

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL"
Date: 7/17/2023 10:09:27 AM
Subject: Upcoming news release: Vancouver Music Task Force (July 17, 2023)

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release on Monday July 17, 2023, regarding Vancouver's first-ever Music Task Force, which is actively seeking applications from people that want to contribute to Vancouver's Music Strategy and music industry resiliency.

Applications are opening on July 17th and will close on August 25th. Please keep this news release embargoed until it goes live from the City media email account at 11am.

Maria will reply to this email with the relevant Vancouver.ca link and social media links, once these are live.

Best,
Paul

City of Vancouver
News release
July 17, 2023

Calling all music lovers: Applications opening for Vancouver's first ever Music Task Force

Help Vancouver find its rhythm, make noise, and make change

Applications are now open for Vancouver's inaugural Music Task Force.

The City is searching for people living or working in Vancouver who are engaged in the music sector, want to contribute to the future of music in Vancouver and add to the city's cultural vibrancy. The task force will oversee the implementation of the [Vancouver Music Strategy](#) and advise on ongoing needs and priorities of the sector.

From legends and music icons to rising stars and emerging bands, Vancouver is home to globally renowned musical talent, and its music is as rich and varied as the many distinct communities that make up the city. Led in partnership by the City of Vancouver and Music BC, the Music Strategy seeks to support new and emerging artists and seasoned industry professionals, and strengthen the music industry's resiliency and long-term viability.

The City and Music BC are eager for the task force to reflect Vancouver's diversity and are actively seeking application from musicians and music industry professionals living or working in Vancouver, including a focus on those who are from the following groups:

- xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) and other Indigenous People
- Black and people of colour
- People with disabilities
- LGBTQIA2S+ People
- People of marginalized genders, including women, trans, nonbinary, and Two-Spirit people

"The City of Vancouver is thrilled to be launching its first ever Music Task Force, to better support our city's emerging artists and its music industry's resiliency," said Mayor Ken Sim. "Vancouver's remarkable music scene contributes to a diverse, vibrant, and healthy city and plays a key role in the economy of Vancouver's creative sector. I am excited to see how this task force will bring Vancouver's

music scene to new heights.”

By promoting Vancouver's music industry and advising on strategies to strengthen the viability of the music sector, the Vancouver Music Task Force will support the strategic recommendations of the Vancouver Music Strategy and the City's 10-year culture plan, [Culture|Shift](#), which aims to shift and re-prioritize support and to amplify a diverse music and cultural sector.

“Music BC is a proud partner of the City of Vancouver's Music Task Force. We are looking forward to seeing applications from individuals of all levels of experience and backgrounds. Musicians, music lovers, producers, venue owners, the list goes on - if you are passionate about music and Vancouver, we encourage you to apply” said Lindsay MacPherson, Executive Director of Music BC.

Members of the Vancouver Music Task Force will be appointed for a one or two-year term. The deadline for applications for the Vancouver Music Task force is August 25 at 5pm. For more information on the Vancouver Music Task Force, including how to apply, visit [Vancouver Music Strategy](#).

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