

Victoria Music Strategy Implementation Framework

This Strategy provides recommendations for 27 Action items over the next 5 years. Council’s adoption of the Strategy represents agreement in principle, but is not a commitment to spend. Specific financial decisions are made by Council as part of the financial planning process. This section includes timelines for the recommended actions.

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| Short-Term (0-2 years) | These are Action Items that were identified as priority items during our engagement process and which can be started within this timeframe. |
| Medium-Term (2-4 years) | These are Action Items that can be considered for future funding opportunities as identified, and continue to progress the priority items. |
| Long-Term (3-5 years) | These are Action Items that represent longer term objectives which may or may not require additional funding opportunities. |

Strategic Priority 1 - Connecting People and Spaces: Create space for music

Actions

Timeline to Begin

1. Support community proposals for a Performance Hub concept.

Short-Term

2. Prioritize the Ship Point Master Plan and Centennial Square Action Plan.

Medium-Term

3. Maximize underutilized spaces to provide affordable and accessible rehearsal, performance and recording space.

Medium-Term

4. Improve event amenities such as electrical and water access at key parks and outdoor open spaces.

Long-Term

5. Increase access for underrepresented communities at City venues including but not limited to the McPherson Playhouse, Centennial Square and the Cameron Bandshell in Beacon Hill Park.

Medium-Term

6. Remove operational policy barriers from the Cameron Bandshell permit application process.

Long-Term

7. Explore policy to encourage the City to work with senior government, community and business partners to identify, protect and conserve the exterior and/or interiors of venues with significant cultural heritage value.

Long-Term

8. Ensure no net loss of cultural space due to redevelopment to ensure artists and arts organizations are not displaced from the downtown core.

Medium-Term

9. Continue to advocate and identify artists for affordable housing initiatives and explore live/work spaces as part of redevelopment applications.

Medium-Term

Strategic Priority 2 - Nurture the Talent: Support musicians and music organizations

Actions

Timeline to Begin

10. Expand opportunities for Indigenous led music programs, all age and youth programming in publicly accessible spaces.

Short-Term

11. Establish a Victoria Music Fund to support Victoria-based musicians, with particular emphasis on Indigenous Peoples and Equity-Seeking Communities.

Long-Term

12. Dedicate staff resources to implement the Victoria Music Strategy and establish a one-stop shop for Music inquiries. Position existing staff as the go to for music related inquiries, navigate City processes, act as an internal ambassador for music within the City.

Short-Term

13. Improve access to information through City communication channels including web and social media for music related inquiries including streamlining event permits and information about available public spaces for events.

Medium-Term

14. Produce an annual Music Symposium in partnership with the sector to provide professional development and capacity building workshops, networking and mentorship opportunities to build relationships in the music community.

Short-Term

15. Explore opportunities to establish partnerships with other Music City leaders including Seattle and Vancouver Music Offices for artist exchanges, residencies and symposiums.

Medium-Term

Strategic Priority 3 - Grow the Audience: Everyday Musical Encounters

Actions

Timeline to Begin

16. Increase music programming budget and the busker licensing program to expand music in publicly accessible places.

Short-Term

17. Develop a City of Victoria Arts, Culture and Events E-Newsletter to promote opportunities, events and celebrate the arts scene.

Short-Term

18. Work with business and tourism partners to program music in retail, transit hubs (airport, ferry terminal, bus terminal) and key attractions to showcase local talent.

Short-Term

19. Create a summer playlist and distribute to business and tourism partners to promote local artists and bands.

Short-Term

20. Work with other City Departments to integrate music into existing City programs and initiatives e.g. music concerts at summer camps, music at engagement and protocol events etc.

Medium-Term

Strategic Priority 4 - Creative License: Create Music Friendly Policies and Regulations

Actions

Timeline to Begin

21. Explore the creation of an entertainment district to enable a thriving live music scene in downtown Victoria which could include:

Long-Term

21.a Agent of Change principal

Medium-Term

21.b Enhanced business and liquor licensing

Medium-Term

21.c Streamline permits and licenses for music activity to reduce barriers for live music venues to operate

Medium-Term

21.d Explore the development of a Musician Loading Parking Permit

Short-Term

21.e Review current Noise Bylaw.

Short-Term

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

Medium-Term

23. Advance Late Night Economy policy directions that improve Live Music Systems and enhance vibrancy in the core. This may include but not limited to the review of liquor and business licensing, extended venue hours and other public safety measures that can support the music sector. It may also include advocating BC Transit to expand late night bus service.

Medium-Term

Strategic Priority 5 - Be-Future Ready: Music Innovation and the Creative Economy

Actions

Timeline to Begin

24. 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.

Long-Term

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

Long-Term

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

Short-Term

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

Short-Term