




Hamilton

## INFORMATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	February 25, 2019
<b>SUBJECT:</b>	2018 Music Update
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Acting Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

### Background

In 2013, Council approved a Music Strategy for the City. The report that accompanied the Strategy indicated that Hamilton has the talent, history, industry, spaces and places that create a music city. The Music Strategy and its goals are the guiding document and principles that help ensure that city-wide efforts (e.g. by-law, planning, funding/City Enrichment Funding, policies etc.) support the infrastructure necessary in maintaining and enhancing music in Hamilton and recognizing the importance of music culturally and economically. Hamilton's Music Strategy was developed with strong community engagement and the City continues to engage and seek advice from the local music community through an advisory team called the Hamilton Music Advisory Team (HMAT).

This Information Update is intended to keep Council informed of the work that supports the Music Strategy. In 2018 Hamilton's Music Advisory Team's (HMAT) focus was on cultivating music creation and talent and growing audiences and appreciation of music: two goals of Hamilton's Music Strategy. HMAT is a group of local music industry representatives from diverse backgrounds, supported and guided by City staff, who advise and assist with the implementation of the City's Music Strategy.

---

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

## **2018 Highlights: Selected Projects and Accomplishments**

### Cultivating Music Creation and Talent

- In partnership with Mohawk College, Hamilton's first Music Career Day for high school students was held on May 1, 2018 that offered students the opportunity to explore different music careers.
- Held the 2<sup>nd</sup> Annual Musician Entrepreneur Conference on October 20<sup>th</sup>: a free, full day event with discussion panels and workshops on topics such as funding opportunities, how to get a gig at local music venue, mental health for musicians and song writing.
- Partnered with Canada's Music Incubator to offer free one-on-one professional development mentoring sessions for Hamilton musicians and music managers.
- Hamilton was the first Canadian municipality to be awarded with a special SOCAN Licensed To Play designation that supports fair compensation for musicians and music creators. "Hamilton is a true playground for music creation, publishing and performance," said Hamilton-based SOCAN member, Max Kerman, of Arkells. "The SOCAN Licensed To Play designation confirms that Hamilton recognizes the hard work of music creators and publishers, and the importance of venues having a music license. To truly celebrate Canadian culture, it's important to honour the livelihood of the thousands of songwriters, composers, music publishers, and other musicians living in the area. These administrative steps really add up for someone who works in music." (Full details about the award: [www.socan.com/hamilton-becomes-first-municipality-licensed-to-play-with-socan/](http://www.socan.com/hamilton-becomes-first-municipality-licensed-to-play-with-socan/)).

### Growing Audiences and Appreciation of Music

- Piloted Live Music Mondays; a lunchtime music series featuring emerging artists from Hamilton and eight (8) different music genres outside at City Hall during the months of May, June and August.
- In support and recognition of Canadian Music Week (May 6, 2018), piloted an Evening Showcase, Monday evenings throughout May, hosted at live music venues featuring emerging artists from Hamilton representing eight (8) different music genres.
- Partnered with the Hamilton Public Library to create a new video series with six (6) Hamiltonians with diverse perspectives, backgrounds and musical connections that included musicians, community members and a music business. These stories are now part of the Hamilton Public Library, Local History & Archives digital storytelling project in partnership with the City of Hamilton's Music Strategy. The videos were part of a Supercrawl exhibit and can be found [a www.hamiltonstories.ca/music-lives-here](http://www.hamiltonstories.ca/music-lives-here).
- Provided assistance and advice to the Hamilton Public Library in the development of their Hamilton Music Archive.
- Anne Foster Window Displays: located in the original Anne Foster music shop window at Lister (28 James Street North) a window display created by a Hamilton

---

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

artist celebrates and recognizes an element of Hamilton's musical past, present or future. Every four months starting on the corresponding Art Crawl a new music themed window display is unveiled. The Anne Foster Window Displays from 2018 included recreating a display at the Anne Foster Music Shop in the 1950s, a collection of canvas, acrylic, collage, recycled material assemblage from artist and musician Jude Johnson, and a collection of posters, books, CDs and records that reflect the diversity of Hamilton's music scene and are connected to musician David Byrne who lived in Hamilton as a child. Photos and information about this project can be found at: [www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/anne-foster-windows](http://www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/anne-foster-windows)

- The Music Strategy, HMAT and various music projects received media coverage in all key Hamilton outlets (i.e. The Spectator, CHML, CBC, Cable 14, CHCH, CFMU, Hawk Radio).

### **By the Numbers: Key Performance Indicators**

#### Cultivating Music Creation and Talent

- Lead or partnered in five (5) professional development events for a total of 166 artists.
- 500+ high school students attended an all-day Music Career Day at Mohawk College on April 1, 2018.
- Supported 20 artists or bands by offering fair wages to perform at various events and grow their audience.

#### Growing the Audience and Appreciation of Music

- Programmed 20 different music events with local artists at 10 different (mostly small to medium sized) venues or public spaces to reach a total audience of 1,300+ people.
- The @HamOntMusic accounts saw an increase of 78% in Facebook followers, 53% increase in Twitter followers and 38% increase in Instagram followers.

#### A Few Examples of Up-Coming 2019 Projects:

- Live Music Mondays at lunchtime will be back at City Hall starting on May 6, 2019 to kick off Canadian Music Week.
- Participate and support in the April 30<sup>th</sup> Music Career Day at Mohawk College.
- 3<sup>rd</sup> Annual Musician Conference (Saturday, October 19, 2019 during national small business week).
- Evening music showcase supporting and promoting local spaces and places that host music.

**SUBJECT: 2018 Music Update (City Wide) - Page 4 of 4**

---

Any questions about the above-noted can be directed to Debbie Spence, Business Development Consultant-Creative Industries by email or at Ext. 3049.

For more information about the Music Strategy, resources, projects and HMAT, please check out [www.hamilton.ca/music](http://www.hamilton.ca/music), follow @HamOntMusic on Twitter and Facebook and @HamOnt\_Music on Instagram.