



1



2

PURPOSE

To seek Council approval of the Victoria Music Strategy and consider allocating one-time funding of \$75,000 as part of the 2022 Financial Planning process to fund first year implementation action items related to COVID-19 pandemic recovery efforts for the music sector.

Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



3

BACKGROUND

The Victoria Music Strategy is an action item under the Create Victoria Arts and Culture Master Plan adopted by Council in 2017.

The Master Plan identified the need to build on Victoria's diverse and active music scene by positioning Victoria as a Music City.



**Arts & Culture
Master Plan**



Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



4

BACKGROUND

OBJECTIVE 3.4: Build on the growing music scene by Positioning Victoria Music

Develop a **Music City Strategy** in collaboration with music-related businesses, tourism operators, music organizations and individual Artists.



Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



5

MUSIC ADVISORY COMMITTEE

In early 2019, Council approved the appointment of the **Music Advisory Committee** to oversee the development of the Victoria Music Strategy.

Members of the public who represent the full spectrum of the Music Sector were appointed by Council.

- | | |
|-------------------------|---------------------------|
| Christopher Butterfield | Kim Persley Kozlowski |
| Kathryn Calder (Chair) | Sarah Pocklington |
| Neil Cooke-Dallin | Gary Preston (Vice Chair) |
| Vanessa Leong | Dane Roberts |
| Gaby Marchese | Dylan Willows |
| Jane Butler McGregor | |



Kathryn Calder, Chair of the Music Advisory Committee

Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People

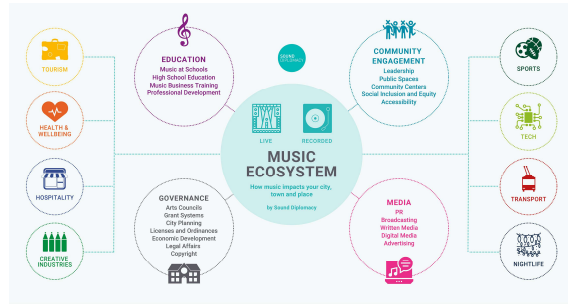


6

METHODOLOGY

The five-phase development process was as follows:

- STEP 1 – Music Visioning and Regulatory Assessment
- STEP 2 – Stakeholder Engagement
- STEP 3 – Quantitative Research / Economic Impact Assessment
- STEP 4 – Analysis of Key Findings and Strategic Opportunities / Crisis Relief Measures
- STEP 5 – Final Music Strategy Preparation and Engagement

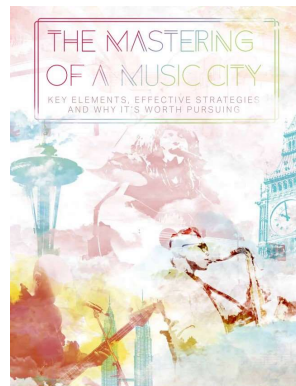


Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



7

METHODOLOGY



Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



8

ECONOMIC IMPACT ASSESSMENT

In 2017, the music ecosystem created 3,630 direct jobs in Victoria contributing \$223.61 million (GDP) and a direct output of \$463.21 million into the local economy.

- Live Music produces 2,620 jobs and a \$312 million output
- Supporting and Broadcasting produces 729 jobs and a \$125 million output
- Sound Recording produces 281 jobs and a \$26 million output

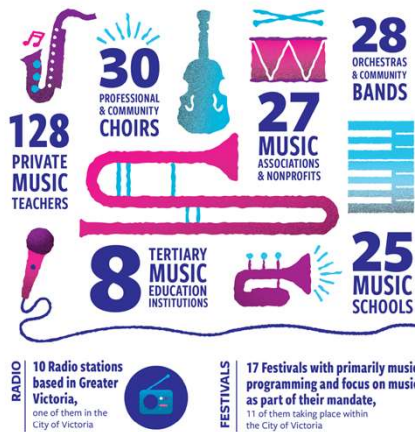
Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



MAPPING VICTORIA MUSIC ASSETS

MUSIC EDUCATION AND ORGANIZATIONS



VENUES

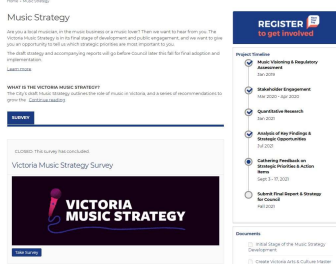


Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People




ENGAGEMENT



REGISTER to get involved

- Music Strategy & Engagement
- Public Consultation
- Public Engagement
- Public Consultation
- Public Engagement
- Public Consultation
- Public Engagement

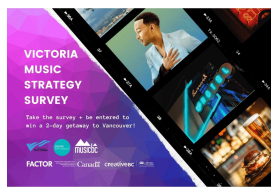


INTERVIEW: KATHRYN CALDER

Victoria's Kathryn Calder is a veteran of the Canadian music scene both as a solo artist and with the bands Intimate Machine and The New Pornographers. Kathryn's unique experience in the arts community assisted her this time in her role as the Chair of the Victoria Music Strategy Advisory Committee.


Recently, Rockingpapers' Tyson Elder reached out to Kathryn Calder to shoot the breeze about the Victoria Music Strategy Survey and get a little more information on what's in store.

Victoria has the opportunity to help protect and develop a healthy music industry in Victoria. The survey looks into the challenges, opportunities, and common goals which local music creators, industry leaders, and fans face today.



VICTORIA MUSIC STRATEGY SURVEY

Take the survey - be entered to win a \$1000 prize to celebrate!



SOUND DIPLOMACY



Amping Up Victoria's Melodious Music Scene

What makes a city become known as a music place is the ways in which music is prioritized, nurtured, and experienced through everyday interactions. For Victoria, music is already ingrained into the civic heritage and identity. With input from the public, the City has produced its first Music Strategy.

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. Some of the actions include 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.

The Victoria Music Strategy is a part of the Create Victoria Arts & Culture Master Plan adopted by City Council in December 2017. Create Victoria aligns ideas, people, and resources around a shared vision to realize the city's creative potential and guide the City's annual \$1.7 million investment in arts, culture and events.

For more information on the Victoria Music Strategy visit victoria.ca/musicstrategy.

City of Victoria to create local music strategy

City launches public survey for input on music community

VICTORIA NEWS STAFF | Nov. 22, 2020 5:09 a.m. | 7 COMMENTS

The City of Victoria is asking for public input for its first local music strategy.

A public survey probing the "economic and social impacts of Victoria's music scene" will help the City assess Victoria's diverse music communities across *genre, ethnicity and survivor*.



When it comes to the future of the city's music scene, Victoria is asking for the public's help. Pictured is Winnie Cooper playing her flute at the Dallas Road beach. (Black Press Media file photo)

Victoria asking public to help it hit the right note on music strategy



VICTORIA MUSIC STRATEGY **CITY OF VICTORIA**

11

VICTORIA MUSIC ECOSYSTEM

WHAT WE HEARD | Strengths

- For a city its size, there is a tremendous amount of music talent in Victoria: it is a place that attracts people with its natural beauty and quality of life.
- Victoria has innovative music education – the University of Victoria's computer music program is unique and has seen graduates go into music tech jobs with Bandcamp, SoundCloud and Silicon Valley.
- Festivals and other outdoor live music events attract tourists and new residents to the city.



Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



VICTORIA MUSIC STRATEGY **CITY OF VICTORIA**

12

VICTORIA MUSIC ECOSYSTEM WHAT WE HEARD | Issues & Challenges



- Victoria's venue ladder is lacking in mid-sized venues with emphasis on the need for 200 capacity and 700-1000 capacity venues.
- Lack of accessible and welcoming spaces for underrepresented groups (differently abled patrons, LGBTQ2S+ community, Indigenous) with an emphasis needed for all-age venues.
- There are few ride-sharing services and very few late-night dining options in Victoria, and many businesses have cut hours.

Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



13

VICTORIA MUSIC ECOSYSTEM WHAT WE HEARD

Based on the engagement feedback and sector analysis the Music Strategy identified five major priority areas that require support and attention for the City of Victoria to take action on. These include:

1. Remove regulatory barriers and create music friendly policies.
2. Preserve existing spaces and encourage the development of new spaces.
3. Build local capacity for artists to develop their music careers.
4. Grow audiences and expand access to music in all its forms.
5. Seek partnerships and collaborations to explore new innovative music platforms and experiences.

Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



14

STRATEGIC PRIORITIES

Connecting People and Spaces: Create space for music

The City will leverage infrastructure and built environment to make music accessible to all.



Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



15

STRATEGIC PRIORITIES

Nurture the Talent: Support musicians and music organizations

We envision Victoria as a true Music City, where musicians thrive and where the music ecosystem is thoughtfully and strategically supported.



Victoria Music Strategy | November 4, 2021

The City of Victoria is located on the homelands of the Songhees and Esquimalt People



16

STRATEGIC PRIORITIES

Grow the Audience: Everyday Musical Encounters

The City is intentional about expanding access to music.



Victoria Music Strategy | November 4, 2021
The City of Victoria is located on the homelands of the Songhees and Esquimalt People



17

STRATEGIC PRIORITIES

Creative License: Create Music Friendly Policies and Regulations

Victoria works to be a leader among international cities by removing outdated policies around music.



Victoria Music Strategy | November 4, 2021
The City of Victoria is located on the homelands of the Songhees and Esquimalt People



18

STRATEGIC PRIORITIES

Be-Future Ready: Music Innovation and the Creative Economy

Explore the version of Victoria that is possible when smart supports are in place to fuel a competitive and innovative music industry.



Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



IMPLEMENTATION FRAMEWORK

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.

- These are Action items that were identified as priority items during our engagement process and which can be started within this timeframe.
- These are Action items that can be considered for future funding opportunities as identified, and continue to progress the priority items.
- 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	
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

Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



2022 BUDGET REQUEST

- Increase music programming at Centennial Square and Cameron Bandshell
- Continue the Build Back Victoria pop-up concert program at key downtown and tourism hub locations
- Host Music Symposium during Canada Music Week in May 2022

Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



21

THANK YOU



This project has been made possible in part by the Government of Canada. Ce projet a été rendu possible en partie grâce au gouvernement du Canada.



Victoria Music Strategy | November 4, 2021
 The City of Victoria is located on the homelands of the Songhees and Esquimalt People



22

CITY OF VICTORIA | Arts, Culture & Events

QUESTIONS?

