buzz words have been strung together for maximum (SEO) impact rather than for meaning and clarity. I participated in one of the Sound Diplomacy round tables. I am also a long time member of Music BC. While Arts and Culture is an important component of civic planning, this "Music Strategy" approach seems more about chasing a trend and rationalizing the use of funding.

Screen Name Redacted

9/03/2021 12:33 PM

I would like to see a focus on merit-based rather than market-based criteria for any programs that arise to support artists directly. Many of the existing grant programs, learning opportunities, and other supports available for artists are based solely in the market potential of the music. Putting merit first in any criteria will result in a greater variety of music genres being supported and a richer mix of offerings for music lovers.

Screen Name Redacted

9/03/2021 12:34 PM

Thank you for doing this - our local musicians and the businesses that support them are a significant part of what makes Victoria such a great place to live.

Screen Name Redacted

9/03/2021 12:34 PM

While large scale events obviously have their place, small scale DIY events are just as important. Also the city should focus on public infrastructure and zoning / bylaw support primarily. Any grants or similar subsidization should be only considered once those concerns are met. Personally I have performed at city sponsored events (Eventide) and while that was fun, I would happily trade those opportunities in perpetuity if it meant we could have stable, affordable and flexible public performance spaces available to all and without the cultural / class restrictions (no genre limits, all ages or not, etc.)

Screen Name Redacted

9/03/2021 12:56 PM

Beware of the middle men. when it comes to organizing for the arts. Lots of funding gets stuck in middle management and not enough of it reaches artists who are really challenged by the loss of their livelihood and lack of venues to connect with the public.

Screen Name Redacted

9/03/2021 01:01 PM

Don't add more regulation to the arts

Screen Name Redacted

9/03/2021 01:33 PM

Our city is growing, but it appears to suffer from big city problems with few of the rewards. Homelessness (I know, a national problem- I'm not blaming the city), graffiti, and an increasingly hostile downtown don't bode well. Musicians have suffered in particular. I went from an average of five paying gigs a month to one or two... though they have often been cancelled when restrictions are reinstated. I support the health mandates, I want this virus eliminated, but it is frustrating and we need to consciously position ourselves now for the upcoming years.

Screen Name Redacted

9/03/2021 02:58 PM

Lots of great ideas but I would emphasize that the City should focus on facilitating local musicians, venues, non-profits and promoters rather than trying to do too much itself directly. The exception there would be a venue but that venue should be open to more than classical, opera, jazz, etc. A much wider, more diverse range of musics, some that may not be to the approval of the 'older' generation needs to be given as much support as those forms. Also would raise the issue that too often funding and attention has traditionally gone towards more established, conventional organizations, making it difficult for non-Boomer, diverse and youth oriented organizations to receive the support they deserve.

Screen Name Redacted

9/03/2021 03:00 PM

As one who has been performing in greater Victoria for over 30 years I thought there was much more value to performing pop up concerts. We the musicians had better feed back and fun on Gov and View than Beacon Hill Park which sometimes has had very weak audiences. The constant walk by traffic was a lot of fun and I thought it worked well. Closing off Gov and making it a pedestrian mall worked with small groups of musicians performing ie trios/quartets. Larger ensembles ie. community concert bands, big bands etc yes the stage at Beacon Hill Park. I also performed pop up concerts in a few of the smaller parks where there were homeless and campers. I think that is a great idea because it adds value to this group of people and they always came up and we're very thankful. It was a meaningful experience that was a win win for all. Having no power for some of these parks I thought was going to be a problem but with the initiative worked out with Long and McQuade to have battery powered amps made the event happen. To carry out bigger events such as blues fest jazz fest etc the inner harbour is still a great area. Ships point yes and Ogden Point as well. Thanks for looking into this as music adds so much to any city. A artist without an opportunity is an artist without a medium. Provide the opportunity and let the musicians do what they have always done, their job, taking care of the audience.

S. 22

Screen Name Redacted

9/03/2021 03:08 PM

The survey is very "live band" focused - there are arts groups all over the greater Victoria area that won't benefit from a strategy that assumes everyone falls into a narrow "live musician" (or busker) category. You have choirs and other non-profit arts organizations that need support and opportunities, too, and don't seem to be considered part of the city's music scene.

Screen Name Redacted

9/03/2021 03:42 PM

Try to use more plain language in surveys/information for things like this. I had to think far too hard to understand what some of your questions were even asking. If you want useful answers, make the questions clear instead of full of jargon. :)

Screen Name Redacted

9/03/2021 03:45 PM

Insurance for events and other music related actives. This a huge issue in the live event industry.

Screen Name Redacted

9/03/2021 04:09 PM

I'm intrigued to see what the results of it are, and appreciate COV's commitment to trying to support & improve the cultural landscape here! Without the arts downtown is just a lot of condos, offices and coffee shops.

Screen Name Redacted

9/03/2021 04:38 PM

Local musicians, like myself, feel very supported when performance opportunities are provided. It lets us know that others recognize the importance of supporting the local music scene. Thank you.

Screen Name Redacted

9/03/2021 05:03 PM

There should be an effort to try and separate the live music economy from the liquor economy; many musicians find it demeaning to be "living beer commercials" by playing in bars and this would increase the likelihood of all-ages shows occurring.

Screen Name Redacted

9/03/2021 05:11 PM

Look at Austin Texas as a model of how a vibrant music scene thrives for all.

Screen Name Redacted

9/03/2021 05:22 PM

If you are considering indigenizing consider how TRC can be used to repatriate indigenous forms of music and ceremony and creating cultural safe space for this to happen. Particularly with local nations and consider how this support the urban indigenous population in victoria

Screen Name Redacted

9/03/2021 05:25 PM

Please focus on live outdoor music events

Screen Name Redacted

9/03/2021 05:52 PM

Please, put me on the List of Artists for next summer...

Screen Name Redacted

9/03/2021 07:04 PM

Another idea is to create a "Treme" as they have in New Orleans, affordable housing district for artists/musicians. When they live in the same area you will create natural collaboration and culture. I'm so glad you're doing this. It's hugely important work.

Screen Name Redacted

9/03/2021 10:07 PM

I've been to small venues all over the world. Eg: In a lot of American cities you can play the same clubs steeped in history and enjoy the rich tradition of touring and performing in the same places people have been going out to enjoy live music for decades. We should be aware of the "another one bites the dust" phenomenon so common in smaller Canadian cities. (Eg: steamers, central bar and grill, Logan's, probably pretty soon capitol ballroom...) , and make it possible for these incubators to stay afloat. I think even doubling down and making these cultural beacons which we

choose to support have better sound systems, sound treated rooms, take this art form seriously and you'll see more artists come from other music cities to play here despite the cost of the ferries.

Screen Name Redacted

9/03/2021 11:25 PM

Wishing you all the best! :)

Screen Name Redacted

9/03/2021 11:57 PM

The city should be doing everything they can to attract new venues and approve licenses to new music festivals, indoors or outdoors.

Screen Name Redacted

9/04/2021 12:15 AM

After reading through all the areas and items three times, I still get no sense of any substantial commitment to professional artists living and working in Victoria. All this talk of supporting emerging artists is a scam when Victoria's public schools are robbed of their ability to offer basic performing arts education and established artists are left to go it alone in the jungles of the gig economy. Also, the way this survey is written seriously contradicts any sincere desire for broad public engagement. In the future please use plain language and provide references.

Screen Name Redacted

9/04/2021 08:11 AM

Lot of questions were jargon loaded and not clear.

Screen Name Redacted

9/04/2021 08:59 AM

This is a wonderful opportunity to provide feedback to enhance the music culture/community. Whatever can bring more joy to our neighbourhood can only be a good thing! Also.....we NEED more involvement from young people. Intergenerational musical activities as well as cross cultural! Big hug from **S. 22**

Screen Name Redacted

9/04/2021 09:23 AM

I don't think any city led professional development workshops will be particularly useful. I think connections are often made online these days and I can't see in person workshops attracting the right level of industry professionals

Screen Name Redacted

9/04/2021 10:16 AM

nothing more

Screen Name Redacted

9/04/2021 10:33 AM

Save the venues and rare studio spaces and then get out of the way. Also, the housing crisis is killing the scene faster than anything.

Screen Name Redacted

9/04/2021 10:57 AM

I think it overreaches a bit and could increase bureaucracy. I am not sure of many of the ideas are viable in actuality. Some of the suggestions are already in place with provincial organizations.

Screen Name Redacted

9/04/2021 11:05 AM

Build a suitable, centrally located, large-scale venue for live performances. Stop gas-lighting local artists with unnecessary mentorship projects. Mentorship starts with solid and accessible arts programming in schools, so protect those. Maybe educate the bar owners instead. Support the AFM local 247 by legislating policy for fair pay for musicians hired for city events. This sends a message to those presenters willing to hire artists for "exposure" or for a "soup and a beer" Stop using an out-dated, frontier-era vaudeville theatre to showcase touring acts Honour your existing arts organizations and create oppourtunities to showcase Indigenous culture, again by building a suitable, professional, modern venue. It is simply remarkable that the Music Strategy makes hardly any mention of this. Tourists come to our beautiful city to do more than just drink Starbucks coffees and stare at condo towers, they want to see the arts live and in a venue that is as inspiring to visit as is our city. Also, please consider your audience when creating a survey- the level of jargon and unexplained, insider terminology creates the impression of wanting to conceal something. If your plan is solid, you should be able to describe it in plain language. Arts are a service to the community and the community must reciprocate with meaningful, material support.

Screen Name Redacted

9/04/2021 11:07 AM

Put your efforts into helping musicians. The best way to do this is to work with the Island Musicians Association. They are the experts and are 'on the ground' in this kind of work.

Screen Name Redacted

9/04/2021 01:38 PM

A lot to like in this survey! However, the overall framework driving this questionnaire is somewhat corporate and policy-oriented in its position. While I understand your objectives around community, this framework seems to privilege what ends up being a narrow view of what makes up the "scene" in Victoria. As you know, there is quite a massive group of musicians in the city, and, while I don't speak for them, I'm not sure the access to professional-type infrastructure and the emphasis on stakeholder engagement and the associated opportunities noted throughout are exactly what folks will be after. Seems to emphasize some music industry and not the grassroots.

Screen Name Redacted

9/04/2021 02:38 PM

I applaud all arts initiatives including the city directly hiring artists and organizing promotional or networking opportunities. However a free show doesn't always make it easier to advance your career and there are lots of opportunities to get yourself out there if you have music people are excited about and want to hear. Artists must take responsibility for creating draw by being awesome and connecting with their audience. You can help a bit with that but really, that's the artists job. Should the city be hiring local groups to play for free around town? I don't know about that, in some ways maybe we're encouraging the idea that arts should be modest and free while competing with venues where artists are able to gross \$3000+ with an inexpensive, \$25 ticket price. Those venues are expensive to run because they have good gear and qualified techs and also because rent is now so high in Victoria. I am constantly imploring my colleagues to stop playing for no cover in situations where they don't have qualified techs and a high quality stage. These are often places where the audience can just buy a beer or a piece of cheese cake to watch the show. Those kind of performance opportunities should be open to student, emerging or amateur talent. This is all on the artists to create value for themselves by being awesome and demanding respect. I'd like to see a situation where every time a musician performs, they are playing through \$50,000 worth of pa and stage, each making \$200-\$500 plus management and booking fee(additional 30%) and working with a qualified tech who's earning \$50 an hour. Anything short of that, is actually undercutting me. The arts are a wild world, folks have to come up with their own way through it, I'm sure you're getting lots of different feedback and I'm so thankful that you are doing this and prioritizing music and the arts at City Hall. All the best, S. 22

Screen Name Redacted

9/04/2021 03:35 PM

This is amazing, thanks for the hard work!

Screen Name Redacted

9/05/2021 01:13 PM

More spaces to play is crucial. Networking opportunities and symposia are utterly useless to most young musicians who just need venues to hone their craft.

Screen Name Redacted

9/05/2021 03:25 PM

1) Build the local music scene from the ground up. In this case, that means all-ages events held in stable businesses where the scene can grow. 2) Make it possible for artists to live within the city limits, otherwise they are ALL going to move to cheaper cities in order to survive and create, like Montreal.

Screen Name Redacted

9/05/2021 09:52 PM

Victoria has lost a lot of venues over the years, due to many factors such as gentrification, and rents that are increasing rapidly. These tend to be places that have grown up and existed somewhat organically, without city intervention beyond licensing and zoning. I'm not sure how but if the city could encourage the creation of just a few new venues that are able to operate and make adequate money to self-sustain, that would go very far in encouraging live music.

Screen Name Redacted

9/05/2021 11:50 PM

I thank you for the progressive thinking and innovation evident from council having conceptualized a program of improved music opportunities and music presence in Victoria. Indeed, this city is rich with talent and potential in all creative disciplines. Bravo for recognizing that truth and working toward highlighting and working with musicians to ensure the enhancement of a vibrant musical culture in the city.

Screen Name Redacted

9/06/2021 09:56 AM

The city must find ways to work with community groups that control sectors of the city music scene to expand its footprint. I have worked in many cities across North America. The successful cities have many concerts in their parks. The Beacon Hill stage with the right bookings could completely change the city's image in the music industry. If this was to take place the bands that are showcased would have to be touring artists to draw attention. This would in return create a more vibrant music industry in Victoria. There needs to be more focus on how to activate the companies and individuals who are producing the concerts. They are the key to building the music scene in Victoria. The bands will develop alongside their efforts.

Screen Name Redacted

9/06/2021 08:37 PM

We want great music- let's not get caught up in only First Nations.

Screen Name Redacted

9/06/2021 09:12 PM

My highest priority as a Victorian in enjoying live music, is the preservation of inexpensive jam/creative spaces for artists. Putting rent caps on existing art spaces so that they can afford to thrive in an ever changing entertainment market will be beneficial for their longevity and citizens enjoyment of them.

Screen Name Redacted

9/07/2021 07:56 AM

The City of Victoria in only one municipality in the geographically & culturally connected CRD, tho', of course, a very important one. Saanich & Oak Bay must be part of any real plans. These

municipalities not only include a significant number of audience members but also performers & venues - such as UVic. They have as much responsibility as the City of Victoria.

Screen Name Redacted

9/07/2021 08:18 AM

Try not to end up with a bureaucracy that ends up restricting some musicians in pursuit of equality of outcome for some disadvantaged group. If you foster an open, easily navigated, process for enhancing live music performance, and make it easier for and encourage businesses to utilize live music in their operations the sector will grow.

Screen Name Redacted

9/07/2021 08:18 AM

Outdoor venues. Build more. No one plans to gather indoors anytime soon. Amphitheater's one at UVic clover point Sooke and Sidney As for downtown events. Seniors do not want to go downtown especially at night I don't consider any downtown events. I avoid downtown completely. The Victoria symphony plans to pack us into be Royal theatre at Christmas not happening!

Screen Name Redacted

9/07/2021 08:55 AM

Create a Banff centre for the performing arts equivalent in victoria. Have it be a destination for world class performers and teachers. Have a battle of the bands for the high schools with local music celebrity adjudicator. Have more music in the streets. Encourage electronic music innovation and tech. Have it be a division of a school of recording music. More funding for the music therapy department for therapeutic activities in seniors homes and individuals with special needs. More neighbourhood block parties with funding for music performance. Proper pay for musicians at outdoor gatherings like farmer's markets. Have easier access to funds through education in grant writing and/or a local liaison to apply for Canada Council grants. provide opportunities and funding for the many choirs in victoria to have performances in different parts of the city, especially the many places where there are good outdoor acoustics. Have a Victoria's Got Talent show on local cable tv.

Screen Name Redacted

9/07/2021 08:57 AM

Please try to put much of the money into musician's hands, not just into studies and the like. Musicians are struggling badly. Our City has lost many live music venues over the past few years (even before Covid but certainly much worse since). As someone who actually lives off of my music, I see a real trend away from live music. I am older and it won't affect me as much but I'd hate to be starting out on a music career now.

Screen Name Redacted

9/07/2021 09:23 AM

Pay our musicians better.

Screen Name Redacted

9/07/2021 09:53 AM

Thanks for doing this.

Screen Name Redacted

9/07/2021 10:03 AM

Prioritize real artists. Work with venues and festivals to have diverse line ups. Change the quiet hour rules. Create a music division who's responsible for working with festivals and events to host real talent in the city. Let the night clubs breathe. As much as this is a retirement/tourist city it's a university city with a dying nightlife. Work with the clubs, incentivize good behaviour, change policies that are too restrictive!

Screen Name Redacted

9/07/2021 10:11 AM

I love the idea of the artist subsidy housing. I know people who lived in something like that in Edmonton and Edmonton had an excellent and very vibrant arts scene - I would say more so than Victoria. It was more diverse and certainly more accessible when it came to the price point and number of venues.

Screen Name Redacted

9/07/2021 10:32 AM

The pop up concerts of this year was GREAT. I would like to see more of that BUT with better advertising so you would know who was playing & where a few days in advance of the concert.

Screen Name Redacted

9/07/2021 10:37 AM

More classical please; don't just focus on modern. There is a large classical and jazz interest in this community

Screen Name Redacted

9/07/2021 10:40 AM

Support existing venues to survive, pay better, have proper equipment, be accessible to older musicians/disabled, and not have to overcharge patrons. Venues have in the past relied on liquor sales and we can't have that with drinking and driving safety. People don't pay a big cover charge so support these venues and restaurants, hotels, theatres to present live music with generous fees to artists and affordable entry for fans (sliding scale?). Make permits and marketing for venues easier. Award musicians recognition to build their bios. Support the funding of new music series at a variety of existing venues marketing, equipment, proper pay for artists. The playlist is also a good idea since CD sales are now gone, we MUST make editorial playlists to earn incremental revenue. Getting pre-saves is a way to get noticed. Connecting genre specific newsletter fans with artists. Not a mishmash newsletter! Too much info not relevant no one will read. le if I like

rock or jazz or classical I do not want hear about folk or metal etc

Screen Name Redacted

9/07/2021 10:42 AM

Affordable housing with soundproofing to allow my practice at home is very important to me.

Screen Name Redacted

9/07/2021 10:44 AM

As the City of Victoria, any support of music, in any capacity, must be done without bias. Too many institutions in our city are based upon who-knows-who, and special favours. If the City of Victoria can support music for all, and by all, with a huge, inclusive, loving umbrella, then ALL of Victoria's citizens and her visitors will benefit. Music heals, unites, soothes, and inspires. Thank you for the opportunity to take part in this survey, and for this initiative. After all we've learned through the covid restrictions, music is the one thing that has touched lives the most. Development has seen our city lose a lot of its charm, but if we can enhance the music scene, there will be more reason for visitors, and the general population will benefit too. Homelessness, drug use, violence...I'd love to see those numbers drop as the music scene lifts. <3

Screen Name Redacted

9/07/2021 10:53 AM

We need a centre in a safe area where K-12 students can easily get to by public transportation and make music - community music making is essential to a vital cultural scene

Screen Name Redacted

9/07/2021 11:25 AM

Incremental actions do not require extensive consultation. There is no reason for massive consultation processes that end up going nowhere, or (just as bad) end up creating massive changes that lead to animus.

Screen Name Redacted

9/07/2021 11:33 AM

Two many more important fish to fry then this proposal.

Screen Name Redacted

9/07/2021 12:05 PM

See above.

Screen Name Redacted

9/07/2021 12:57 PM

amke sure that transit is avaiable later in the evening after larger events downtown

Screen Name Redacted

9/07/2021 01:20 PM

I have made my living playing music in this great city for over 20 years. I have supported a family and bought a home because of the music venues in Victoria. The structure is there. Could it be

reinforced and supported better by the city. Definitely!! While some of these new initiatives sound great I believe equal amount if not more time/resources/finances should be given to the structures already present in our city. Thanks!

Screen Name Redacted

9/07/2021 01:21 PM

The existing theatres and venues are dated and unappealing. Infrastructure is desperately needed. Protection for renters that are musicians!

Screen Name Redacted

9/07/2021 01:52 PM

The problems about permits and policies is surface level, the underlying problem is poverty-mindset. Help with marketing and business makes most of these problems go away.

Screen Name Redacted

9/07/2021 02:23 PM

More public festivals and beer garden type events would be very appreciated.

Screen Name Redacted

9/07/2021 02:34 PM

Minor gripe: some of the wording in the survey is so... unintelligible? Things about "hubs" and strategic this and that? There were times when I felt like I was reading a tech company pitch or some kind of developer jargon? I would love some explanations of some of the headier concepts from this survey because some of them flew over mine.

Screen Name Redacted

9/07/2021 02:41 PM

How is my income or gender relevant to this survey? As part of a choir I'm interested in being able to afford exorbitant fees for venues. Especially with the past year we can barely afford to keep lights in let alone plan a performance. Parking downtown is a HUGE problem on performance nights, both for performers (80 voice choir and symphony members) and for audience members, many of whom are elderly.

Screen Name Redacted

9/07/2021 03:10 PM

Let's create more performance spaces - not less! Let's help VICTORIA to become more than just a "City of Flowers". How about the "City of Flowers, Fun, Food and Music".

Screen Name Redacted

9/07/2021 03:12 PM

NA

Screen Name Redacted

9/07/2021 03:51 PM

really excited to see what happens!

Screen Name Redacted

9/07/2021 04:00 PM

Better access to nonable folks in parks

Screen Name Redacted

9/07/2021 04:46 PM

Promote music but don't toss money out the window and build a musician welfare system in Victoria.

Screen Name Redacted

9/07/2021 05:51 PM

Parking pass - PLEASE. \$20 ticket on a \$100 gig, when we're bringing value to the City seems quite ridiculous. Also, City subsidization of live music in venues, perhaps even specifically original live music, would be extremely helpful to the community - actual professional musicians can't afford to play Original music, because it doesn't pay, and as a result the quality of show is not maintained, and then no one wants to pay for it - this then repeats, until we have a very weak original scene, and 2 generations of jaded professional musicians and techs, playing covers night in and out (not to knock it - it's undoubtedly important, but if there was more financial leeway for professionals, the community as a whole would benefit. Finally, venues need money for technical support. As a sound engineer and production manager, I can confirm that the average installed club system in Victoria is well below the average expectation of quality that you see across the country, especially in Tourist hubs. (nevermind the states). Pushing production quality up opens up opportunities for bigger acts, not to mention it makes the average bargoer far more likely to actually purchase a ticket. In summary - my Grandfather toured across Canada for decades in the 60s, 70s, and into the 80s, and the average take per band member back then was \$150. Even if we don't talk inflation, the fact that the current average for a weekend house gig is below his, even on the cover circuit, is shameful. We have to do better by our artists and crew.

Screen Name Redacted

9/07/2021 06:31 PM

just keep the music alive free and paid venues in the downtown core

Screen Name Redacted

9/07/2021 07:17 PM

make the venue Centennial square a venue again!

Screen Name Redacted

9/07/2021 07:57 PM

I genuinely didn't know what you were asking or suggesting with half of these questions. This questionnaire is loaded with puffery and jargon and it was extremely difficult to understand what is being proposed.

Screen Name Redacted

9/07/2021 08:34 PM

I think also working with Uvic, the art gallery, and the live theatre venues to establish internship Programs for students interested in music, event planning, production etc. Would be an excellent way to move these initiatives forward, support our youth in growth and education and help with the fiscal impacts of staffing/hosting music events in this city.

Screen Name Redacted

9/07/2021 09:36 PM

Encourage more events to bring people to stimulate local economy.

Screen Name Redacted

9/08/2021 06:44 AM

More offerings for families

Screen Name Redacted

9/08/2021 08:24 AM

N/A

Screen Name Redacted

9/08/2021 08:42 AM

I would love to see more artists play in Victoria more regularly. It seems like artists only come for the summer festival circuit. It's imperative that we have more artists perform regularly. It is very difficult financially, and time wise, to go to Vancouver or Seattle for a show. Anything we can do to attract more artists would be welcome. The older age demographics in Victoria seem to be well served but I would love to see more musicians that appeal to the under 65 year old crowd. More Indie Rock, Canadian bands, hip-hop, and Jazz please. Additionally, thank you for including a survey item about communication. I often have a difficult time finding out about concerts and shows. At times it seems like you have to be a born and bred Victorian that knows the venues and promoters well in order to know which bands are playing in Victoria. Why should this be kept secret? An e-newsletter or database like Pollstar.com would be very welcome. Thank you for your efforts.

Screen Name Redacted

9/08/2021 08:49 AM

limit bureaucracy

Screen Name Redacted

9/08/2021 11:04 AM

We in the outlying areas of Victoria have a Victoria postal code and our areas should be shown on the initial 'what area do you live in'.

Screen Name Redacted

I would only observe that when I was in Victoria for holidays and

9/08/2021 12:26 PM

searched downtown for any live bands (not a busker or a single acoustic act), I surprisingly found nothing. No Jazz clubs, no rock clubs, no blues clubs. I spoke to the guys in the local record store (in Fan Tan alley) and they were at a loss as to where the local music scene was.

Screen Name Redacted

9/08/2021 01:18 PM

Be careful to not fund organizations and initiatives that don't financially benefit the musicians on whose backs they operate and exist. The money doesn't often trickle down to the musicians; rather, it usually goes to administration, infrastructure, and standing expenses.

Screen Name Redacted

9/08/2021 01:35 PM

I believe the area around Dallas Road and cruise ship entry is under utilized in terms of potential music events, activities, restaurants, entertainment, carnival, whatever - artisan markets, more shops, vendors etc. That area is stagnant, and unattractive to the tourist, plus they have to walk a mile or so to get downtown, horrible planning, the city should do something about this.!!

Screen Name Redacted

9/08/2021 01:49 PM

There are bigger fish to fry right now than the music culture.

Screen Name Redacted

9/08/2021 02:27 PM

In my experience, the lack of regular venues is the biggest problem. More venues means: 1. Competition between venues. This gives musicians bargaining power to ask for higher wages. Those higher wages can then be used to improve their act (rent rehearsal space, afford more time off work, purchase better equipment). It also incentivizes venues to invest in their music equipment & take better care of their musicians (if not, musicians will just start accepting gigs at a different venue) 2. More opportunities for cross-pollination between new musicians, experienced musicians, venues, and communities. More natural opportunities for collaboration, mentorship, experimentation, and growth. 3. More community involvement. The more music venues, the more likely someone is to find a venue that they love and attend frequently. As it stands, many people will stay home because the few venues that do regular music don't fit their aesthetic. As a fairly successful musician in town, this doesn't affect me very much, but these are the problems I see most people dealing with. If there's any other way I can help feel free to call me at [S. 22](tel:S.22) Thanks for your time

Screen Name Redacted

make sure theres room for the weirdos

9/08/2021 04:34 PM

Screen Name Redacted

9/08/2021 06:32 PM

I would do everything in my power to prioritize existing spaces and helping venues to revive themselves after the pandemic. We have lost Logan's which was essential to the alternative punk and rock community. We need to make sure our existing small business owners can continue operating our legacy venues.

Screen Name Redacted

9/08/2021 07:45 PM

Cut the red tape for all venues, & for festivals, and drop any licensing questions about style of music. Get rid of noise bylaws in the blocks around bars or nightclubs and let condo owners know that they moved downtown so the noise is expected. You did not ask about public transportation, it should run until well after venues close and be free after midnight to encourage people to not drink and drive.

Screen Name Redacted

9/08/2021 07:56 PM

We have a wealth of musical talent on the Island and anything we can do to help them succeed will be good for all of us!

Screen Name Redacted

9/08/2021 08:30 PM

making sure that all genres of music, from pop to classical is given equal opportunity to be represented.

Screen Name Redacted

9/09/2021 03:08 AM

Partnership with the local musician's union, SOCAN, Tourism Victoria, the DVBA to avoid duplication of work in newsletters etc.

Screen Name Redacted

9/09/2021 07:28 AM

The music scene in Victoria is great and vibrant and its wonderful to support local music and I am happy that the city is thinking of all these action items. I do think it is equally important to focus on being attractive to visiting artists to increase diversity of shows and invite more inspiration and opportunity to the local music scene.

Screen Name Redacted

9/09/2021 09:29 AM

More outdoor events!

Screen Name Redacted

9/09/2021 10:46 AM

I doubt that I understood every question I was asked to comment on. I just want to enjoy going to Hermann's for the Café Historique, a good meal while listening to jazz and returning to Beacon Hill Park and Mary Winspeare. I don't feel motivated to listen to Jazz, the Opera or the theatre on my computer or iPad

Screen Name Redacted

9/09/2021 11:17 AM

Create a new tax for property over 1 millions to create a Arts funds to ensure that cultural life is thriving in Victoria, redistribute the wealth in a better way. To artist, to homeless people, to working class. There is a lot of money in this town, we need to address that , unless we will go deeper in this conception that the city is only retired old rich people. We need to create a culture of our own. we have a lot of tourism, it is our duty to show them the entertainment in our city. Right now it is just OK, we can do more.

Screen Name Redacted

9/09/2021 11:23 AM

I want the elimination of red tape and city involvement rather than funding. For arts groups from the very stretched public purse. Remove road blocks rather than leaking money.

Screen Name Redacted

9/09/2021 01:18 PM

As a musician I would like to see more facilities in and throughout Greater Victoria allowing most if not all bar type restaurants and pubs to have a greater space and budget for live music. Most venues that I have been so lucky to perform have a very low budget and with that I think most business have a hard time advocating and advertising most bands/performances. If there was a budget system included with renewals of business licenses, with a flat rate that the government of Victoria would supply a grant for a business in which would motivate owners to have live music also being able to host all types of bands with doing so you must have a higher budget for bands/performances. If not 35% of Victoria's local musicians are full time, most are renters from my experience with that being said with the cost of living in Victoria rent and basic amenities are increasing in price. If not all venues increase the budget for housing entertainment soon or later there wont be live music, there wouldn't be a following for bands and there wouldn't be anymore entertainment. I fear for what is to come I hope we can act as a very talented community to source proper payment and worth methods.

Screen Name Redacted

9/09/2021 01:35 PM

I found it very hard to unscramble the meaning in many of your survey questions.

Screen Name Redacted

9/09/2021 03:32 PM

Support By-laws. There are street musicians who try to make a buck without any ability nor willingness to stick to the allowed limits. I am thinking in particular of a non-talented trumpeter (very loud instrument!) who plays for hours in the same spot, never finishes a piece, repeats over and over again, increasingly grating on those who work nearby and/or cannot move away. By-law

officers are scarce, and they don't mind him too much as he's friendly, so nothing ever happens. Many other street musicians are great, of course, and increase the vibrancy of the city. There could be a limit that should be enforced. Street musicians should be able to easily obtain a permit, but it should be limited as to time and location.

Screen Name Redacted

9/09/2021 04:20 PM

Engaging more multimedia art, not just more bands.

Screen Name Redacted

9/09/2021 06:37 PM

See above. Thank you.

Screen Name Redacted

9/09/2021 07:50 PM

Glad All Ages spaces are mentioned and need to be fostered. Find ways to incentivize commercial spaces to rent to arts.

Screen Name Redacted

9/09/2021 09:52 PM

In my opinion there are reasons that music is so vibrant in Victoria. Professionals can get a bread and butter gig with the VCM or the symphony or the Naden band. Then they can gig on their own but still pay the bills. Big name musicians like to retire for the weather, proximity to California and the other musicians. And then they gig for fun. Young people learn music from an early age because of the Conservatory and One hopes in the future, the vibrant high school music programs. And the fact that Victoria is a capital city means government, retired people and the 3 big post secondary gives us an audience with time and money to attend live music. It's a Mecca here. And I am so glad that we are finally capitalizing on that.

Screen Name Redacted

9/10/2021 01:15 AM

Stand up for freedom of choice. Many artists - and many people who are your audiences - are becoming increasingly aware of being forced into a corner they are unhappy about. Vaccine passports will limit artists and audiences. STAND UP FOR FREEDOM OF CHOICE. Thank you.

Screen Name Redacted

9/10/2021 08:48 AM

Comfort and ease of listeners not included in the survey. Seating options, space considerations.

Screen Name Redacted

9/10/2021 11:05 AM

all sounds well researched

Screen Name Redacted

9/10/2021 11:11 AM

Some of these questions assume knowledge didn't have, which spurred me to do some research (eg the Ships Point Master Plan) so thanks for that. Other questions, about delegation of staff to respond to musician inquiries, seemed to require an understanding of city budgeting and hierarchies, which I doubt most of your responders would have.

Screen Name Redacted

9/10/2021 11:59 AM

I have applied several times to be hired by The City of Victoria. I am a well known local musician who has played at many venues, but never for The City of Victoria. I don't understand why this is.. Cheers S. 22

Screen Name Redacted

9/10/2021 12:34 PM

The least expensive and most effective ways for Council to enable music and musicians to flourish in Victoria is 1) to support small licensed venues & public performance spaces, 2) to ease restrictive bylaws and onerous permitting processes, thereby making it easier to produce small independent music events, encouraging small venues to thrive, enabling artists to live in Victoria. I urge council to carefully consider whether each dollar that is contemplated to be allocated to institutional programs, industry forums, and staff salaries could or should be redirected to more immediate benefits like artist grants, venue support programs, and recording subsidies. Many of these programs can be designed to be administered virtually, with minimal staff support. Thank you for including this feedback to council.

Screen Name Redacted

9/10/2021 12:51 PM

Resources, equipment, and infrastructure sharing should be prioritized between the haves and the have nots. For example, the jazz festival or the symphony set up bi outdoor infrastructure in the summer, which could be shared with other, smaller organizations .

Screen Name Redacted

9/10/2021 02:27 PM

don't forget about the westshore

Screen Name Redacted

9/10/2021 04:29 PM

There needs to be a way for music acts to sell at the Cameron Bandshell in Beaconhill Park. Sure, I'm getting paid by city to perform. It's my favorite place to play and my income is diminished from this. Ridiculous.

Screen Name Redacted

9/10/2021 04:39 PM

I would really love to see the outdoor spaces like parks utilized more for music and all types of music. As an electronic dance music producer who DJ's as well, I would love to use the parks to

showcase the beauty of house music.

Screen Name Redacted

9/10/2021 07:48 PM

You guys are not clued in at all. I'm astonished that you've spent so much time on this subject and have not developed much insight as to how musicians live and work. Your solution is to involve government in a milieu and environment that doesn't run along bureaucratic lines. Your questions illustrate your ignorance of how creative people work, create and think.

Screen Name Redacted

9/10/2021 08:11 PM

It's cost of living. It's so hard to survive. I can't stand this talk of "music incubators". Control the developers. Reign in all the municipalities. Keep spaces alive. Give live music venues (focused on creativity and art, not alcohol sales) the breaks they need to keep downtown vibrant (ie restaurants, cafes, etc). My question to you is, even if all the actions are worthwhile, how will this strategy be implemented? Will it just sit on the shelves for ten years and then do another? Not sure what to say here...

Screen Name Redacted

9/10/2021 09:04 PM

Thank you for your work on this! It's awesome to see Victoria focus on music strategy and policy. I moved to Victoria from Toronto over a year ago, and I look forward to seeing the music sector here continue grow with more opportunities for artists, creators, businesses and venues, but also for the local community to access more music and art. I have 10+ years of experience in various aspects of the music industry (

S. 22

S. 22

As an aside - I think London, ON is a wonderful example of a small to mid sized Canadian city that has done a great job of transforming itself into a music city through reducing "red tape" and providing opportunities and resources for artists, venues, event and industry. If you haven't been in touch with Cory Crossman from the London Music Office yet, I recommend you reach out to him. Cheers, S. 22

Screen Name Redacted

9/11/2021 09:09 AM

loosening 'house and stage policies' at existing theatres to include a wider variety of musical genres

Screen Name Redacted

9/11/2021 10:57 AM

A fair way for all types of music be represented and allowing opportunities to all talented musicians, not just those with

connections in Jazz or Blues Society.

Screen Name Redacted

9/11/2021 12:42 PM

I assumed that the definition of a music hub means a 'cultural centre for the arts'. Is this correct? Why do we need to define this as an 'innovation hub'renaming this only complicates what victoria's arts community needs. This creates confusion. It puts the arts into an elitist category which in turn creates barriers and puts the arts community into a position of being irrelevant to the CRD when in fact arts and culture can strengthen our community but only if our arts community creates, communicates and engages with the general public in a clear and positive way.

Screen Name Redacted

9/11/2021 05:05 PM

Local musicians are great, but music fans want to see touring shows as well. We want to connect with cultural events from all around the world. This music strategy runs the major risk of being involuted and focusing only on the needs of small local bands. Music fans want a wide variety of shows, including big touring ones. Listen to the audiences, not only the artists. Invest in improving access to large existing venues -- for audiences and big touring acts. Big venues are not appropriate for small local bands, but they are still important.

Screen Name Redacted

9/13/2021 10:15 AM

Thank you for thinking about the music sector. It is in need of so much support now and would be such a shame if our vibrant music culture was lost due to this pandemic. People need music in their lives. It improves mental health and brings joy to the community.

Screen Name Redacted

9/13/2021 10:52 AM

Why collecting all the personal info? Seems intrusive and out of place. Is the survey weighted according to that info?

Screen Name Redacted

9/13/2021 09:17 PM

Ensure the best possible long term development plan that includes rapid transit, outdoor space, restaurants,. utilizing our environment and not squandering our resources (which has been an issue in British Columbia for as long as I can remember.... 45 years....

Screen Name Redacted

9/14/2021 02:38 PM

It will be nice if the City can provide a space for musicians to practice and record. These spaces will have to be sound proofed with reservation system with the rule to ensure that everyone gets equal chance to use.

Screen Name Redacted
9/14/2021 02:53 PM
Recognition for the importance of live music and music education to a healthy and vibrant culture.

Screen Name Redacted
9/14/2021 03:08 PM
There are more important matters for Victoria's consideration.

Screen Name Redacted
9/14/2021 03:37 PM
Speak with The Royal about lowering their extreme and limiting rental prices and policies.

Screen Name Redacted
9/15/2021 08:59 AM
Not sure why indigeous is listed first. you should list the items in alphabetical order.

Screen Name Redacted
9/15/2021 12:24 PM
Victoria is a ideal city to become a centre of music. Build the infrastructure needed for this to happen. Make it easy/cheap to book venues locations. Forget more bureaucracy or gate keepers. Would be helpful to provide workshops on helping groups get along. I suspect it a problem of limited resources. Transparency helps too. With clear criteria for dollars given out. We could encourage choir festivals; folk festivals etc. Definitely look at the noise bylaw. Fredericton has a harvest blues festival that goes into the wee hours of the morning. I asked the locals if the sound of the music bothered them. Ah its only once a year and we know people enjoy it was the response. Lots of free music (paid for by the city) at this festival too. So many talented musicians in Victoria. We are under utilizing a 'natural resource'. Good luck with this endeavour.

Screen Name Redacted
9/15/2021 12:30 PM
Enable existing music venues (performance centres, music schools) to increase their outreach to the community

Screen Name Redacted
9/15/2021 02:15 PM
.

Screen Name Redacted
9/15/2021 07:49 PM
I don't think the city should be involved in any way in the music industry. The city should refocus on core services like making sure people are safe downtown (policing) and roads are well maintained (fill potholes).

Screen Name Redacted
9/15/2021 11:36 PM
Support for venues in a tax reduction for live ticketed concerts would be a good idea.

Screen Name Redacted

9/16/2021 09:29 AM

Let's do it together!

Screen Name Redacted

9/16/2021 09:59 AM

Biggest problem for victoria musicians is lack of practice space. Everything is prohibitively expensive or landlords will not rent to musicians. Second being lack of venues for live music.

Screen Name Redacted

9/16/2021 11:02 AM

Downtown is very important obviously but definitely look into options to open up surrounding communities too, North Park, James Bay, Oaklands etc. Also maybe more lenient on residential noise bylaws on Fridays and Saturdays up to like midnight. Sometimes a friend's basement is the best place for a band to play.

Screen Name Redacted

9/16/2021 01:28 PM

This so-called Music Strategy seems to have a lot to do with bureaucracy and little to do with music and artists.

Screen Name Redacted

9/16/2021 03:00 PM

Lots of this survey sounds like jobs for administration and not performers. There is a lot of local talent but not enough financial support from local government.

Screen Name Redacted

9/16/2021 05:54 PM

no

Screen Name Redacted

9/16/2021 06:25 PM

See above.

Screen Name Redacted

9/16/2021 09:43 PM

See above

Screen Name Redacted

9/17/2021 06:37 AM

Great work!

Screen Name Redacted

9/17/2021 03:49 PM

Explore partnership with churches and city or private property manager to make spaces available for rehearsals, lessons, and performances.

Screen Name Redacted

9/17/2021 04:43 PM

take back control of the inner harbor to support vendors and buskers at the harbour authority has shown nothing but disrespect

Screen Name Redacted

9/17/2021 09:55 PM

Yes----invite S. 22 to play at The Cameron
Bandshell....please and thank you!

Optional question (162 response(s), 269 skipped)

Question type: Essay Question

Appendix B



VICTORIA MUSIC STRATEGY

November 18-23, 2019 Visit Report – Conducted by Katerina Ivanova and Elizabeth Cawein

The Sound Diplomacy team’s field research visit to Victoria for the Victoria Music Strategy took place between November 18-23, 2019. Elizabeth Cawein, head of projects for North America, and Katerina Ivanova, Senior Project Manager, conducted a series of roundtables and interviews with local stakeholders, as suggested by the Victoria Music Advisory Committee with input from Music BC.

SCHEDULE

During the visit, Sound Diplomacy conducted 15 roundtable sessions and met more than 100 people.

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	MONDAY, 11/18 Conservatory of Music	TUESDAY, 11/19 Fort Tectoria	WEDNESDAY, 11/20 Parkside Hotel & Spa	THURSDAY, 11/21 CLUB KWENCH	FRIDAY, 11/22 Victoria City Hall
9 - 10:30 AM		Roundtable: Recorded Music Industry	Roundtable: Music Retail	Roundtable: Music Media	Roundtable: City government (Cultural and tourism)
11:30 a.m. - 1 PM	Music Advisory Committee Meeting	Site visit: The Royal Theater	Roundtable: Music Producers	Site visit: Centennial Square, Market Square, MacPherson Theater	Roundtable: City government (policy)
2:30 - 4 PM	Roundtable: Venues and nightlife	Roundtable: Associations and Foundations	Roundtable: Music Tech		Roundtable: Classical Music
5 - 6:30 PM	Roundtable: Artists	Roundtable: music education	Roundtable: Production and Promoters	Roundtable: Artists	
Evening	Site visit: Victoria Conservatory, Pacific Opera		Site visit to Lucky Bar	Site visit to Copper Owl	Site visit to Phillips Brewing Co.

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MAIN FINDINGS

During the visit, the Sound Diplomacy team were able to get a more informed vision of the music ecosystem in Victoria. The feedback in roundtable sessions and through conversations with City of Victoria staff and Music Advisory Committee members led to this initial list of key findings.

GOVERNANCE AND LEADERSHIP

Opportunities

- **Supportive elected leaders:** Victoria City Council and Mayor are seen as forward thinking – there is a desire to support music and culture, leaders just need the right road map for how to do it.
- **Remove red tape:** Across all groups in the music ecosystem, feedback was consistent about the need to remove red tape to allow groups to more easily activate underutilized public spaces, from Beacon Hill Park Band Shell to Market Square or Centennial Square. There are also opportunities to activate other unexpected spaces, like parkades, which has been encouraged by the city in the past.
- **Build in culture:** with the development taking place in Victoria right now, there is an opportunity for policy to require developers to add or include purpose-built cultural spaces (making way for needed rehearsal space or music hubs) and to institute policies like Agent of Change to provide protections for existing cultural spaces like grassroots music venues. As the Capital Regional District undertakes its review of all cultural facilities in 2020, it should include music venues as part of its review.
- **Plan for music:** the City of Victoria's recent cultural master plan aligns with its affordable housing initiative, and there are other opportunities to closely link cultural plans or find ways to incrementally execute on existing plans (i.e.: Ship Point Master Plan) to allow some elements to move forward and support the music ecosystem. Music can also help with itinerant population and public safety – music is the way to create positive behavior through busking, etc.

Challenges

- **Scope of services:** Victoria is challenged by the size of its tax base vs. the influx of population during work and play hours – 80,000 tax payers support some 400,000 commuters and visitors
- **Licensing and regulatory:** Liquor licensing processes are viewed as archaic across the province, and have been confusing for many in the industry which has driven events and activity underground. The challenges and expense involved in delicensing

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have also made it difficult for the all ages scene to flourish. While the sound bylaws in Victoria are fairly progressive in comparison to many cities in North America, growing density downtown naturally leads to noise complaints from residents in close proximity to entertainment spaces, highlighting the need for agent of change. The city of Victoria has the second highest cost for policing in the country. What's more, promoters are burdened by inconsistent policing budgeting and in need of a better, more sustainable way to calculate these costs.

- **Transit:** BC Transit recently introduced a pilot program to test a limited number of routes running later (until 2:30 a.m.) – this program and more expansion of late-night transit is desperately needed to support a thriving night time economy. Ride sharing is unlikely to be introduced in Victoria because of city regulation, and not enough transit exists to support service industry professionals who live outside the city in more affordable areas, but are an integral part of the nighttime economy. As a result, there are very few late-night dining options in Victoria and many businesses cut hours.
- **Diverse representation:** The city of Victoria primarily works with musicians via online or computer-based processes, which inherently creates bias. There are communities within the music ecosystem who don't know how to apply or approach the city for support with a community event. The city needs to be more intentional about engaging with groups like the First Nations Council and the Intercultural Association of Greater Victoria to ensure broad awareness of and equitable access to opportunities for cultural event support at the city level.

SPACES AND PLACES

Opportunities

- **Bullish local support:** There is a strong live music scene in Victoria and audiences are supportive of – and willing to pay to enjoy – local musicians. The city's geographic isolation leads to tremendous boosterism and the live music ecosystem enjoys a level of support that is unique among cities its size.
- **Underutilized public spaces:** There are spaces in Victoria that would be ideal to activate with live music – like the Beacon Hill Park Band Shell – that cannot currently be activated because of city bylaws. Additionally, there are other spaces, like Centennial Square, Market Square or even city parkades, that have been used for live music in the past but are not being exploited fully.
- **Tax exemptions and incentivization:** Tax exemptions for churches and cultural halls, which often serve as critical hubs for music ecosystem activity from rehearsals to convenings to live performance, would protect these important spaces from being pushed out by gentrification and climbing tax rates. The city could consider building in requirements around a set number of live music events per calendar year to retain

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eligibility, and could also consider offering tax incentives to other types of venues who maximize the amount of live music programming in their spaces.

- **Agent of Change:** Given the rate of downtown development in the city of Victoria, there is an urgent need to enact an Agent of Change policy in city bylaws to protect music venues and cultural spaces as developers move into downtown with new residences. If the city can act quickly, it has an opportunity to protect its venues and retain its culture in the downtown core.
- **Festivals:** Festivals and other outdoor live music events are part of the lure of the city for tourists and new residents. Outdoor music is a party of the character and identity of Victoria.

Challenges

- **Affordability:** Complex issues that all center around affordability threaten spaces and places for music in myriad ways in Victoria, from a decline in live original music (venues prioritize DJ or 'club' nights, which are greater revenue generators) to a lack of rehearsal space to threats facing cultural halls (taxation based on highest and best use). Few venues can afford to be open and presenting music nightly, music is being driven out of the downtown core, and increases in festival costs have made beloved and culturally important events like Rifflandia untenable to produce annually. Insurance costs make it impossible for many promoters or venues to host live music, and high fees on tickets are reducing the spending power of the marketplace.
- **All-ages scene:** In part because of the high cost of licensing, there are not consistent all ages shows being presented in venues in Victoria. Without more access for young people to live music, there is no pipeline for future artists and industry professionals. Resources like Girls Rock Camp offer education and mentoring for young musicians, but if there is not a live music scene that is accessible to young people it will be difficult to impossible to sustain the ecosystem in the future. Additionally, the more shows are pushed underground the less likely they are to be in safe spaces where harm reduction is a primary concern of management.
- **Homelessness and perception of safety:** Victoria's high street population contribute to a perception that downtown is unsafe. For some venues in particular (i.e.: the Conservatory of Music) this has become a considerable challenge for attracting patrons and creating a safe and welcoming space. Collaboration is needed across groups working with this population (BC Housing, Island Health, provincial and local governments) to address these issues as they impact downtown vibrancy.
- **Venues:** Victoria's venue ladder is lacking in mid-sized venues and accessible and welcoming spaces for underrepresented groups (all-ages, differently abled patrons, LGBTQ+ community, indigenous musicians). Venues should be incentivized to upgrade accessibility. Musicians and music industry would like to see city support for performance spaces at the 200+ capacity level and 700-1,000 capacity level. It is clear

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that musicians and music industry feel threatened by the pace of development and are concerned about the future viability of beloved venues. Because most music venues' primary source of revenue is alcohol sales, they can be demonized and seen as a public nuisance rather than protected as cultural spaces.

MUSIC EDUCATION

Opportunities

- **Build on a strong foundation:** Traditional music education offerings in Victoria are strong, from private instrument or vocal lessons to music ensembles in schools. If a young person has a desire to access music education, they are able to do so. Now it's time to build on that foundation by adding comprehensive music industry education to prepare musicians, artists and budding industry professionals for careers in music.
- **Continue to innovate:** Victoria is already innovating in music education – the University of Victoria's computer music program is the only one of its kind and has put graduates at Bandcamp, Soundcloud and in Silicon Valley music-tech jobs. There are myriad ways Victoria can continue to be a leader in this space, including empowering community organizations like Rockcamp and CFUV who are in or interested in entering the outside-of-school music education and training space through youth camps, summer programs and classes for women and nonbinary people in music production.
- **Create spaces:** Given the increased interest in electronic music and music production, the timing is right to prioritize creation of a music hub in Victoria, a protected cultural space that could house public recording studios and/or spaces for young people to learn music production tools and platforms. With a new public library in the planning stages, it would make sense to consider how the library can serve in this capacity. A music hub can also provide a space for bringing industry leaders from outside of Victoria to the city for mentoring and teaching.

Challenges

- **Talent retention:** Currently the retention of students graduating from the University of Victoria is not strong, largely due to the expense of living in Victoria. Students who may graduate with music degrees or expertise in music tech or music business are forced to move elsewhere to find jobs and living wages. There is also a decline in the number of students pursuing music as a fulltime career.
- **Music in schools:** As in most major cities, the value placed on music education in Victoria is much lower than core subjects, and there is no mandate for arts education, though there seems to be buy-in at the provincial level in the importance of access to

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music for young people. Because there is no common standard or assessment and each school is free to draft its own curriculum, which means that music programs vary widely from school to school. This can ultimately put serious music students at a disadvantage over time.

- **Funding support:** Educators need more funding support to bring professional musicians into schools, whether for one-off guest lectures or workshops or through formalized teaching artists programs. This could also help fill a critical gap in music industry education in Victoria.

PROFESSIONALIZATION OF THE MUSIC INDUSTRY

Opportunities

- **Talent and collaboration:** For a city its size, there is a tremendous amount of music talent in Victoria, partly thanks to the city's geography and natural beauty – it is a place that attracts people with its quality of life. The music scene in Victoria is seen as collaborative rather than competitive; musicians play in many bands, work across genres, and those who are successful are interested in investing back into the scene and sharing knowledge. While it does present challenges, the geography of Victoria is also seen as a positive in terms of how that isolation incubates a unique sound and music culture.
- **Music and tech:** There is a robust music tech ecosystem in Victoria, with companies located in the city but also a population of remote workers who are employed by music tech firms located elsewhere and choose to live in Victoria. Though there are currently some programs to support this – like accelerators – there could be more done to support a thriving music tech and start-up scene, i.e.: music tech hackathons, networking events, etc.
- **Infrastructure:** The City of Victoria is seen as supportive of music, and musicians/music industry say that communication channels with the cultural staff at City Hall have improved over the last 10 years. Additionally, Victoria is home to a chapter of the Canadian Federation of Musicians, an organization whose resources and offerings could be better promoted and exploited by emerging artists and industry pros in the city. There is also a strong offering of co-working spaces like Fort Tectoria and Club KWENCH.
- **Funding:** There is a strong landscape of funding available to musicians and music businesses from provincial and national sources, but the perception is that a relatively small sliver of those available funds make their way to Victoria. There is an opportunity to bring more of that money to the city by better equipping musicians to submit for grants, through workshops or classes on how to incorporate, obtain business

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licensure, and apply. Better funding opportunities for music and tech and music businesses, specifically, could also inject momentum into the industry.

Challenges

- **Affordability of travel:** Increasing cost of living is a challenge for any artist in Victoria, but the cost of travel is also a top concern for those building a career in music. In order to sustain a career in the music industry and live in Victoria, travel is imperative. A considerable amount of the Canadian music industry is centralized in Toronto, from tastemakers to labels to music supervisors. Music export is also challenging, and Victoria lacks the international reputation as a music city – musicians and professionals from Victoria find that they are often grouped in with the Vancouver scene. The cost of ferry travel is a particularly critical concern for touring artists, given the high cost of getting multiple people and van loads of equipment on and off the island. The music community is eager to find ways to offset these costs to allow for better import and export of music and talent. If these costs can't be subsidized, Victoria's ability to export its incredible musical talent is under serious threat.
- **Lack of music business education and soft infrastructure:** While Victoria is home to a tremendous amount of musical talent, the city does not have enough in the way of soft industry infrastructure like entertainment lawyers or certified accountants with experience in royalties and industry-specific financial management. The resources that do exist in Victoria are not affordable for independent entrepreneurs and emerging artists. There is a desperate need for mentoring and networking in Victoria, and the community is eager to see Music BC take a significant role in this space either by designating a local liaison or by helping to more regularly bring in outside industry professionals to fill these gaps.
- **Recording industry:** The recording infrastructure that exists in Victoria is primarily home studios, which are not licensed businesses. These studios are able to serve the emerging artist community well, but more established artists are leaving to record in Vancouver or elsewhere in Canada. Better collaboration between music and film in Victoria could lead to support for a professional multi-room studio. Victoria has strong talent in terms of producers and studio engineers, but there is a lack of women in production and a lack of internships and mentoring opportunities for young people interested in this space, in general.
- **Advocacy:** There is a need for more advocacy for musicians in Victoria, and better education on rate setting to improve fair pay for music makers across the board, similar to the standards set for visual artists by CARFAC. A third party advocacy body, like the Victoria Film Commission, could lead this effort and work alongside the existing musicians' union to offer resources to professionalize the Victoria music

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ecosystem and ensure more leadership opportunities for women and indigenous music makers.

AUDIENCE DEVELOPMENT

Opportunities

- **Audiences are strong and support local:** Victorians are known for their fervent support of local – local makers, brands, businesses – and this is evident in the music scene, as well. Audience support for local artists is robust, and there is a broadening palate for different types of music from roots to electronic to hip-hop. The scene can support multiple local events on a given night, typically with cover charges, and locals are excited to support Victoria musicians.

Challenges

- **No central source:** As in many cities, the media landscape in Victoria has evolved over the last 5-10 years and there are fewer opportunities for coverage for musicians and music events. There is a need for a centralized source of information on music events in Victoria that is easy to access for both event producers/artists and consumers/fans. The publications that do exist, like Monday Magazine or The Times Colonist, are either limited in frequency or have limited staff bandwidth for arts and culture. Live Victoria is an online resource funded by the city, but it is not comprehensive. Fans, media and promoters need a centralized hub for finding information about upcoming shows.
- **Venue scarcity:** There are more people who want to create and produce events than spaces to host them. The independent promoter community in Victoria is robust, but the challenges with accessing venues are slowing its growth. Better activation of underutilized spaces, incremental execution of the Ship Point Master Plan, and the addition of permanent stages to public spaces could all help facilitate more diverse music for more diverse audiences across the city.
- **Over saturation:** With as much activity as there is in the live music scene, there are also concerns of over saturation and spreading audiences too thin. Conversation and collaboration is needed between organizations or promoters to coordinate event timings and avoid competition.

MUSIC TOURISM

Opportunities

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- **Diverse and accessible music offering:** If you're looking to experience music in Victoria, it's not hard to find it. There are festivals and large scale outdoor music events that capitalize on the natural beauty of the city, and a high caliber of musicianship among local artists who choose Victoria for its lifestyle. Victoria's music ecosystem rotates around the axis of its live music scene, which inherently is a tourist offer even if it is a secondary draw for visitors (after natural/outdoor/recreation).
- **Music city:** There is an opportunity to brand Victoria as a music city and intentionally include music in the city's tourism strategy. The tourism office will need to work closely with the music industry to develop an approach that ultimately should be more than just a campaign, but a point of civic pride and a celebrated brand around Victoria's music, from contemporary to classical. Meaningful engagement with the music industry in the creation of this strategy will yield great return on investment internally and externally.

Challenges

- **Need for regional collaboration/strategy:** Victoria needs to capitalize on regional visitors who may be coming to Vancouver or Seattle as primary music tourists. Because of the challenges and expense of getting to Victoria, tourists may not consider it as part of a regional visit, but if more work is done to highlight the music offering – and provide ways to ease or decrease the cost of accessing the island – Victoria can become an important point on a Pacific Northwest music trip.
- **Sleepy image:** Victoria has long had a sleepy image, partly due to how attractive the city is as a destination for retirement and relaxing holidays due to its natural beauty and assets. It's seen as less exciting than other Canadian music hub cities like Toronto or Montreal for artists or music tourists.

NEXT STEPS

Sound Diplomacy has crafted a survey addressed to all citizens (directly related to music and audiences). The survey questions and format were presented to the Music Advisory Committee for review on December 3. The survey, together with the forthcoming economic impact assessment, will inform the social and economic context of the music ecosystem in the city of Victoria. Next, we will be working to map Victoria's music assets. This place scraping will identify music-related uses that, moving forward, can contribute to our final strategy recommendations.

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In the meantime, Sound Diplomacy will continue with further stakeholder engagement through one-on-one interviews with music industry professionals who were unable to participate in the roundtable discussions.

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Appendix C



Victoria Music Ecosystem Study

Survey Analysis

Victoria Music Advisory Committee

Private document for internal & client use only

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Introduction

This report presents the results of the Victoria Music Strategy Survey, conducted by Sound Diplomacy in collaboration with the City of Victoria. The survey was addressed to all Victoria citizens - those directly related to the music ecosystem as well as audience members.

The survey's primary objective was to better understand the factors that impact the success of the music ecosystem in Victoria.

This report explores:

- Characterization of Victoria's music industry companies/industry workers
- Characterization of Victoria's music artists
- Characterization of Victoria's local music audience
- Perception and ratings of Victoria's music ecosystem

Methodology

The main goal of the study is to better understand the key players of the music ecosystem in Victoria such as: **artists** (singers/musicians/producers/DJ/composers), **music industry organizations** (music/entertainment business/non-profit organizations/employees/contractors) and, Victoria's music **audience**. Additionally, we wanted to better understand perceptions of several aspects of the music ecosystem in the city in order to prioritize necessary improvements.

An online survey was developed by Sound Diplomacy in collaboration with the Victoria Music Advisory Committee (MAC) and distributed to the local community. The survey was approximately 15 minutes long, depending on the respondents' role in the local music industry. It was conducted from March 3 to April 13, 2020. There were various incentives for participation, provided by Creative BC and MAC. A total of 1,498 responses were collected. Of those, 396 were artists, 134 were business/employees/freelancers organizations in Victoria's music industry and 968 were music fans (audience) who are residents of Victoria.

The survey questionnaire was organized into the following sections:

Aspect	Details
Introduction	The questions included in this section aimed to segment the respondents according to the role they play in the music industry in Victoria.
Personal Information	This section explored demographic characteristics of the respondents such as age, sex, education level and race.
Music Ecosystem Role	This section was designed exclusively for business/employees/freelancers from the music industry. The questions revealed the respondents' role in the industry (venue, festival, artist management, etc) and the dependency of their income on music related activities.
Artist Details	This section was designed exclusively for artists/musicians/performers/composers/DJs/Producers. The questions aimed to explore the artist's music activity and identify areas of improvement/priority.
Company Information	This section was designed exclusively for company owners, CEOs or general managers (excluding the Government Department) in order to better understand their organizations (for-profit or non-profit; size; employees; financial growth in the past year) and identify areas of improvement/priority.
Music Professional Details	This section was designed exclusively for employees/freelance professionals in the music industry. The section explored their professional activity in the music industry and areas of improvement/priority.
Music Venues	This section was designed exclusively for company owners, CEOs or general managers whose role/activity in the industry is derived from a venue. The questions aimed to better understand their organizations (type of venue, programming, type of compensation to artists, capacity).
Festival Information	This section was designed exclusively for company owners, CEOs or general managers whose role/activity in the industry is derived from a Festival. Questions explored the size of the festival, charging methods, composition of the line up (local talent/non-local talent).

Education sector information	This section was designed exclusively for respondents that selected their main role/activity, the Music Education field. The questions explore the education capabilities from their organization and their desired level of collaboration with other local agents.
Local Artist-Support Business Information	This section was designed exclusively for respondents that selected their main role/activity, live music industry, artist manager, recording industry (labels, publishers, distributors, studios), sound recording, music PR & marketing. The questions explore the composition of their clients (local vs non-local).
Governance	This section explored the perception of organizations/artists/workers of the music industry, regarding the local regulations and policies, the aspects they wanted to prioritize and the level of relevance they have on some additional governmental aspects.
Grants and Funding	The sections inquired about grants and tax benefits that organizations have received. It further explored the reasons why organizations have not received or applied for them.
Promotion	This section aimed to identify the main ways used by organizations/artists/workers of the music industry, to promote the music work.
Music Education	This section explored the level of music education received by the agents of the music ecosystem (excluding the audience). In addition, it inquired about the level of satisfaction of the respondents with their knowledge/skills and the relevance they perceive on this type of education
Audience Information	This section was designed exclusively for music fans/ audiences. The goal was to better understand audience habits of music consumption, and their rating on various aspects of the local music ecosystem.
Closing questions	This section provided an opportunity to leave any additional remarks.

Based on the music ecosystem role and provided information, the data was processed to reveal:

1. Characterization of the segments:
 - a. Workers/organizations in Victoria's music industry
 - b. Artists/musicians
 - c. Local music fans/audiences
2. Overview of the above segments' perceptions of the different aspects and conditions that impact them within the music ecosystem.

Executive Summary

Below is a summary of key insights of the Victoria Music Strategy Survey, including artists/musicians, organizations/workers in Victoria's music industry and music fans/audiences.

Organizations/Workers in Victoria's music industry

- Victoria has a semi-professional music industry: Music Industry workers/organizations in Victoria (based on the surveyed population) are not fully professionalized, with over one third (38%) of the surveyed stating that less than 25% of their income is derived from music activities. Workers and organizations still have a high dependency on other economic activities besides music where the most common additional source of income is performing professional activities in a non music field (46% of people selected this option).
- Live music at its core: These workers and organizations, when working for the music ecosystem, mainly are related to live music activities: perform activities within a festival (33%), a live music venue (34%) and live music industry activities such as being talent buyers or promoters (33%).
- Positive financial outcome: Music Industry organizations have perceived a positive change in income in the last year (increase of revenue) and are also positive towards their future income in the next 5 years. To ensure this happens, they recognize the need to improve their marketing and PR skills and grant writing.
- Local music is the focus: Music venues offerings are mainly composed of local artists and the main compensation is via a fixed fee per show.

Artists/musicians

- Singers and musicians as main creative generators: artists in Victoria are mainly classified as singer and/or musician songwriter (41%) and Singer and/or musician, performer (39%).
- Victoria has a semi-professional creative music sector: Most of the artists define themselves as semi-professional artists (49%) since most of them are paid from music but it is not their main source of income. In addition, most of them don't have support from other agents in the music industry such as booking agents, a record label or a manager.

Music fans/audiences

- An audience advocating for local talent: Victoria's music audience is an active follower of local music. They express this by actively following local artists in social media (49%),

paying entrances to local artists' shows (49%), streaming their music or videos (48%) and listening to them on the radio (48%).

- Opportunity to increase attendance frequency: Even though audiences attend to local artists' performances, they don't do it in a high frequency (mainly once every couple of months), hence there is an opportunity to lure them to increase their attendance. Ensuring that artists are more engaged with the local community might be an alternative to make local music more visible to this audience (besides using traditional promotion channels).

Overall remarks

- The promotion channels are aligned: The main means of promotion used by artists and music industry workers/organizations correspond to the same means mainly used by the audience to find about Victoria music events. These means are both traditional and digital. Facebook is the most popular, followed by word of mouth, Instagram and physical signage.
- The music demand matches the supply: Victoria's music offering is very diverse, where rock/punk/metal is one of the most popular, as well as funk, soul and R&B, classical and Folk and singer-songwriter. These genres are the preferred ones by the audience, which matches the current programming/offering from artists and music venues.
- Noise ordinance, liquor licenses and all-ages accessibility are the main three policies or regulations that have generated the most negative impact for artists and music industry workers/organizations.
- Priority on grants: the majority of both artists and music industry workers/organizations have never received a grant or tax rebate. They mainly haven't done so because they don't know what is available for them. This is an opportunity for governments to educate or better communicate to these segments on their options.
- The music ecosystem advocates for diversity: both artists and music industry workers are advocates for ensuring diversity in genres and backgrounds. They expect the government and leadership groups to incorporate this value in the actions they take towards the music ecosystem.
- The music ecosystem is rated by the audience with an average score: even though audiences were neutral towards the performance of some aspects of the ecosystem, there are opportunities to improve not only by the government but by the artists and music industry workers/organizations themselves.

Detailed Analysis

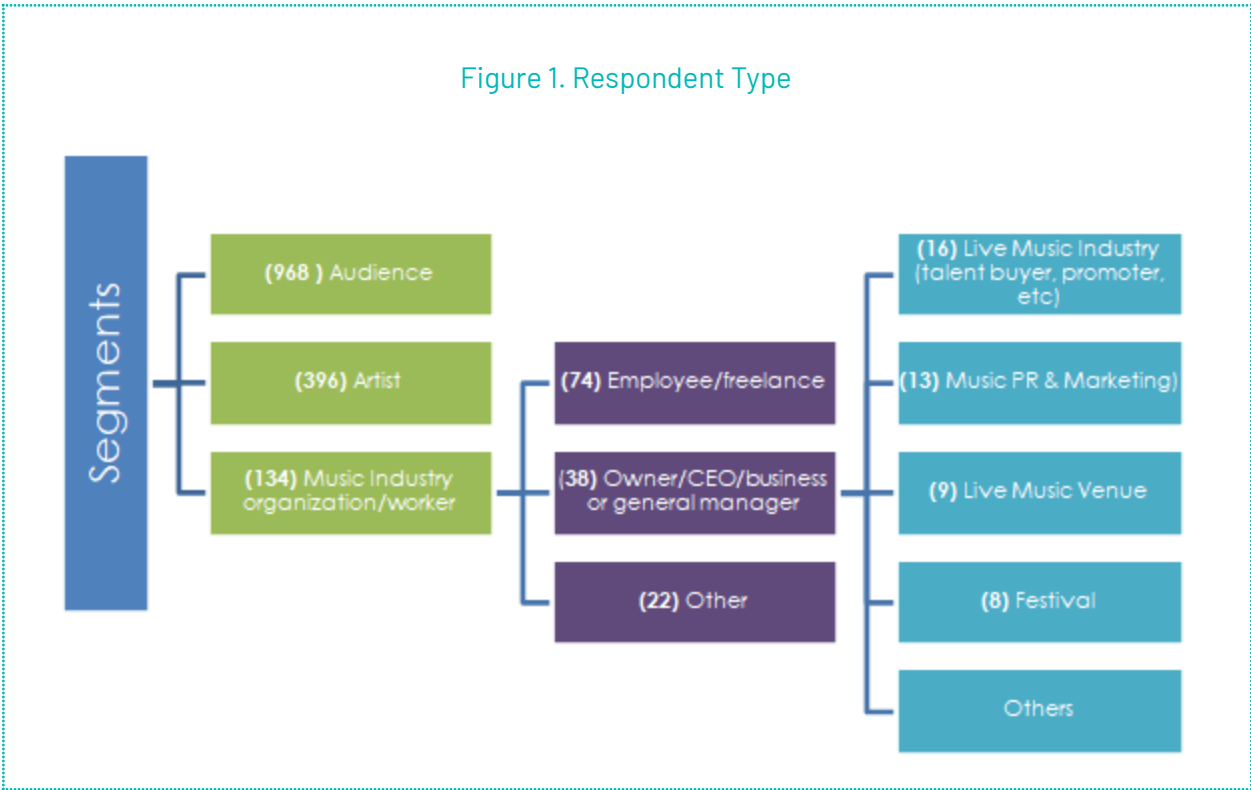
Characterization

Below is the detailed analysis of Victoria Music Strategy Survey.

Music Ecosystem Role

Segmentation

Figure 1 shows the respondent composition. The sample was mainly composed of local music fans (968). Three-hundred and six respondents were artists/musicians, while 134 were organizations/workers in the local music industry.



The survey explored different employment categories in Victoria's music ecosystem. 74 respondents were employees/freelancers in the music industry, 38 were owners/CEOs/business or general managers in the industry and 22 stated they had a different employment category (neither owner nor employee).

Of the 38 owners/CEO/business or general managers, sixteen were working in the live music industry (such as talent buyers, promoters), 13 were in the Music PR & Marketing area, nine were part of a live music venue, eight from a Festival and several from other areas such as Sound Recording (6), Artist Management (6), Education (4), Media & Journalism (4), Advocacy & Funding (3), Recording Industry (3), Music/Instrument retail (2) and Instrument Manufacturing (1) and other activities (7).¹

Characterization of Victoria's Music Ecosystem organizations/workers

This segment is constituted by the 134 responses² who mentioned their role in the music ecosystem is as a music ecosystem organization/worker. As previously mentioned, 55% of them are employees/freelance professionals, 28% are owners/CEOs/business or general managers and the remaining 16% are neither of them.

These workers in the local music industry are fairly equal parts male (54%) and female (40%)³ where 84% do not identify themselves as LGBTQIA+, nor have any type of disability (89%). They are mainly within their thirties with 35% being born between 1980 and 1989. The rest skew a bit older with 18% being born between 1970 and 1972 and 11% between 1950 and 1959 (See Figure 2).

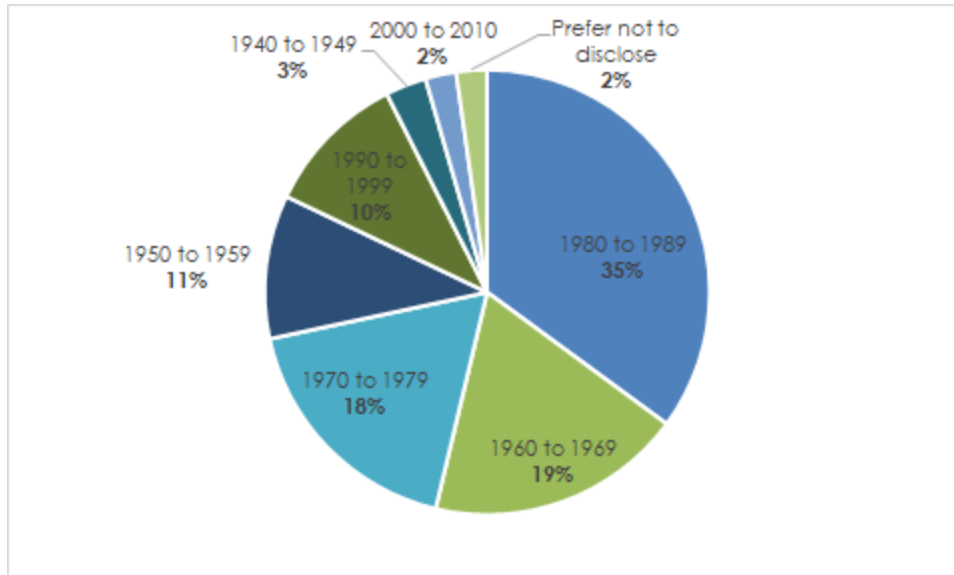
The majority (77%) described their ethnicity as white, with a high level of education, where 57% have a college degree, 17% a higher level than bachelor's degree (such as master's or doctorate) and 22% a high school degree. This education is mainly not related to the music field since seventy-two percent of them stated not having studied a music degree.

¹ Respondents could choose maximum 3 roles, hence the number of activities claimed by the 38 owners/CEOs/business or general managers adds up higher than 38.

² Please note that this sample is fairly small and may not be fully representative of the entire population.

³ 5% of respondents declared either being non-binary, two-spirited, preferred to self-describe or preferred not to disclose their gender.

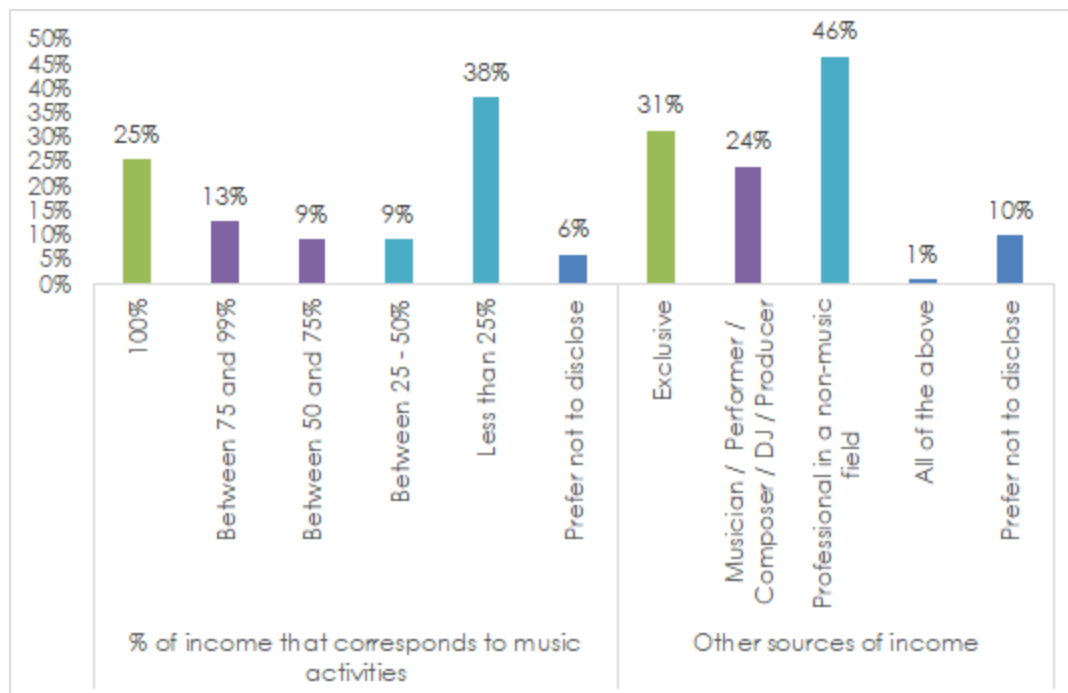
Figure 2. Age of Workers in Victoria's Music Ecosystem



Almost equally these workers/organizations are either for the for-profit and nonprofit sector (34% for-profit, 29% non-profit and 34% both for-profit and nonprofit). For 25% of them, all of their income corresponds to their activities with music and for 13% music is generating 75% to 99% of their income. However, 38% say that only less than 25% of their income is derived from music activities.

This is in line with the fact that 31% state that they don't have any additional income besides from their role in the music industry while 24% claim they also have income from artistic activities such as being a musician/performer/composer/DJ/producer, and 46% mention that they also have income as a professional in a non-music related field (See Figure 3).

Figure 3. Workers/organizations' percentage of income from music activities and other sources of income, Victoria's music ecosystem

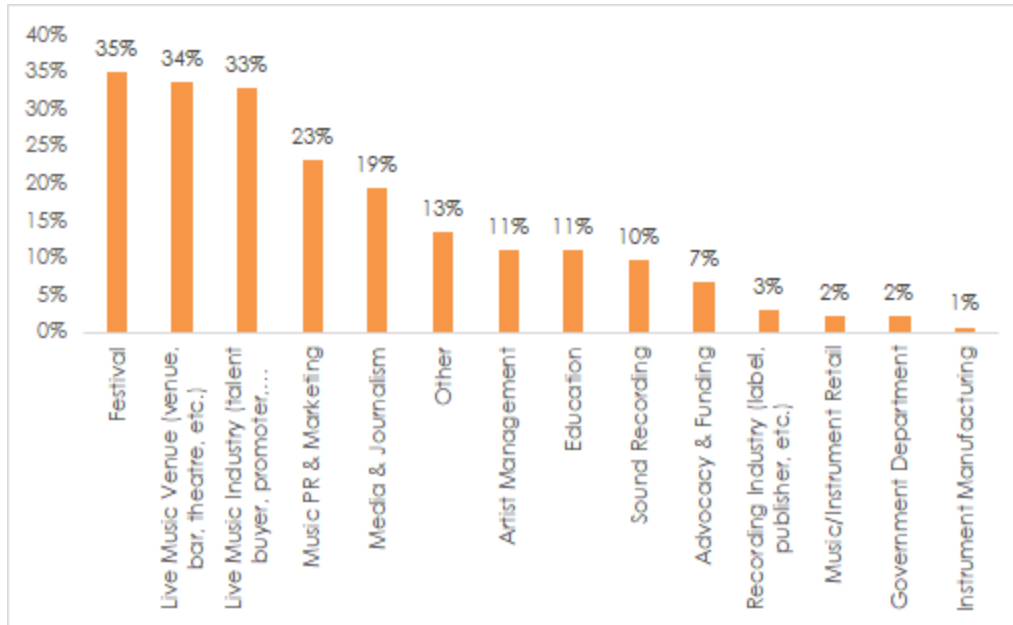


As shown in Figure 4⁴, they primarily work in the areas of Live Music, since 33% work at Festivals, 34% with Live Music Venues and 33% in the Live Music Industry (talent buyer, promoter, etc). This shows that the live music scene is highly relevant for organizations/workers in the local music ecosystem since this constitutes their primary activity.

Other common activities are music PR & Marketing (23% of workers/organizations) and Media & Journalism (19%), which are related to the commercial aspect of music.

⁴ Ibid, footnote 1.

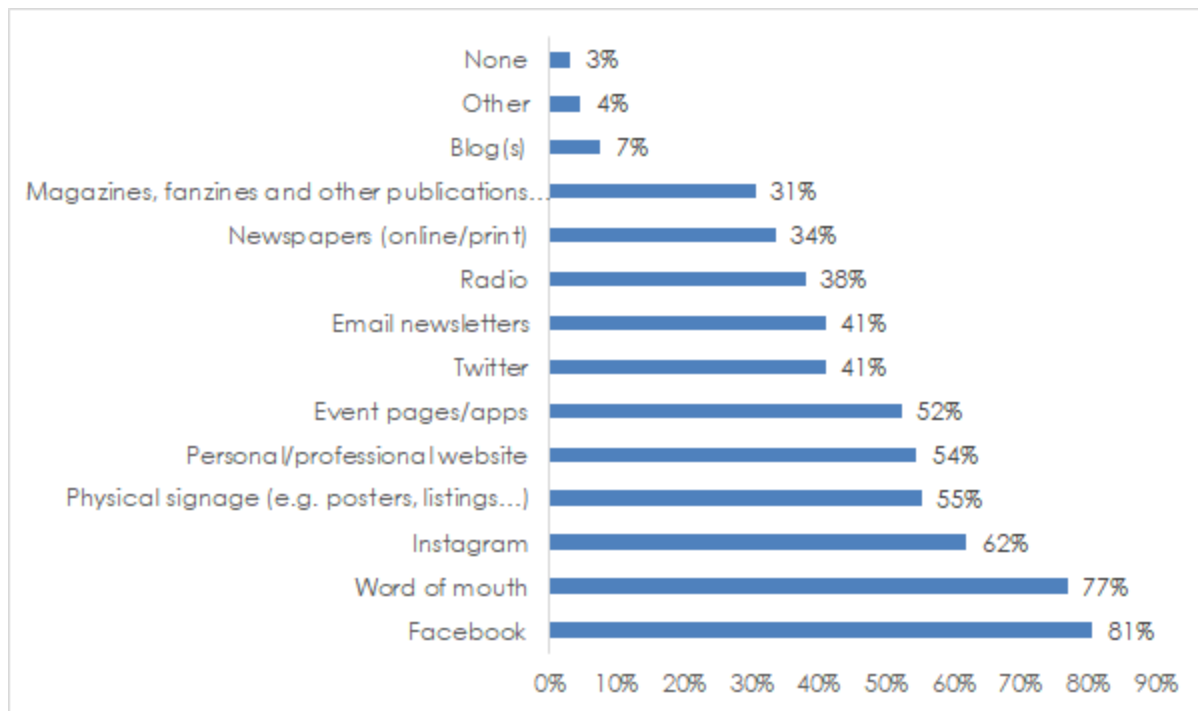
Figure 4. Type of activities performed by workers/organizations in Victoria's music ecosystem



In addition, for the ones that own a live music venue, they own/operate on average 1.3 venues and the ones that organize festivals, do 2.1 on average.

These activities are advertised or promoted by them using several means of communication. Figure 5 shows that Facebook and word of mouth are the most popular with 81% and 77% of workers/organizations using them respectively. Other popular means are Instagram (by 62%), physical signage (by 55%), personal/professional websites (by 54%) and event pages/apps (52%). This indicates that organizations have a balanced use of traditional and digital media, reaching out this way to a wider range of audience segments.

Figure 5. Means used by workers/organizations in Victoria to promote music or their own organization



In terms of the benefits they receive from the government, most of the workers or organizations mentioned that they have never received grants or tax rebates from the (60% and 77% respectively). The main reasons argued by the people that have never received a grant is that they don't know what incentives are available for them (33%), there are no suitable incentives for them (28%), or they are not interested (11%).

In regard to tax incentives, the reasoning is similar as for grants. The main reason for never having received incentives is that people don't know what incentives are available for them (38%), 23% claim that there are no suitable incentives for them and 15% don't know how to apply.

This shows that the government has an opportunity to reach out to the music industry workers and educate them on the different options that are available. Moreover, knowing that several of them state that there are no suitable grants or tax rebates for them, there is an opportunity to create new benefits based on the challenges identified in the last chapter of this analysis.

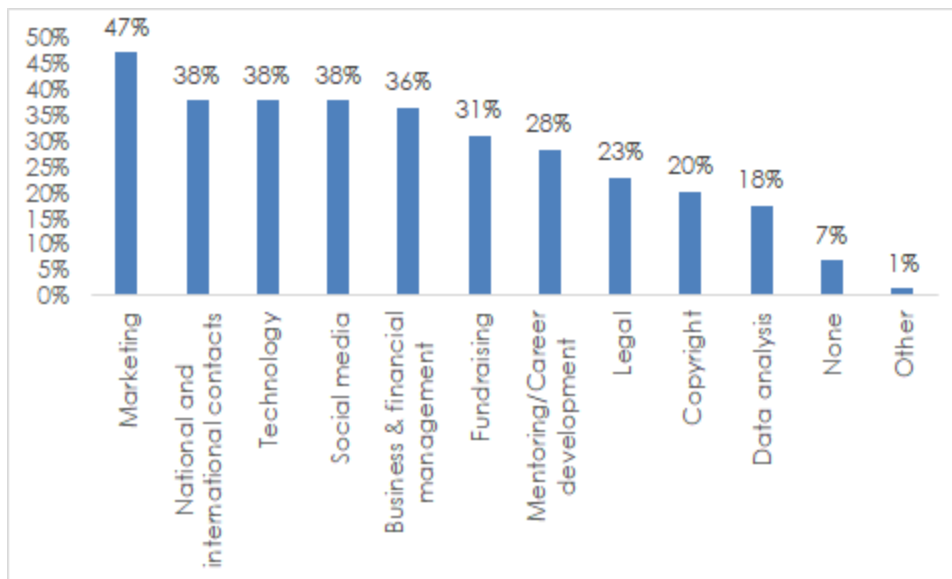
Industry: Music Professional Details

Based on the 74 survey respondents⁵ who are music professionals in Victoria's music industry, 51% work as freelancers/contractors, 32% are employees, 9% volunteers and the remaining 7% with other types of contract.

For this segment, it is important to collaborate and network more with musicians and the music industry in Victoria and also to do so with professionals and organizations outside the music industry in Victoria.⁶ Nevertheless, these types of collaborations are not the only action points they see as relevant.

As Figure 6 shows, the music professionals also recognize that there are some skills that they need to gain or improve. The main ones are marketing (47%), 38% national and international contacts, 38% technology and 38% social media. Business and financial management skills were also desired by 36% and fundraising wanted by slightly less than one-third of the professionals (31%).

Figure 6. Main Skills that Employers/Freelancers are Interested in Improving



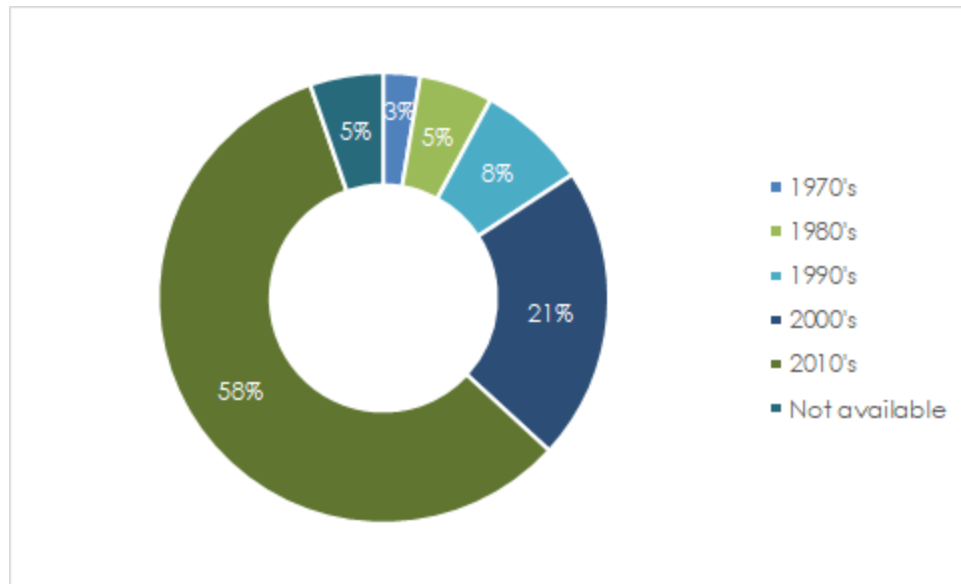
⁵ Please note that this sample is fairly small and may not be fully representative of the entire population.

⁶ Average score of 4.3 and 4.0 when asked 'How important is it for you to collaborate and network more with other musicians and the music industry in Victoria' and 'How important is it for you to collaborate and network more with professionals and organizations outside the music industry in Victoria'. A rating of 1 is equivalent to 'Not at all important', 2 to 'Low importance', 3 to 'Neutral', 4 to 'Important' and 5 to 'Very important'.

Industry: Company Information

Based on the 38 survey respondents⁷ who are owners/CEO/business or general managers, most of their organizations (83%) are for-profit. As Figure 7 shows, most of the organizations (58%) were founded either in the 2010s or 2000s, making them a very young segment of organizations.

Figure 7. Decade When Organizations Were Founded

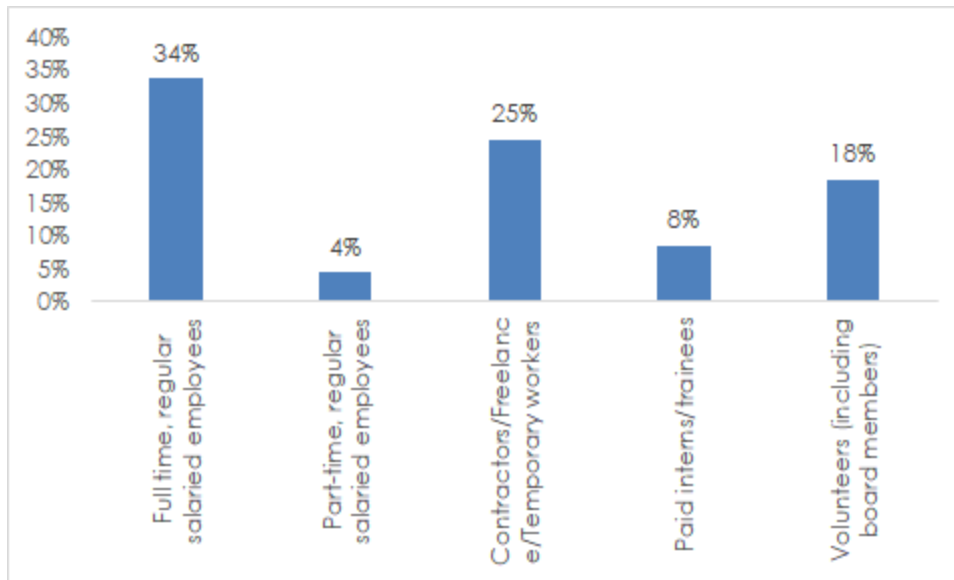


Most of the organizations (68%) are fairly small with 1 to 4 employees, followed by eleven percent of organizations that have 5 to 9 employees and another 11% of the companies which have between 10 and 19 employees. There are only a few exceptions to medium and big companies with 20 to 49 employees (8%) or more than 100 employees (3%).

Figure 8 shows that these organizations mainly hire employees and contractors/freelancers, since, on average, these types of workers represent 34% and 25% of the total workers in the organization respectively. Volunteers account for almost one fifth (18%) of the workers (on average).

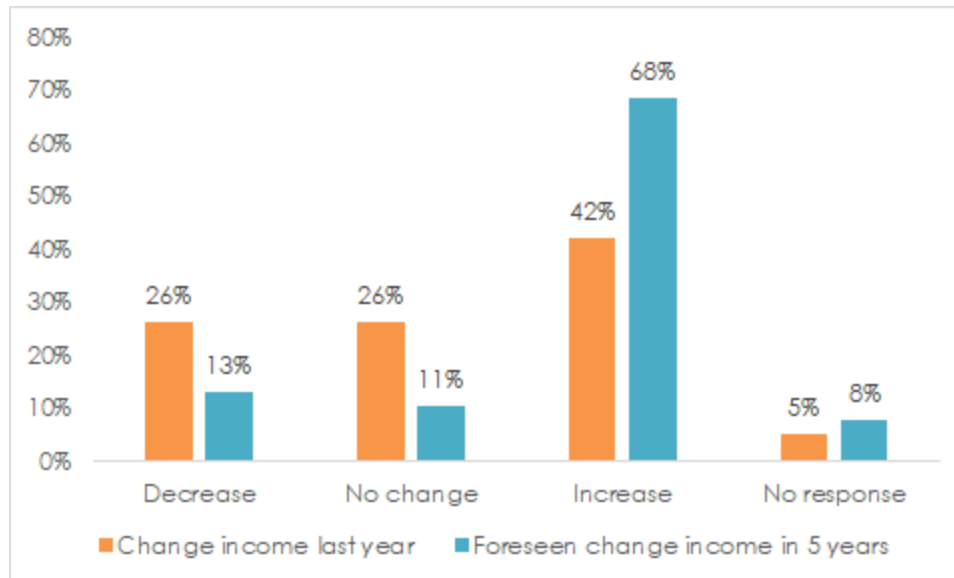
⁷ Please note that this sample is fairly small and may not be fully representative of the entire population.

Figure 8. Average percentage of type of workers in organizations



In terms of their income most companies had a positive impact in the past year. 42% of the organizations claimed they had an increase in their income, whilst 26% had no change and the other 26% saw a decrease. Nevertheless, most companies (68% of them) are positive towards the future, expressing they expect their income to increase in the next 5 years (see Figure 9).

Figure 9. Change in income in the past year and expected income in the next 5 years

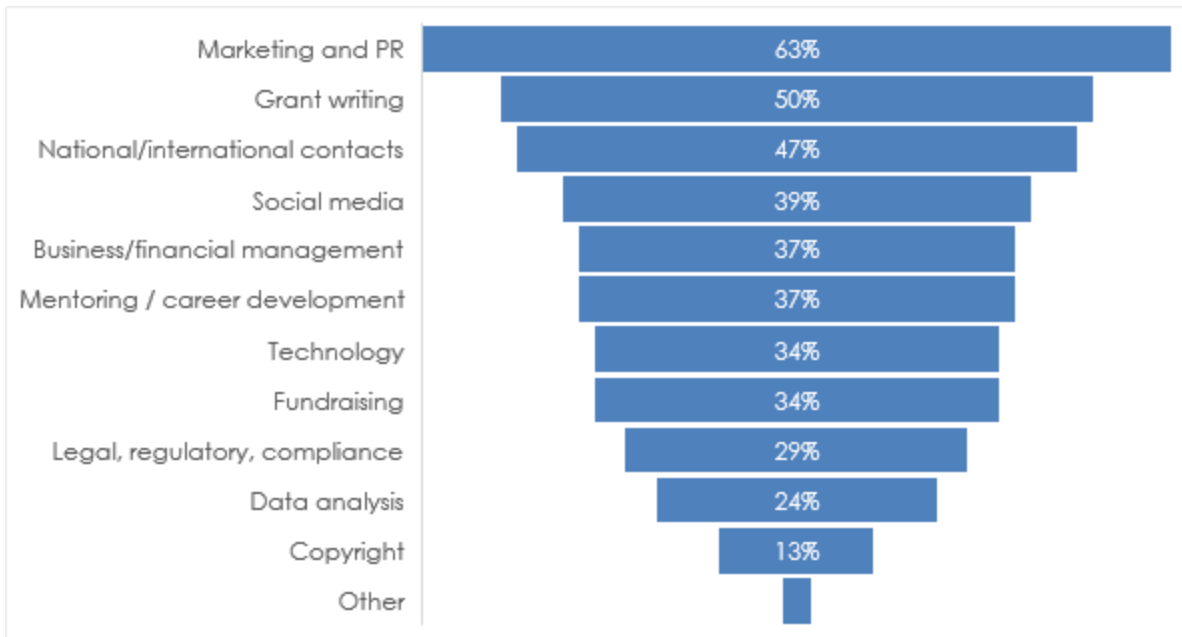


To achieve their goals of financial success, organizations recognize that it is important to collaborate and network more with musicians and the music industry in Victoria and also to do so with professionals and organizations outside the music industry in Victoria.⁸

In addition, owners, CEOs and managers also see the need to improve or gain knowledge in other areas. They are mainly interested in improving their marketing and PR skills (63% of organizations) and in grant writing (50%). Other desired skills/knowledge are increasing their national and international contacts (47%), their skills in social media (39%), business and financial management and mentoring and career development with 37% each (see Figure 10).

⁸ Average score of 4.2 and 4.4 when asked 'How important is it for you to collaborate and network more with other musicians and the music industry in Victoria' and 'How important is it for you to collaborate and network more with professionals and organizations outside the music industry in Victoria'. A rating of 1 is equivalent to 'Not at all important', 2 to 'Low importance', 3 to 'Neutral', 4 to 'Important' and 5 to 'Very important'.

Figure 10. Main Skills that Owners/CEOs/Managers are Interested in Improving for their Organization



Lastly, we identified some of the factors that might⁹ impact these organizations to be financially successful or not, where financially successful refers to organizations that reported an increase in income in the past year. These are the insights:

- Negative impact of number of interns/trainees: Companies that reported a decrease in their income in the past year, have on average more interns/trainees than the ones that reported an increase in income (20 vs 6 respectively).
- Positive impact of number of volunteers: Companies that reported a decrease in their income in the past year, have on average fewer volunteers (including board members) than the ones that reported an increase in income (5 vs. 20 respectively).
- Negative impact of mixed goals (for and nonprofit): Companies that reported a decrease in income in the past year are mostly both for-profit and nonprofit, in comparison to the ones that reported an increase in income (60% vs 31% respectively).
- Positive impact of venues: There are more companies that reported an increase in their income in the past year who have as main activity managing/owning a live music venue, rather than the ones who reported a decrease in income (31% vs. 20% respectively).

⁹ Please note that the analysis doesn't measure a causality effect, meaning is not possible to know which factor causes the other.

- Positive impact of music as main income driver: There are more companies that reported an increase in income in the past year whose full income is derived from music activities, in comparison to companies that reported a decrease in income (44% vs 30% respectively).
- Positive impact of grants: There are more companies that reported a decrease in their income in the past year who have never received grants, in comparison to companies that have reported an increase in income (80% vs 56% respectively).
- Positive impact of promoting via radio, Instagram and word of mouth: There are more companies that reported an increase in their income in the past year who promote via radio, Instagram or word-of-mouth, in comparison to companies that have reported a decrease in income (38% vs 10%, 75% vs 40% and 88% vs 50% respectively).
- Negative impact of promoting via newspapers: there are more companies that reported a decrease in their income in the past year who promote via newspapers, in comparison to companies that have reported an increase in income (30% vs 19% respectively).
- Positive impact of music education in greater Victoria: there are more companies that reported an increase in their income in the past year with people that have a music degree from Greater Victoria, than the companies that reported a decrease in income in the past year (19% vs 10% respectively).

Industry: Live Music Venues

Nine of the surveyed owners/CEOs/managers were live music venue owners¹⁰ who own on average 1.3 venues.¹¹ In general, the venues in Victoria have a large capacity, with twenty-seven percent of the venues having between 301 and 1,000 people. Another 27% have a medium capacity between 81 and 300 people.¹² Most of these venues (55%) are accessible to all-ages audiences but only 36% are so for people with disabilities.

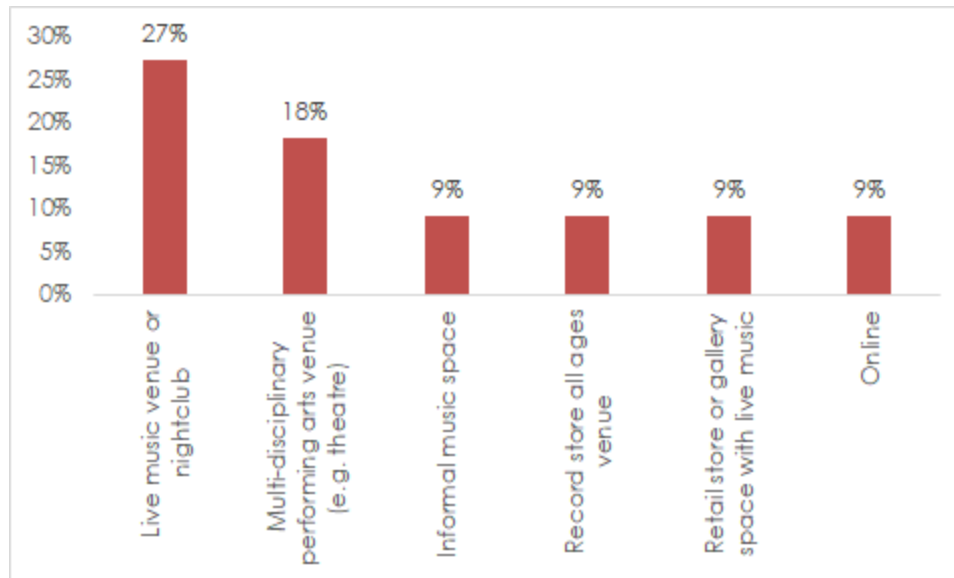
Figure 11 shows that most of the venues (27%) are live music venues or nightclubs or multi-disciplinary performing arts venues (18%).

¹⁰ Please note that this sample is fairly small and may not be fully representative of the entire population.

¹¹ Two live music venue owners provided additional information on a second venue, hence the analysis of the information is based on 11 venues.

¹² 18% of the venues have a capacity between 21 and 80 people, 9% have a capacity under 20 people and 18% of the venue owners did not provide an answer to the question.

Figure 11. Type of venues

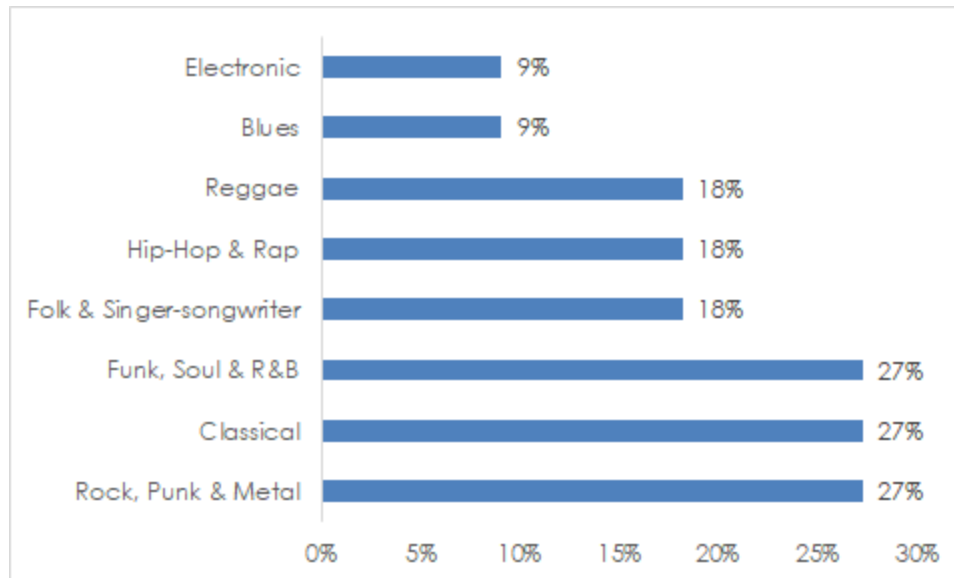


Programming for the majority of the venues (55%) is fully composed by local artists and for 9% the local artists constitute around half of the programming (the rest of venues preferred not to share the information). These performances are typically compensated as a fixed fee (by 36% of the venues) or by a percentage of the ticket/door sales (19% of venues).¹³ See Figure 12.

Additionally, the music genres most often performed in the venues are diverse, however the main ones are Rock, Punk and Metal, Classical music and Funk, Soul and R&B, played in 27% of the venues.

¹³ 27% of the venues did not share this information. 9% of venues have in-kind compensation and the remaining 9% have no compensation at all.

Figure 12. Main music genres often performed in the venues



Lastly, the main source of revenue for the venues in Victoria is related to ticket sales, constituting on average 34% of the total, followed by bar/food sales (on average 24%), 7% on average for venue rental/private events and 35% from other sources such as sponsorships.

Industry: Festivals

From the surveyed owners/CEOs/managers, eight were from music festivals¹⁴ who own on average 1.3 venues.¹⁵ In general, most of the festivals in Victoria have an attendance either between 1,000 to 5,000 people (40% of the festivals) or less than 1,000 people (other 40% of the festivals).

In their majority (80%), they charge an entrance fee and are accessible to all-ages audiences (67% of festivals) and for people with disabilities (87% of Festivals). Opposite to live music venues, festivals don't rely on local artists for their programming where 60% shared that less than half of their line-up is made up of artists from Victoria. However, the demand is mainly local audiences

¹⁴ This sample is fairly small and may not be fully representative of the entire population.

¹⁵ Some owners of companies claimed to organize more than 1 festival, and provided details for the additional festivals. The analysis for this section is based not only on the input of the first 9 festivals, but includes the additional 7 which accounts for a total of 15 festivals in the sample.

where 47% of the festivals stated that all the attendees are local fans from Victoria and for 27% of the festivals, the local audience is more than half of the total audience that attend.

Lastly, forty percent of the festivals claim they don't work with Tourism Victoria or Destination BC for the festival, but they would like to do so in the future, whilst 27% also don't do so and are not interested. 20% of the festivals already work with them.

Industry: Educators

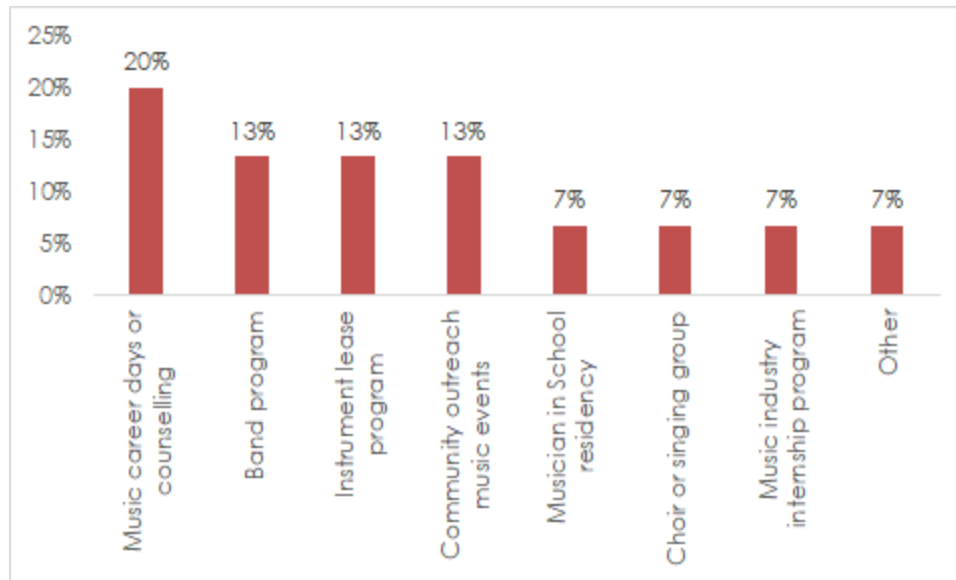
The survey also explored insights from educators or people that work with public schools in Greater Victoria. The people that mentioned being educators are represented by a sample of 15¹⁶ respondents, where 6 are employee/freelance professionals in the music industry, 4 are neither of them. These educators mostly don't work with public schools in Greater Victoria (73% of educators) and consider it very important to increase their collaboration with the music industry of Victoria.¹⁷

Figure 13 shows that they offer a variety of programs to their students. The most common program is music career days or counselling (by 20% of educators), where other popular offers are band program (by 13%), instrument lease program (by 13%) and community outreach music events (by 13%).

¹⁶ This sample is fairly small and may not be fully representative of the entire population.

¹⁷ Average score of 4.5 when asked 'How important would it be for you/your school to increase collaboration with the music industry of Victoria?'. A rating of 1 is equivalent to 'Not at all important', 2 to 'Low importance', 3 to 'Neutral', 4 to 'Important' and 5 to 'Very important'.

Figure 13. Programs offered by educators in Greater Victoria

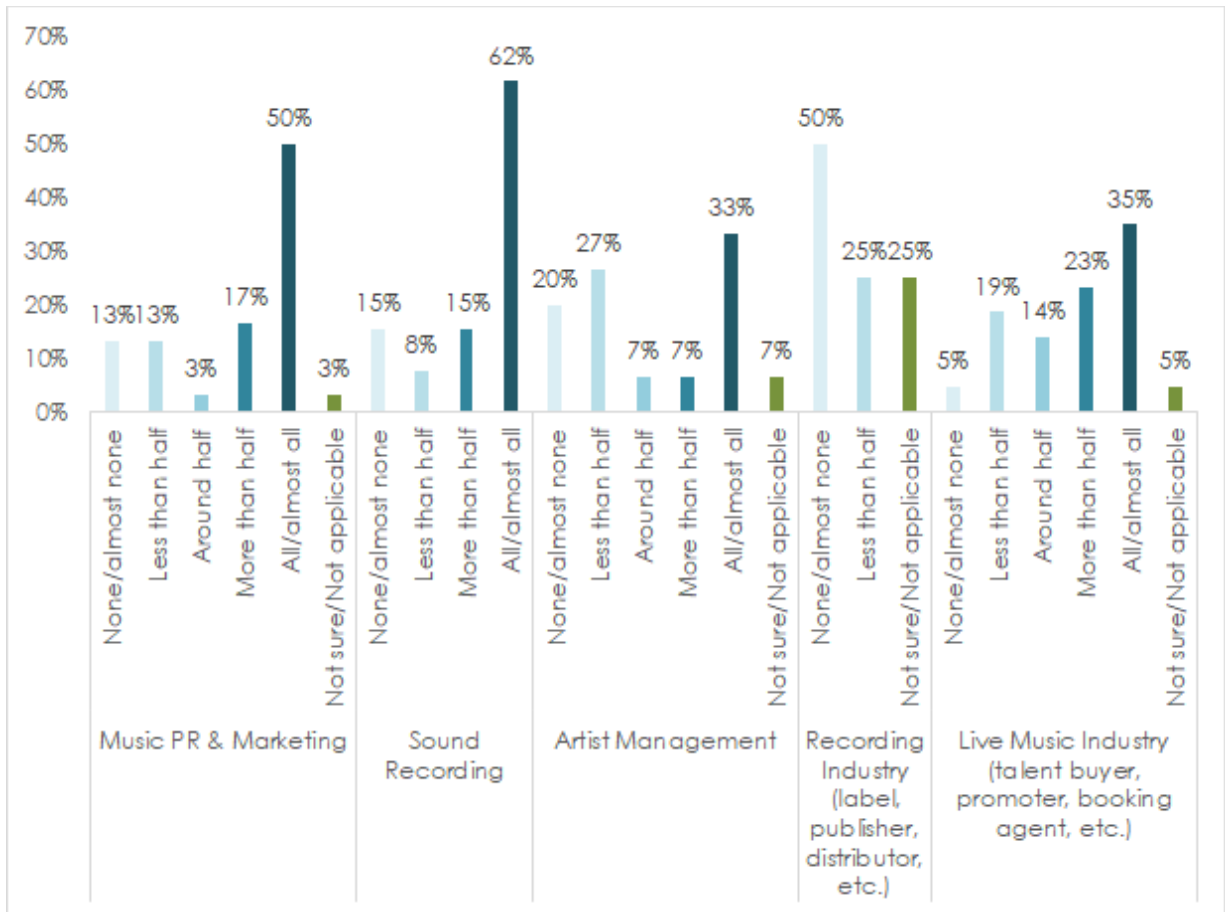


Industry: Support Business Information

The survey explored additional insights from people that have a role in the music industry who perform supporting activities to artists such as live music (43 responses), artist managers (15 responses), recording industry (such as labels, publishers, distributors or studios) (4 responses), sound recording (13 responses) and music PR and marketing (30 responses).

As Figure 14 shows, for most of the people, their clients are mainly based in Victoria, except for actors from the recording industry, where 50% of them state that none or almost none of their clients are based in Victoria.

Figure 14. Composition of clients based in Victoria, from different music industry agents



Creative: Artists Details

Findings are based on the input of 396 artists who participated in the survey,¹⁸ the majority of whom were male (63%)¹⁹, mainly non identified as LGBTQIA+ (84%), with white ethnicity (80%) and no type of disabilities (87%). Artists have a high level of education with 46% of them having attained a college degree and 19% having an after bachelor’s degree such as a master’s or

¹⁸ Please note that this sample is fairly small and may not be fully representative of the entire population.

¹⁹ 31% self-declared as female and the remaining 7% declared either as non-binary, two-spirited, preferred to self-describe or preferred not to disclose.

doctorate²⁰, however 64% of artists claimed they did not study a music-related college or university degree.²¹

There is no particular concentration of artists born in a specific decade since twenty-one percent of them were born in the 80s, 19% in the 70s, 19% in the 90s, 17% in the 50s and 14% in the 60s.

As Figure 15 shows, respondents identified mainly as singer and/or musician songwriter (42%), followed by singers and/or musician performers (including orchestra, cover act, session musician) with 39%.

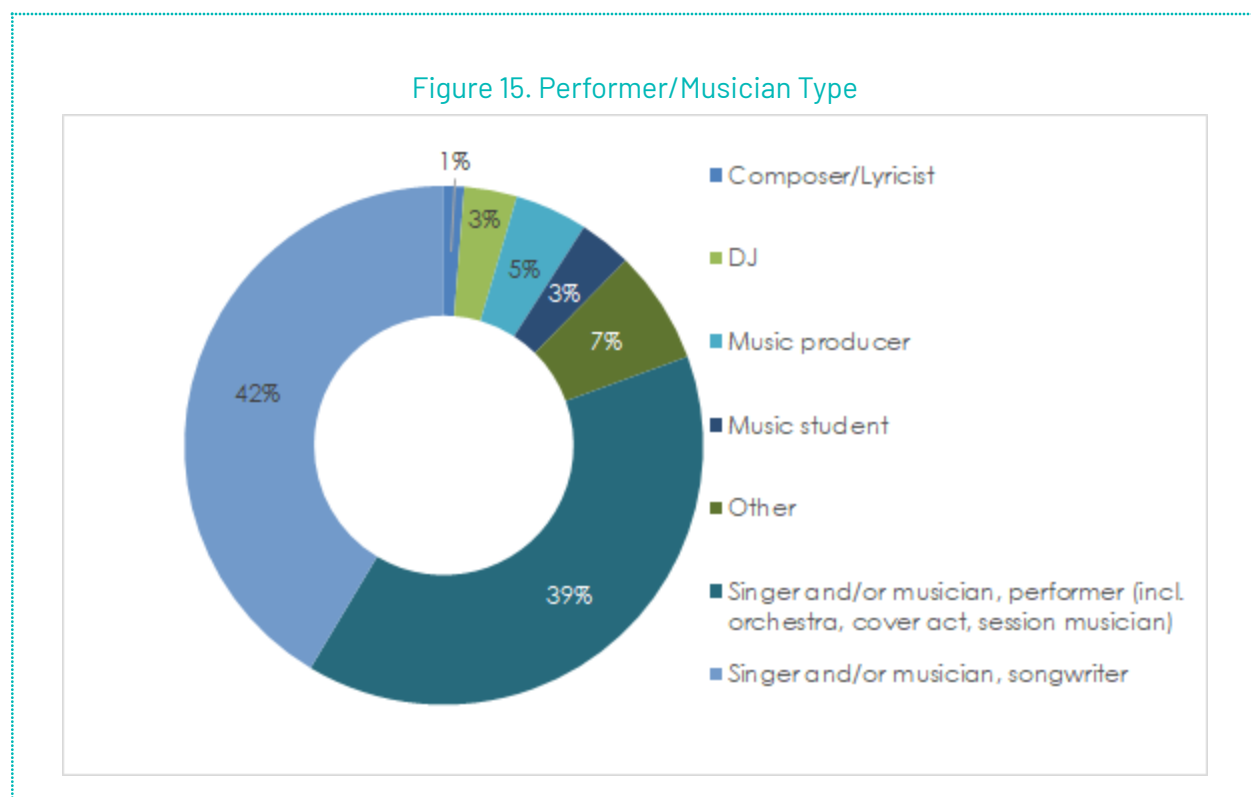


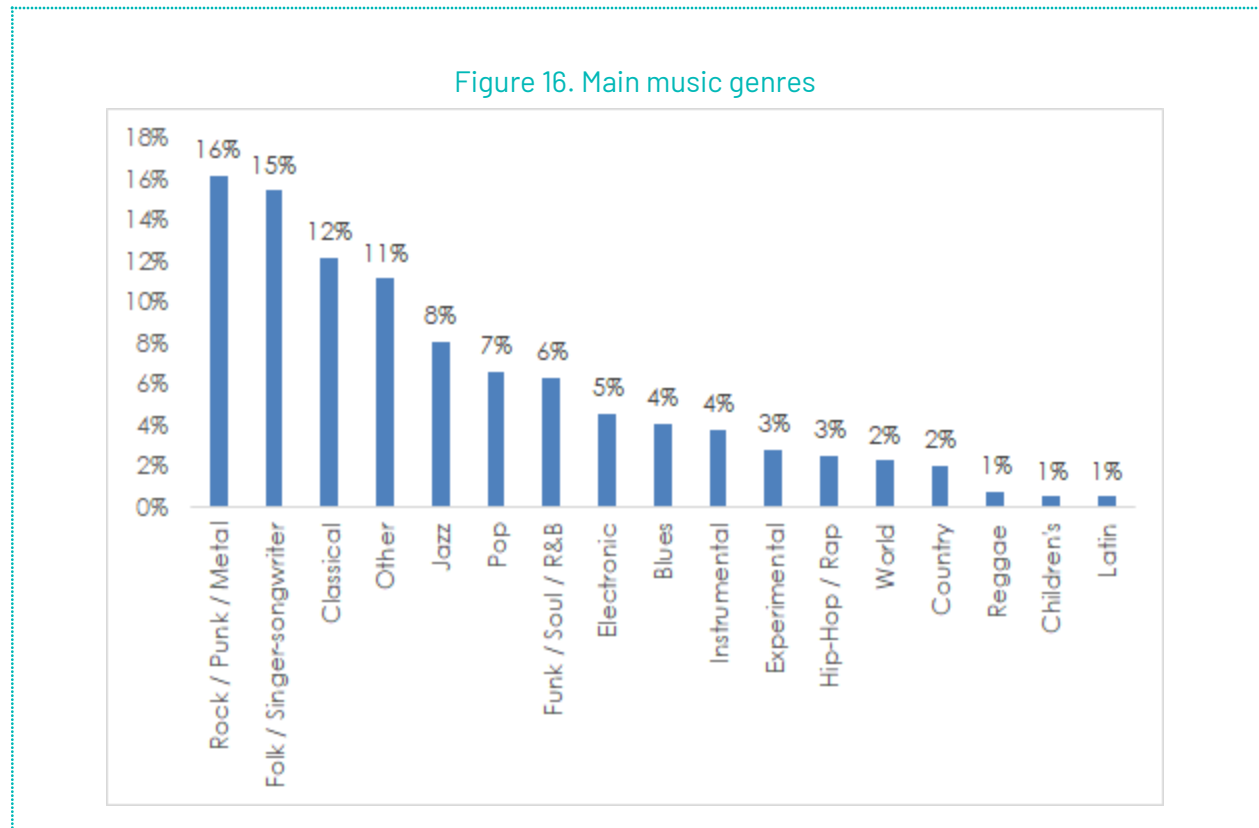
Figure 16 shows that their main music genres are Rock/Punk/Metal (16%), Folk/Singer-songwriter (15%) and Classical (12%), with the rest playing many other different genres such as jazz, pop and

²⁰ 27% of artists stated that high school is their highest level of education attained.

²¹ 23% of artists studied a music-related colleague or university degree outside of Victoria and 9% in Greater Victoria.

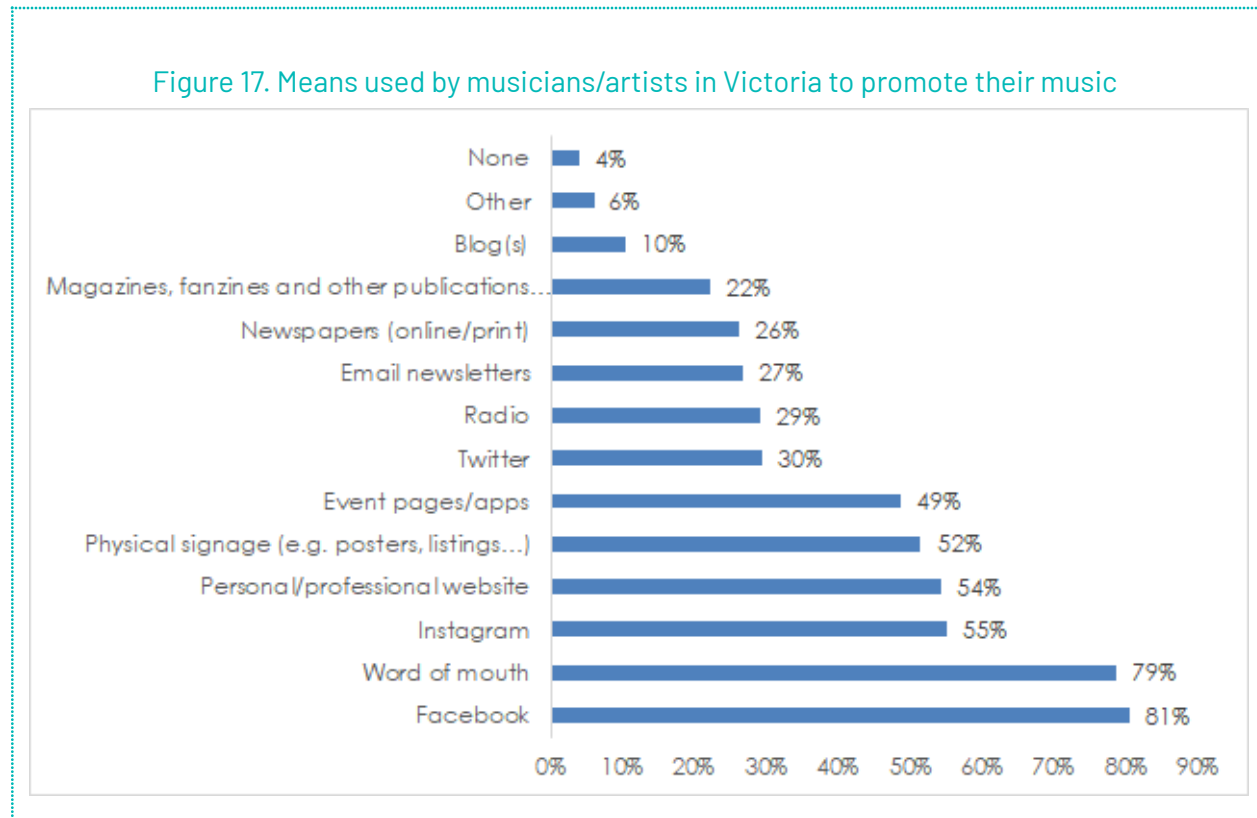
funk. This shows that the artists in Victoria are very diverse in their genre, appealing to many clusters of audience with different music tastes.

The surveyed artists have mainly performed in Victoria in the past 12 months (73%), followed by 48% who performed in British Columbia (outside Greater Victoria), 21% in Canada (outside British Columbia), 16% abroad and 15% with no performances in the past year.



Most of them (49%) define themselves as semi-professional artists, meaning they are someone who is paid from music but is not their main income, followed by 29.5% professional artists (someone who earns their living substantially from music) and 21.5% amateurs (not usually paid for music work). This classification is in line with the time they dedicate to music during the week, where 55% work part-time (8-29 hours per week) in music related activities, only 22% do it full time, and remaining 22% less than 8 hours per week.

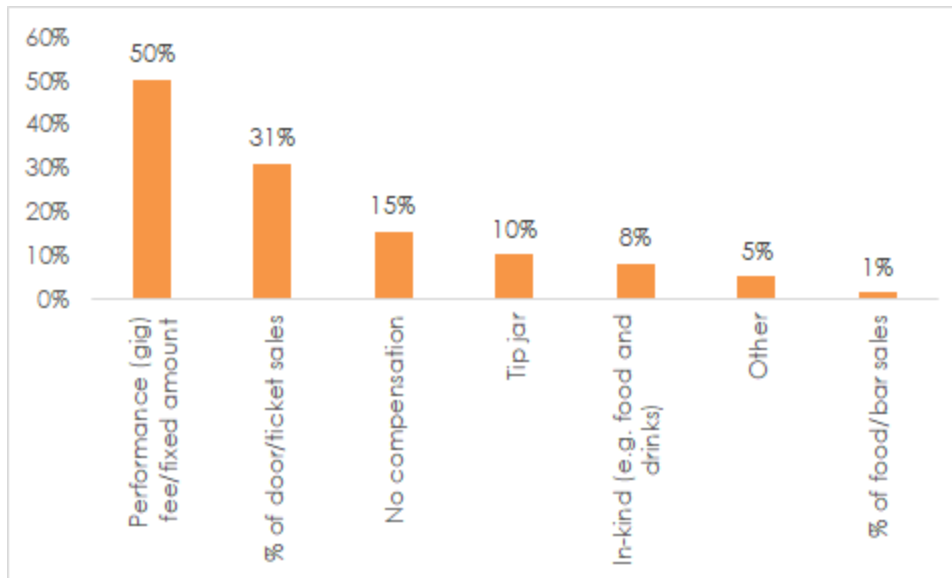
Similar to workers and organizations in the music industry, the musicians/artists also make use of a wide variety of means to promote their music. As Figure 17 shows, also for them the main means are Facebook (by 81%) and word of mouth (by 79%).



As Figure 18 shows, the two main means of compensation for artists' in Victoria are via a performance (gig) fee/fixed amount (50%), followed by 31% via a percentage of the door/ticket sales. However, 15% don't have any form of compensation and an additional 10% and 8% either depend on the tips provided by the audience or have in-kind compensation respectively. This again, is in line with the level of professionalization of artists where 21.5% are amateurs, hence they are usually not paid for their music work.

This can also be the reason why 2.9 is the average level of satisfaction with pay rates at their shows in Victoria in the past 12 months (1 being very dissatisfied and 5 very satisfied), showing that artists are neutral towards their compensation satisfaction.

Figure 18. Main means of compensation for shows in Victoria in the past 12 months

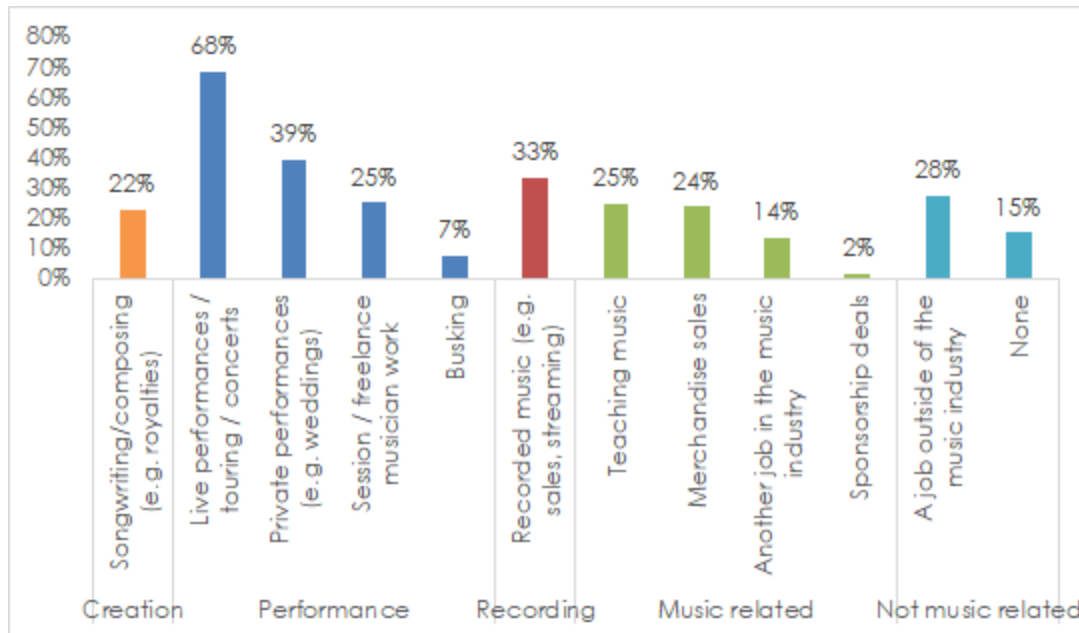


In addition to the above mentioned means of compensation per show, artists also have other sources of income that can be related to the creation/composition of music, performance, recording, other sources related to music or sources not related to music (see Figure 19).

Most of the income for artists in Victoria comes from live performance, where sixty-eight percent of artists stated that live performances/touring/concerts is one of their sources of income, 39% mentioned private performances such as weddings and 25% from session/freelance musician work. Another relevant source is the income derived from the sale of the recorded music with one third of artists having income from sales of their recorded music or streaming. Other music related income comes from teaching music, with 25% of artists teaching music and 24% receiving income from merchandising sales.

As it would be expected from the professionalization/time dedication to music of the artists in Victoria, almost one fourth of the artists have a job outside the music industry.

Figure 19. Sources of income for artists in Victoria in the past 12 months



When analyzing support systems, most of the performers (83%) have a place to rehearse, with 54% of them doing so at their own home or garage, 27% in a rehearsal space they rented/own/share and 2% at a storage facility. The remaining 15% don't have a place to rehearse. They claim that the main reason behind it is that rehearsal spaces available are too expensive.

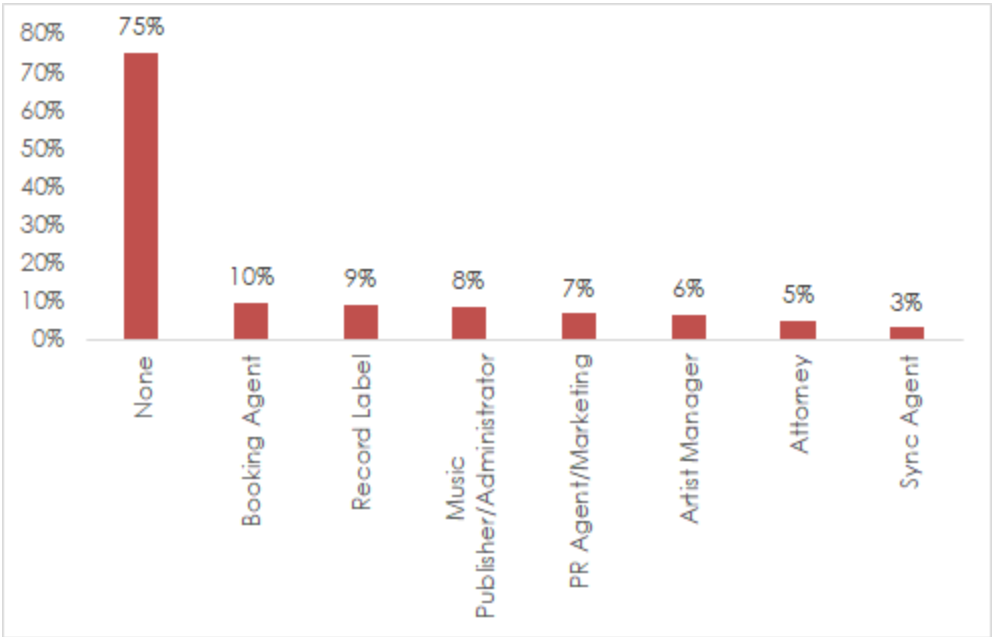
With regard to recording capabilities, 49% of artists recorded music in Victoria in the past 12 months, 17% did so in British Columbia (outside Victoria), 7% in Canada (outside British Columbia) and 5% did so abroad. However, more than a third of artists (35%) didn't record any music. For the ones that did record, mainly did it in a house studio (54%), 28% in a professional recording studio and 18% in a project studio.

In addition, the most common business relationships that performers/musicians in Victoria have with other industry agents (Figure 20) are booking agents (10%), record label (9%), music publisher/administrator (8%) and PR agent/marketing (7%). These stakeholders are mainly not based in Victoria.

It is notable that more than half (75%) don't have any business relationships with any other industry agents. This could be due to the fact that only 29.5% of the artists define themselves as

professional artists, hence don't reach out for additional support to other stakeholders to professionalize their music activities. What's more, this finding is aligned with the lack of music business education and soft industry infrastructure we identified during the round table conversations.

Figure 20. Performers/Musician Business Relationships with Other Industry Agents



Nevertheless, on average, artists find it important for them to collaborate and increase their network with other musicians and the music industry in Victoria as well with professionals and organizations outside the music industry in Victoria.²²

In terms of the support they receive from the Government, 75% of the musicians/artists in Victoria have never received any grant for their music activities. They argue that the main reasons for this are that they are unaware of the incentives that are available for them (stated by 37%), that they

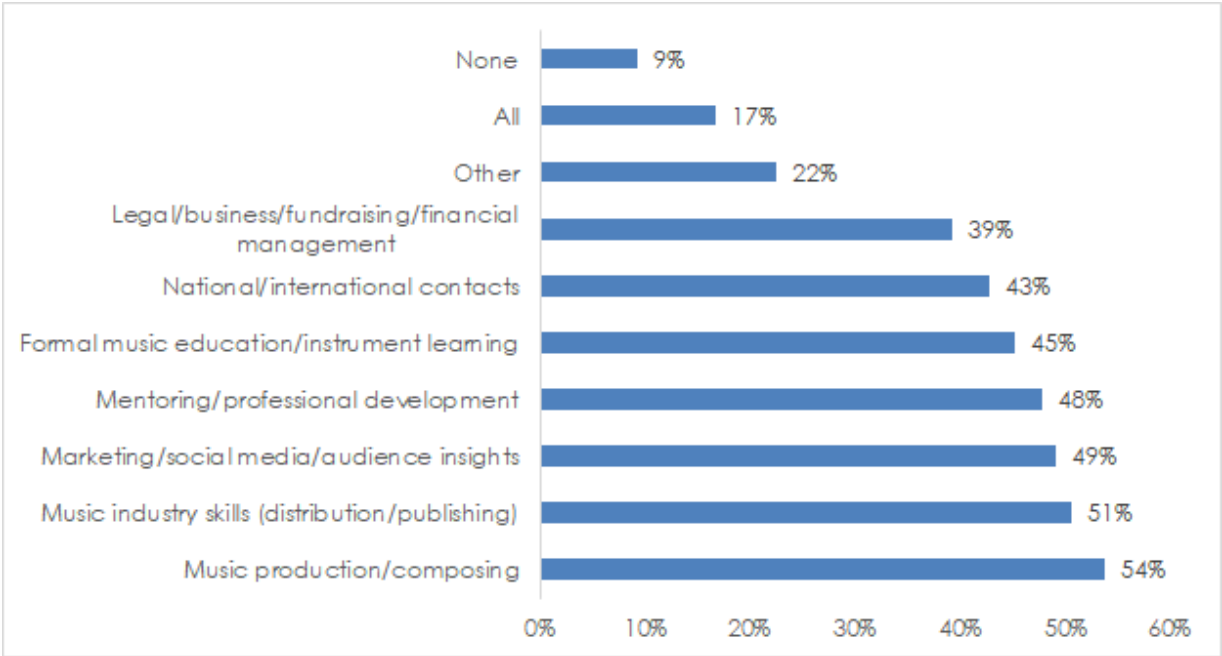
²² Average score of 4.1 and 3.8 when asked 'How important is it for you to collaborate and network more with other musicians and the music industry in Victoria' and 'How important is it for you to collaborate and network more with professionals and organizations outside the music industry in Victoria'. A rating of 1 is equivalent to 'Not at all important', 2 to 'Low importance', 3 to 'Neutral', 4 to 'Important' and 5 to 'Very important'.

apply but didn't get the grant (by 21%, that the application process was too complicated (by 17%) or they are not interested (by 16%).

For tax rebates, the use is even less, where no artist/musician surveyed has ever benefited from one, mentioning the only reason for this is because they don't know what incentives are available for them. This, same as in the case of music industry workers/organizations, is an opportunity for the government to generate more education/awareness on the current grants and tax rebates available for artists.

Finally, Victoria's artists are interested in improving a wide set of skills related to several areas in the music sector (see Figure 21). The main one is music production and composing with 48% of artists interested in improving their existing skills in the area. Other popular mentions were music industry skills such as distribution and publishing (51%), marketing/social media and audience insights (49%), mentoring and professional development (48%), formal music education and instrument learning (45%) and national and international contacts (43%).

Figure 21. Main Skills that Performers/Musicians are Interested in Improving

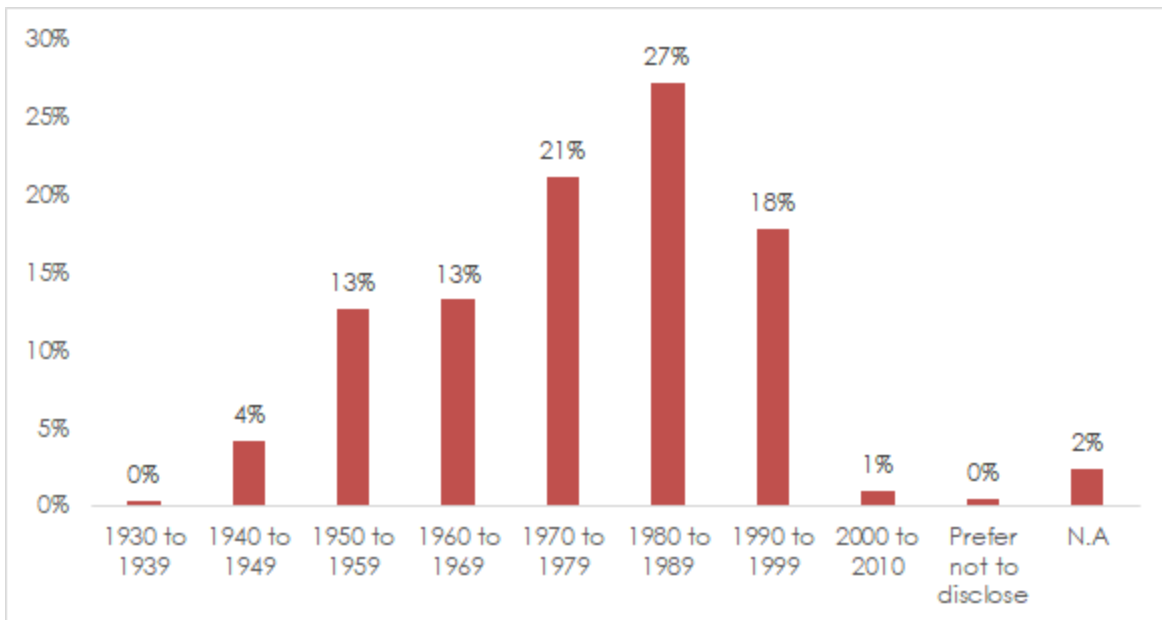


Audience: Music Audience Details

Victoria’s music audience information was collected by inquiring 968 music fans in Victoria. The surveyed audience is mainly composed of females (67%), identified as non-LGBTQIA+ (80%). The majority has no disability (85%) and has white ethnicity (83%). Most of them have a high level of education with 52% having a college degree, 20% after bachelor’s degree (master’s or doctorate) and 21% being high school graduates.

Figure 22 shows that the music audience is slightly aging. Even though there are mainly people born in the 80s (27%), there are 21% of people who were born in the 70s, 13% born in the 60s and another 13% in the 50s. Only 18% of them represent the younger generation of people born in the 90s.

Figure 22. Decade of birth of the music audience in Victoria



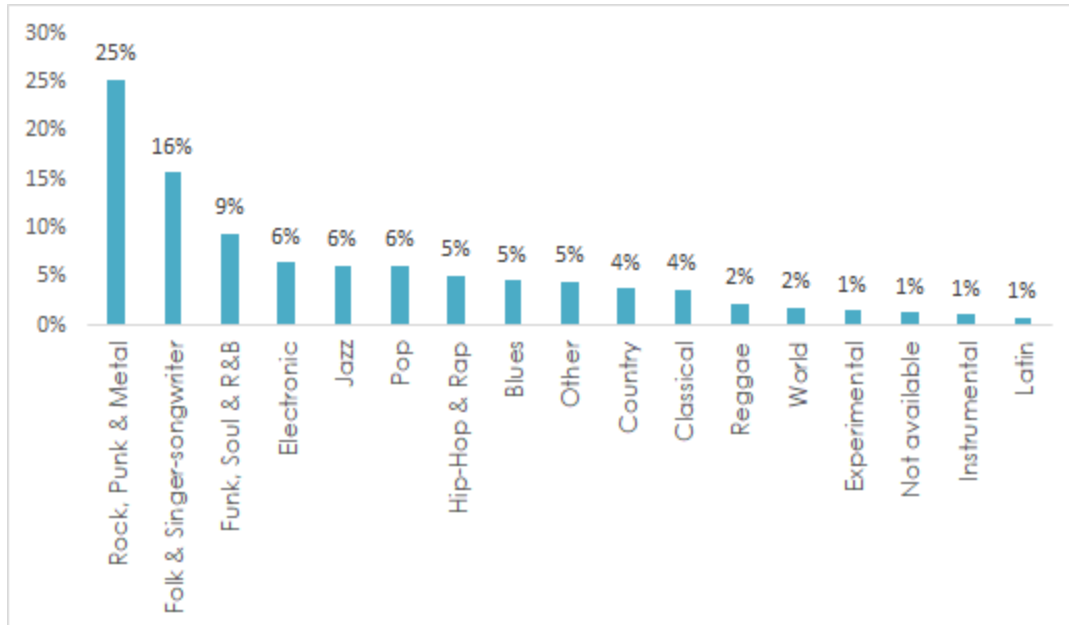
It is important to note that industry professionals (workers/organizations) and artists were also given the opportunity to respond to this section as “fans.” Two-hundred forty-five

artists/musicians and 90 music industry workers/organizations responded. As a result, the following findings are based on the input of a total of 1,303 people.

Most of the music fans/audience are not musically active (46%), meaning they don't sing, play an instrument, give lessons or organize events. Only 22% sing or play an instrument. Nevertheless, they enjoy a wide range of music, where the favourite genre is rock/punk/metal, with twenty-five percent of people stating this is their favourite genre. Another favourite is folk & singer-songwriter (16% of the respondents) and funk, soul and R&B with 9%.

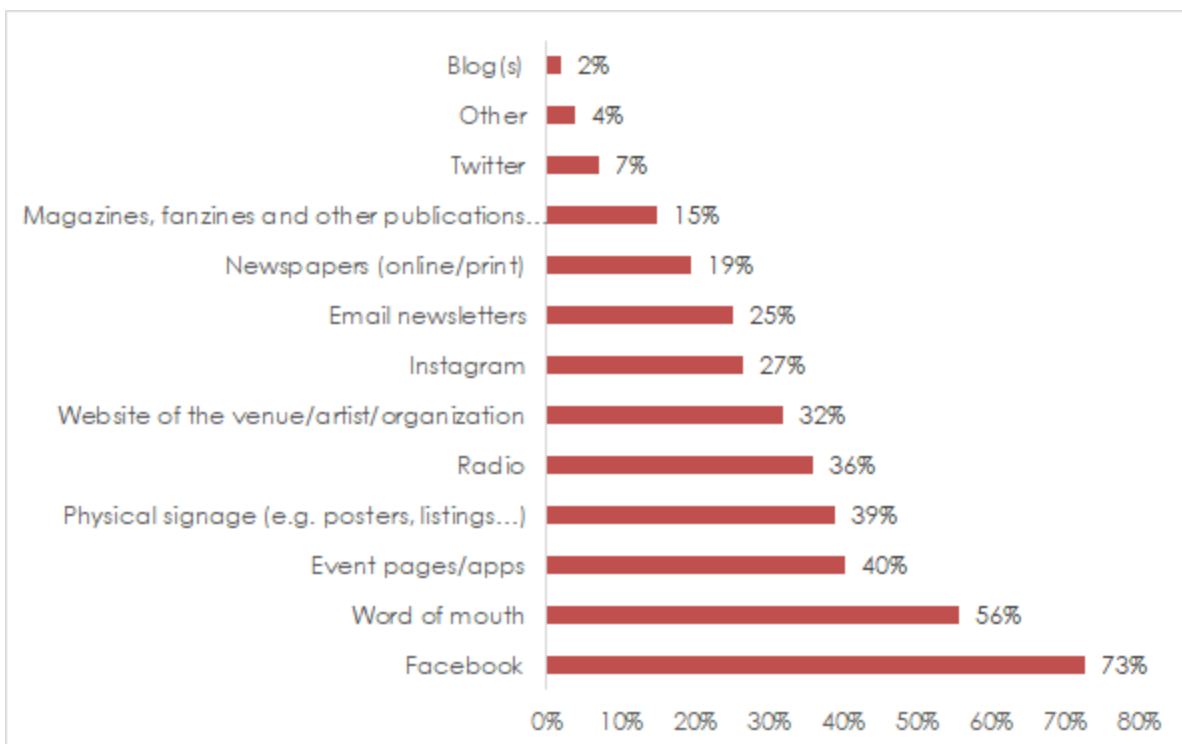
This music preference or demand is in line with the music offering of artists in Victoria, where rock/punk/metal and folk/singer-songwriter are in the top two of genres played by them (see Figure 16) and also matching the music venues offering where rock/punk/metal, funk/soul/R&B and folk & singer-songwriter are in the top 4 genres most often played in music venues in Victoria (see Figure 12).

Figure 23. Favourite music genres of the music audience in Victoria



The main media where the audience in Victoria generally finds about the shows from artists that play above genres correspond to the same main media used by the artists and music industry workers/organizations. Figure 24 shows this, where Facebook, word of mouth, event pages/apps and physical signage are the four main media used with 73%, 56%, 40% and 39% of the audience stating so respectively. In addition, the audience doesn't have a strong opinion towards the level of difficulty to find about music news and activities in Victoria, stating that they are neutral in general towards it being difficult or easy.²³

Figure 24. Main channels where the audience finds about music news and activities in Victoria



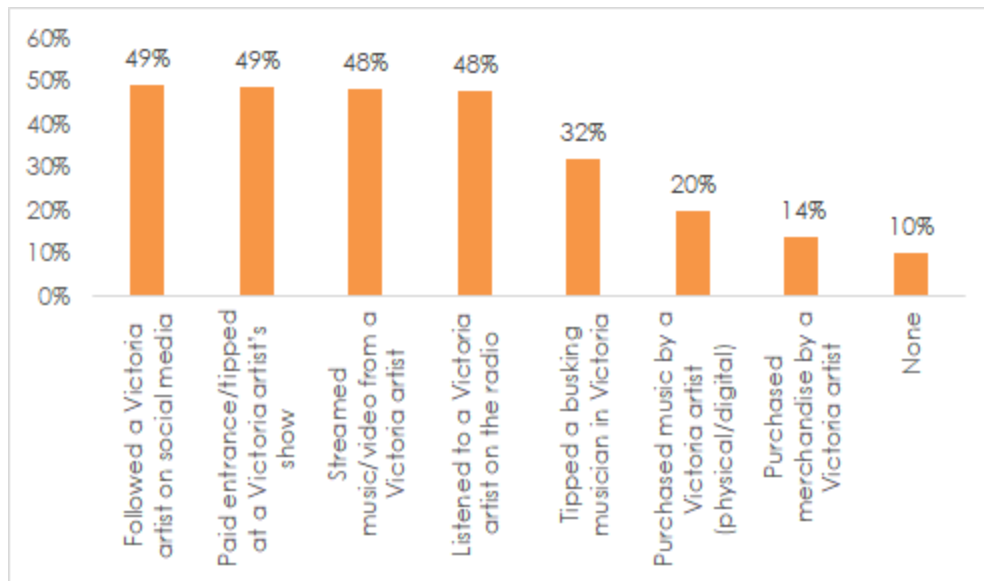
Is important to note that the audience states being interested in music by artists from Victoria, showing appreciation for local talent.²⁴ Fans show their interest by actively following local artists on social media (49% of the audience), paying entrances/tipping at a show from a local artist (by

²³ Average score of 3.4 when asked 'Is it easy to find out about music news and activities in Victoria?'. A rating of 1 is equivalent to 'Very Difficult', 2 to 'Difficult', 3 to 'Neutral', 4 to 'Easy' and 5 to 'Very easy'.

²⁴ Average score of 4.0 when asked 'Are you interested in music by artists from Victoria?'. A rating of 1 is equivalent to 'Very uninterested', 2 to 'Uninterested', 3 to 'Neither interested nor uninterested', 4 to 'Interested' and 5 to 'Very interested'.

49%), streaming music or videos from a Victoria artist (by 48%) and listening to an artist from Victoria on the radio (by 48%) (see Figure 25).

Figure 25. Activities done by the audience which involve local Victoria artists, in the past 6 months



However, as seen in Figure 26, the frequency of attendance to shows in Victoria is mainly once every couple of months (31% of the audience) or once or twice a year (by 22%). This is an opportunity for artists and organizations to target these individuals towards increasing the frequency of attendance towards once a month (as already 19% of the audience does), multiple times per month (as 18% do already) or once or more per week (as only 5% does).

The attendance to shows in Vancouver is even lower, where 55% of the audience goes to a show once or twice a year and 26% never goes. Only 12% attend once every couple of months.

Figure 26. Frequency in which the audience attends a show in Victoria and Vancouver

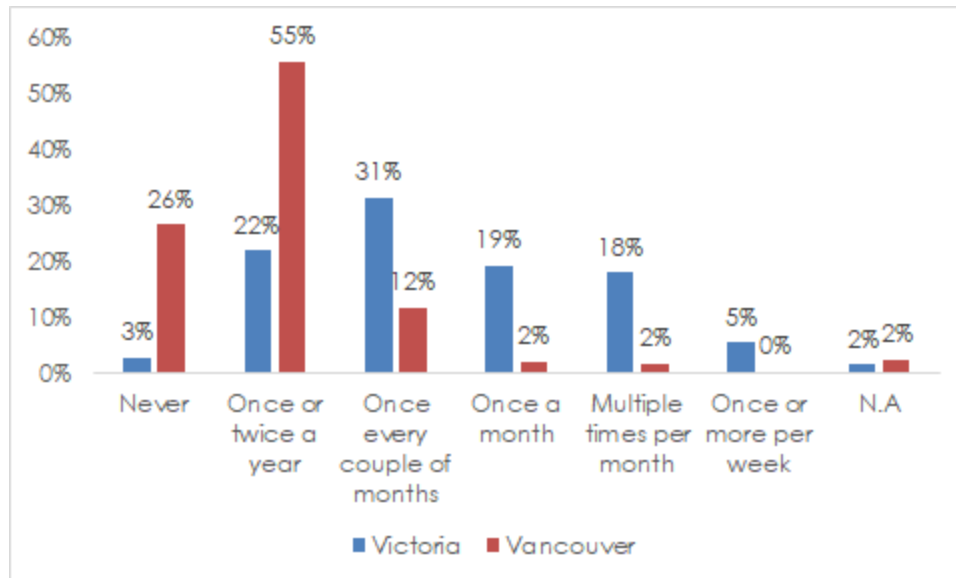
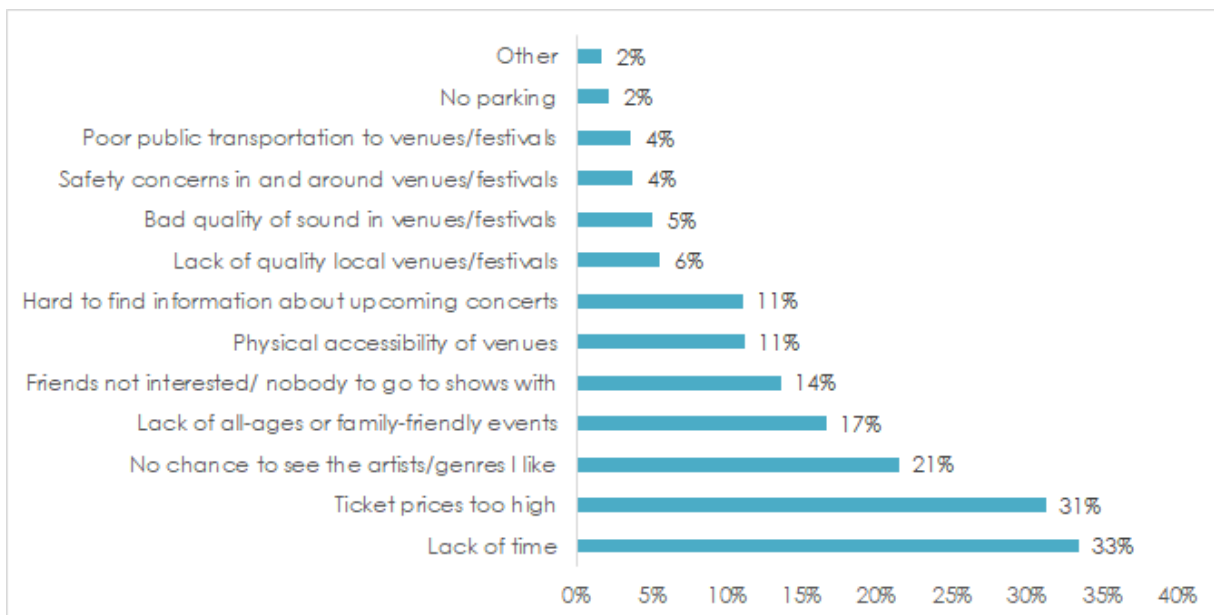


Figure 27 shows that the reasoning behind people not attending more live music shows is mainly driven by the lack of time people have (stated by 33% of the audience), and the high prices of tickets (by 31% of the audience). These two underlying factors can be the target objectives of artists and music organizations to ensure more audience participation. This means that artists and music organizations can focus their efforts in analyzing pricing structures towards lower pricing and luring audiences via marketing strategies to exchange the time they spend in other activities, towards spending it in attending live music events.

In addition, 17% of the audience mentioned that there is a lack of all-ages or family-friendly events, which aligns with the statement from music industry representatives who claim that regulations that make live music less accessible for all-ages audiences are among the top regulatory challenges for the music ecosystem sustainability (see Figure 29).

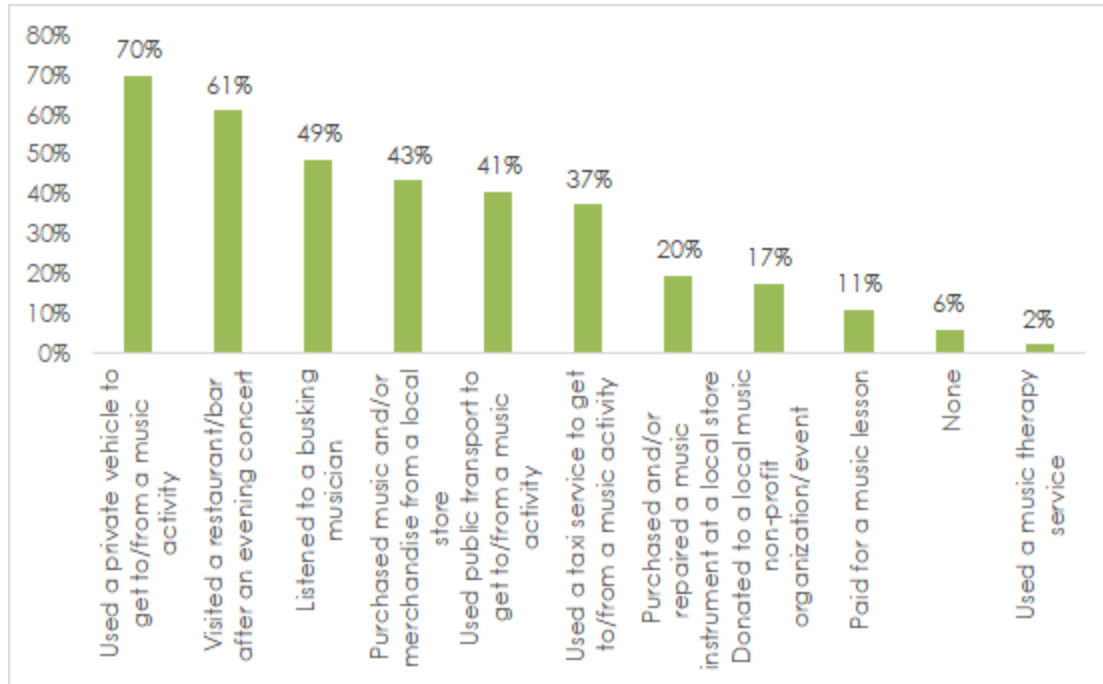
Figure 27. Reasons why the audience in Victoria doesn't attend to live music performances more frequently



Lastly, it is important to show the interaction that the local audience in Victoria has with other surrounding services and activities that support the local music ecosystem. Figure 28 shows that private transportation is the preferred means to reach a music event (70% of the audience stated so, vs. 41% who used public transportation or 37% who used a taxi service). In addition, the audience does generate an indirect economic benefit to restaurants or bars since 60% have visited them after an evening concert.

In addition, a high percentage of the audience (49%) listened to a busking musician and 43% purchased music and/or merchandise from a local store, confirming the high engagement of the local audience with local artists (same as seen in Figure 25).

Figure 28. Services/activities used or done by the audience in Victoria in the last 6 months



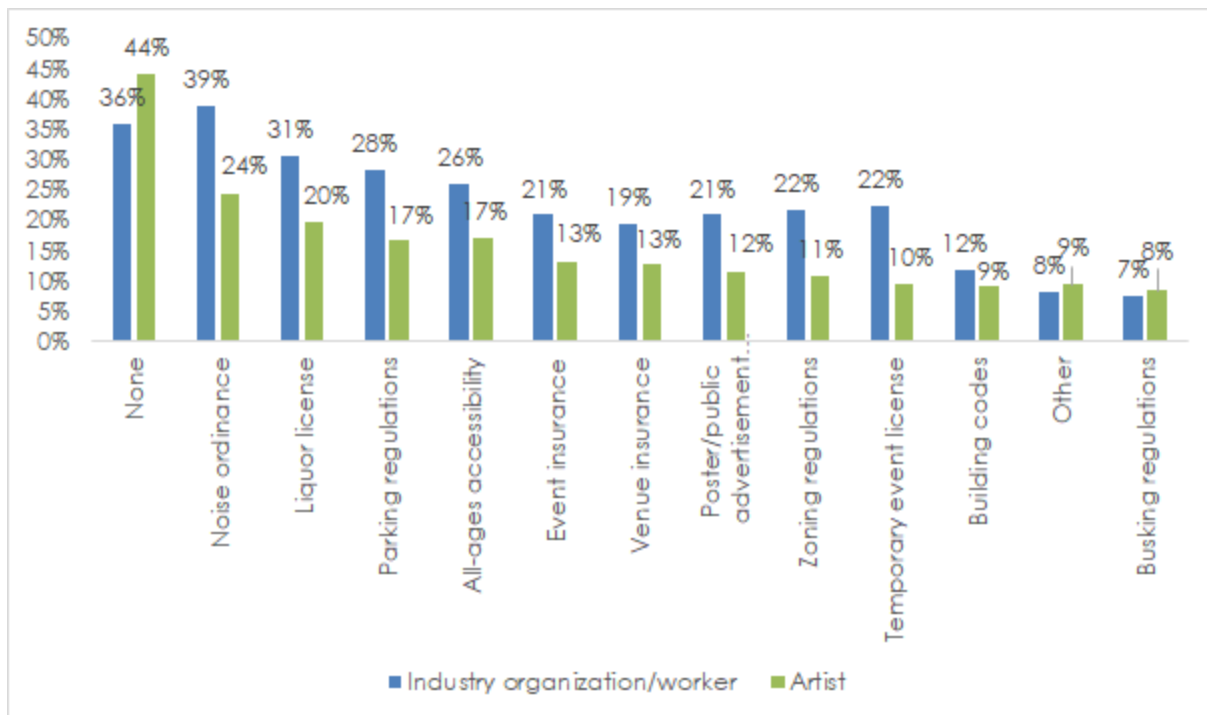
Perceptions and Ratings of Victoria's Music Ecosystem

We asked all survey participants about their professional opinion related to Victoria's music ecosystem and the level of importance they perceive on some of them. These ratings provide insights on which areas are most relevant to improve or focus efforts on.

Feedback of artists and music industry workers/organizations

Figure 29 shows that both artists and the music industry organizations/workers in Victoria have a similar perspective on which policies or regulations have negatively impacted their activities. The three main policies/regulations that have generated such impact are the noise ordinance, liquor licenses and the all-ages accessibility.

Figure 29. Impact for artists and workers in the music industry, by regulations and policies

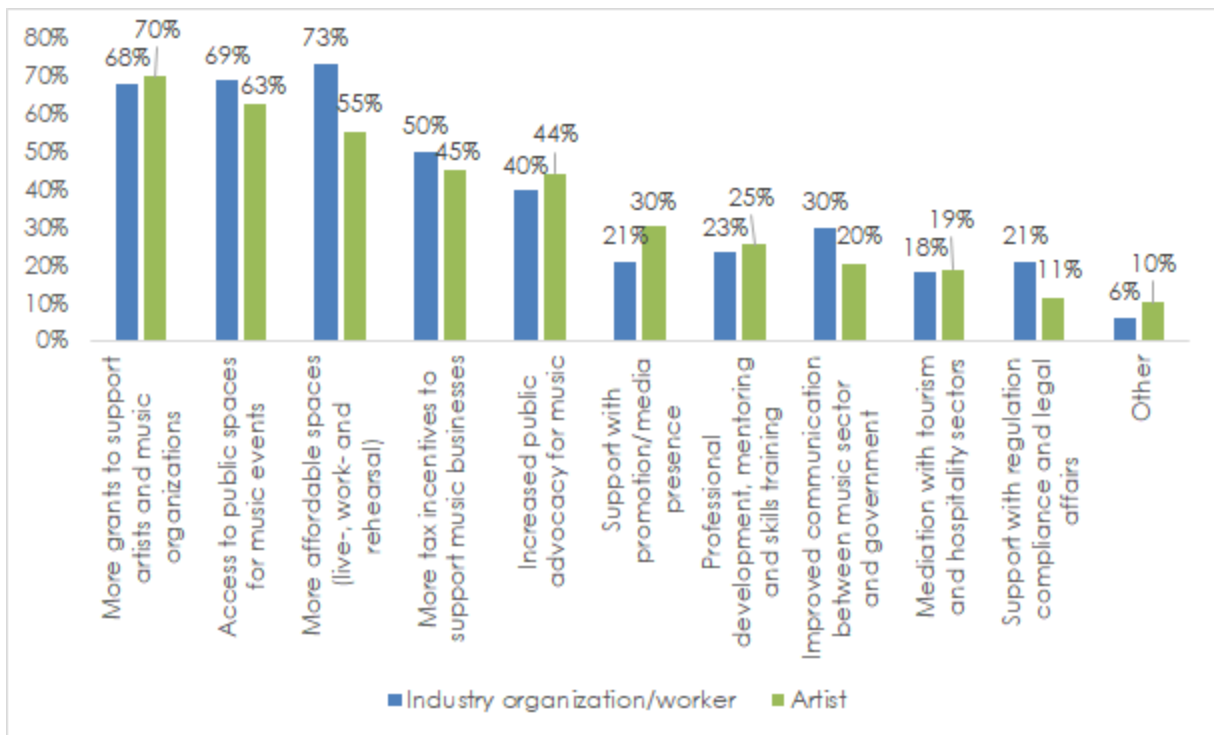


Based on the above it would be reasonable for them to expect prioritization by the Government in making adjustments on these regulations to ensure they increase their benefit. However, Figure 30 shows that both artists and music industry organizations/workers have different top three priorities, where they would like government support.

The first advocates for more grants to support artists and music organizations, the second is to ensure access to public spaces for music events and third, to have more affordable spaces to live, work and rehearse. Other two areas of improvement that could be impacted by policy making is to provide more tax incentives to support music business and increase public advocacy for music.

Regarding the first and fourth priority, as seen in the characterization both of artists and music industry workers/organizations, most of them have never received any grant or tax rebate, hence, as advised previously, there could be an effort made by the government to educate/clarify to them what are the suitable options for them, or create new avenues for funding support.

Figure 30. Music Industry workers/organizations and artists prioritization on policies



In addition, Figure 31 shows that both segments have a high level of empathy towards a diverse music ecosystem. Both rate as very important that Victoria City government and other stakeholders, publicly champion all genres of local music. Moreover, they also consider that music leaders are inclusive, diverse and equitable for all music genres and backgrounds. It will be important then to ensure that policies formalize this sentiment.

Both segments also consider it important to have access to a wider range of skills and education in several areas such as creative development (e.g. instrument learning, jamming, producing) and industry development (e.g. trends, marketing, export, networking). These skills, according to Figure 13 are not being currently widely offered by music educators in Victoria which is an opportunity for them to include as part of their curriculum/offer.

Figure 31. Level of importance that artists and Music Industry workers/organizations give to some aspects in Victoria’s music ecosystem (1 = ‘not at all important’ and 5 = ‘very important’)

How important is it to you...	Industry organization / worker	Artist	Overall	Priority
That Victoria City government and others in power publicly champion all genres of local music	4.47	4.55	Very important	1
That support for music in Victoria by the government and others in power is equitable for all music genres and backgrounds (e.g. ethnicity, gender, LGBTQIA+, age, experience, abilities)	4.27	4.29	Important	2
That music leadership and advocacy groups in Victoria are inclusive and diverse (e.g. ethnicity, gender, LGBTQIA+, age, experience, abilities)	4.22	4.22	Important	3
To access more music-related education and professional opportunities in Victoria on Industry development (e.g. trends, marketing, export, networking)	3.85	3.72	Important	4
To access more music-related education and professional opportunities in Victoria on Creative development (e.g. instrument learning, jamming, producing)	3.58	3.70	Important	5

Feedback of Victoria’s Music Audience

We also asked Victoria’s music audience about their perception of various aspects of the local music ecosystem. Figure 32 divides the various aspects into areas to improve (due to their lower ratings), the aspects to keep in the radar since they can be better (due to their neutral rating) and areas to maintain (due to their higher ratings). In general, the audience has an overall neutral

rating, with no aspect being rated as poor or very poor. However, the findings show that there are some opportunities to improve.

For instance, parking capacity around venues/festivals is one key aspect since, as previously mentioned (in Figure 28), the use of private cars is the main means of transportation used by music fans. If they don't find suitable parking, this will become a relevant blocking factor for them to go. Currently, parking is not a relevant limitation factor for the audience since only 2% of people state that they don't go to music performances due to poor parking (see Figure 27), but it could become more relevant with time.

Another factor with lower ratings is the presence of music by Victoria artists in non-music events such as sports and community events. This rating shows that audiences value the engagement of artists with the rest of the community, this is a hint for artists to become more socially active and diversify the levels of engagement not only via the traditional and digital platforms they are currently using to promote their music, but also by participating actively within the local community. This can also impact the factor of visibility of Victoria music talent, currently rated with 3.24.

Furthermore, making available more music education in schools can be a factor that has an opportunity to improve (currently rated with 3.09). As seen in the characterization of the audience, very few fans are musically active, which could be having an impact on their low levels of frequency of attendance to live music performances. Schools could then develop new strategies towards music taste development from early ages, educating the future music audience.

Figure 32. Audience Ratings of Victoria's Music Ecosystem

(1 = 'very poor' and 5 = 'very good')

How would you rate the following parts of Victoria's music ecosystem?	PEST Factor	Average Rating
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	(Political, Economic, Social, Technological)	
Lower ratings (below 3.0) ²⁵	PEST	Average Rating
Parking capacity around venues/festivals	E	2.81
Presence of music by Victoria artists in non-music events (sports, community, etc.)	S	2.85
Neutral ratings (between 3.0 and 3.4)	PEST	Average Rating
Availability of music education in schools	P	3.09
Music opportunities for young people	E	3.13
Opportunities for night/late night dining	E	3.17
Visibility of Victoria music talent	S	3.24
Reputation of Victoria as a music place	S	3.38
Higher ratings (above 3.5)	PEST	Average Rating
Physical accessibility of venues/festivals	T	3.50
Diversity and inclusiveness in the music community	S	3.53
Sound quality of music venues/festivals	T	3.62
Safety around venues/festivals	P	3.82
Safety in venues/festivals	T	3.99

These findings demonstrate that even though the audience perceives a generally average music ecosystem with an overall rating of 3.34 (Neutral)²⁶, there are some opportunities to improve not only by the supporting stakeholders such as the government, via funding opportunities, but also by the artists and music industry workers/organizations themselves.

²⁵ Both lower ratings tend to neutral opinions but are the two lowest scores and are below 3.0 'Neutral'.

²⁶ Average value of all the factors. Each factor was given the same weight.