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Date: 3/21/2018 1:00:47 PM
Subject: Memo - Leveraging Support for the Local Music Sector - RTS 11362
Attachments: Memo to M&C Leveraging Support for the Local Music Sector RTS 11362 Marc....pdf

Greetings Mayor and Council,

The attached memo provides an update on the Vancouver Music Strategy (RTS 11362), including progress made and next steps leading up to the council report in July 10, 2018. The highlights include the following:

- Purpose of the Vancouver Music Strategy is to increase the integration and awareness for the music industry by the City;
- City's process in assessing Vancouver's music ecology and determining social and economic impacts;
- Completion of a SWOT and gap analysis;
- Completion of public engagement including; survey, interviews, roundtable discussions.

Should you have any questions, please contact Gracen Chungath at 604.673.8405 / Gracen.Chungath@vancouver.ca.

As part of the Music Cities Forum, an event that is part of the JUNO week celebrations, the Mayor will join Music BC to open the event and announce the Vancouver Music Strategy, which will be presented to Council this summer. A news release will be sent out tomorrow morning, following the Mayor's remarks at the Music Cities Forum.

Best,
Sadhu

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MEMORANDUM

March 20, 2018

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Janice MacKenzie, City Clerk
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Communications
Kevin Quinlan, Chief of Staff, Mayor's Office
Katie Robb, Director, Communications, Mayor's Office
Naveen Girn, Director of Community Relations, Mayor's Office
Branislav Henselmann, Managing Director, Cultural Services
Sandra Gajic, Director, Vancouver Civic Theatres

FROM: Gracen Chungath, Acting General Manager

SUBJECT: Leveraging Support for the Local Music Sector (RTS 11362)

This memo provides a status update on the Vancouver Music Strategy that will be brought to Council in the summer of 2018.

Background

On February 23, 2016, Council adopted a motion to direct staff to explore and report back on options for leveraging support for local musicians and the local music industry.¹

The purpose of the Vancouver Music Strategy is to increase the integration and awareness for the music industry by the City.

¹ <http://council.vancouver.ca/20160223/documents/regu20160223min.pdf>

In order to develop the Vancouver Music Strategy, the City needs to assess Vancouver's music ecology, determining its social and economic impact, as well as gaps in the music sector. Space-related music gaps and strategies will also be integrated into Vancouver's cultural infrastructure study underway, "Making Space for Art," which will include the research conducted as part of a Performing Arts Study conducted last year by Civic Theatres. Making Space for Art and the Vancouver Music Strategy will inform our Creative City Strategy.

Progress to Date

July 2016, a working group of music industry professionals was formed (Steering Committee and Advisory Committee) to examine the Vancouver music ecosystem, analyzing strengths, weaknesses and identifying existing gaps.

April 5, 2017, the Advisory Committee completed a SWOT analysis of eight Key Themes identified by the Steering Committee: Spaces and Places, Municipal Support, Music Tourism, Music Education, Audience Engagement, Artist Development, Industry Development and Sustainability.

April - June 2017, members of the Steering Committee, that includes the Director, VCT, interviewed City departments that interact with the music sector: Cultural Services (Grants), Development, Buildings & Licensing, Special Events Office (Outside Parks), Special Events Office (Parks), Vancouver Public Library, and Real Estate & Facilities Management. Tourism Vancouver and the Vancouver Economic Commission were also interviewed.

July 24, 2017, Arts, Culture and Community Services hired a Cultural Planner, Special Projects, supervised by the Director, VCT, to manage the development of the Vancouver Music Strategy. This position will also manage initial planning, events and local presence of the 2018 JUNO Awards in conjunction with CARAS and Host City Committee.

September 2017 - March 2018, in partnership with Music BC, and funded by Creative BC and FACTOR, Cultural Planner, Special Projects will help coordinate the Vancouver Music Ecosystem Study's research, data collection, analysis, and public engagement. The Key Findings from the Vancouver Music Ecosystem Study will inform recommendations made in the Vancouver Music Strategy.

Next Steps

April - June 2018, Cultural Planner, Special Projects will draft the Vancouver Music Strategy with input from the Vancouver Music City Steering Committee and other key stakeholders.

May 15, 2018, Staff will report to Council on the Creative City Strategy preliminary findings.

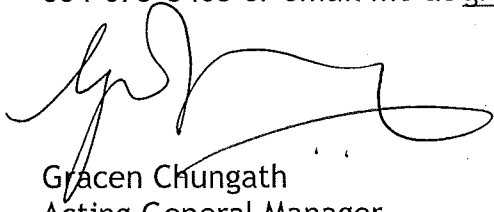
July 10, 2018, Staff will report to Council on Making Space for Art.

July 10, 2018, Staff will report to Council with recommendations and implementation plan for the Vancouver Music Strategy. Staff will report back during the 2019 budget process with implementation impacts and costs to the City.

2018 - 2019, Vancouver Music Strategy will be integrated into the Creative City Strategy.

Q2 2019, Staff will report to Council with the finalized Creative City Strategy.

If you have any questions in the meantime, please don't hesitate to contact me at 604-673-8405 or email me at gracen.chungath@vancouver.ca

A handwritten signature in black ink, appearing to read 'Gracen Chungath', with a stylized flourish at the end.

Gracen Chungath
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