



Hamilton

# INFORMATION UPDATE

<b>TO:</b>	Mayor and Members General Issues Committee
<b>DATE:</b>	January 29, 2020
<b>SUBJECT:</b>	2019 Music Strategy Update (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

## Background

In 2013, Council approved a Music Strategy for the City. The City of Hamilton recognizes the importance of music culturally and economically. The Music Strategy's goals and principles guide city-wide efforts (e.g. by-law, planning, funding, policies, etc.) to support the infrastructure necessary to maintain and enhance music in Hamilton.

Hamilton's Music Strategy was developed with strong community engagement. The City continues to work collaboratively with the local music community seeking advice through a citizen-based, volunteer group, the Hamilton Music Advisory Team (HMAT).

This update provides selected highlights of the work that supports the Music Strategy and the important efforts of the HMAT. In 2019, HMAT ([www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/hamilton-music-advisory-team](http://www.hamilton.ca/hamilton-music-film-office/music-in-hamilton/hamilton-music-advisory-team)) focused on two goals from Hamilton's Music Strategy: cultivating music creation and talent; and growing audiences and appreciation of music.

## 2019 Highlights: Key Projects and Accomplishments

### Creative Industries Sector Profile

On March 20, 2019, Council approved a report and presentation on Hamilton's Creative Industries Sector. Music was identified as one of the top sub-sectors within the Creative

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.

Industries in Hamilton with 541 businesses and a labour force of 7,725. Other key music statistics from the report included:

- Hamilton is home to more independent musicians per capita than many top tier cities
- Hamilton has the second largest growth of employment in music in Canada
- Hamilton is home to the sixth largest cluster of music businesses in Canada

#### Anne Foster Music Window Displays

The Anne Foster window displays are located in the original Anne Foster music shop window at the Lister Block (28 James Street North). Displays are curated through a City issued call for artists. The contracted artist then creates a display that celebrates and recognizes an element of Hamilton's musical past, present or future. Every three months starting on the corresponding Art Crawl, a new music themed window display is unveiled. The Anne Foster window displays from 2019 included:

- "POSTARRS: a retrospective [2011-NOW]" a digital collage on vinyl by artist Stylo Starr
- "Live in Hamilton, 2018" celebrated Hamilton as a "City of Music" through the lens of music photographer Nathan Nash
- "Music to the Bone! Auditorium Orchestra" a mixed media display of Dave Gould's sound sculptures; photographs by Ariel Bader-Shamai portraying practice, performance, promotion, and recording in the Hamilton music scene
- "World Records" by Juliana LaChance featuring hand painted records that celebrate the relationship between folk music and art

Photos and information about this project can be found at [www.hamilton.ca/annefosterwindows](http://www.hamilton.ca/annefosterwindows).

#### Music Career Day

On April 30, 2019, in partnership with Mohawk College, the City supported a Music Career Day for 200 local high school students. This event provided the opportunity for students to hear directly from people working in the music industry. This education session helped students better understand the different music career options available.

#### Hamilton Public Library Music Archive

On May 3, 2019, the Hamilton Public Library's Music Archive officially opened with support and participation from HMAT. There were 97 people in attendance at this important event. HMAT were instrumental in providing expertise and assisting with the development of criteria for items to be included in the archive.

The Hamilton Music Archive collects material from a diverse and inclusive group of Hamilton Music Champions spanning all time periods and genres of music. The seven seed collections making up the Hamilton Music Archive spans 100+ years of Hamilton music history. The collection includes various items such as meeting minutes, programs, posters, audio/visual recordings, photographs, awards and memorabilia ranging in music genres from opera to rock to country. This also includes, materials related to musicians, composers, conductors, record labels, artist management, venues, music organizations, music instruction, retail and broadcasting.

Throughout 2019, Local History & Archives has acquired six additional collections which will be incorporated into the Hamilton Music Archives and made accessible to the public.

As part of the May 2019 launch, the music storytelling “Love Your City, Share Your Stories - Music Lives Here” exhibit and videos were featured. The exhibit was displayed at the central Hamilton Public Library location from May through August 2019. Videos can be viewed here [www.hamiltonstories.ca/music-lives-here](http://www.hamiltonstories.ca/music-lives-here).

#### Music Mondays at City Hall

Music Mondays, the free weekly live music series at City Hall kicked off during Canadian Music Week. A total of seven free music performances took place in the forecourt of City Hall featuring Hamilton artists and bands from seven different genres. Total attendance for these noon hour concerts was 1,120 representing a 50% increase in attendance over 2018’s inaugural year. This year’s event enhancements included the addition of Muskoka chairs and the hiring of a local sound technician to improve the event experience for participants.

#### Hamilton Music Scene Awareness Initiative

In 2019, a social media campaign was introduced highlighting different areas of Hamilton’s music industry. The purpose of the campaign was to increase awareness of the many different areas of the music industry, and to profile local businesses, organizations, and musicians who represent Hamilton’s music scene. The campaign featured 20 different areas and/or individuals (music photographers, sound engineers, musicians, guitar makers and radio station staff) wearing “Hamilton is Music” t-shirts.

#### Live Music Venue Study

The City strategically and cost-effectively partnered with the Canadian Live Music Association; the City of Toronto and contracted Nordicity, to conduct research focused on live music businesses and organizers. This live music venue study examined the economic and music industry impacts in Hamilton. As part of the research, a survey was conducted that focused on core and temporary live music venue spaces along with

local musicians and event organizers. A draft report was received in December 2019 which will be used to inform future music planning decisions.

#### Launch of New Music Blog Series

In August 2019, the City launched a music blog series of four published articles that paid local writers to write short pieces on different elements of Hamilton's music scene. The articles included the places and spaces to find music in Hamilton; the power and benefits of live music; hometown advice for fledging musicians; and the positive impacts of music on infant and child development. Articles were posted on [www.hamilton.ca/music](http://www.hamilton.ca/music) and were shared via social media.

#### Hamilton Music Showcase Event

On August 25, 2019, the City partnered with Mills Hardware (live music venue) to host a one-night event. Approximately 100 people attended this Hamilton Showcase event, which featured four local artists/bands and offered an opportunity for audiences to experience different artists and genres. At least 30% of the audience members were not familiar with these artists/bands and the event helped contribute to the growth of their audience base.

#### Musician Conference

On October 19, 2019, the City's third annual conference for musicians took place during Small Business Week. Session topics were focused on strengthening the skills of those working in the music sector and included how to build a music team; touring as an independent artist; developing an electronic press kit; and copyright. There were 70 attendees and 18 panelists/speakers. A post event survey of participants found their overall satisfaction with the event rated at 4.6 out of 5.

#### Social Media & Media Coverage

A successful social media plan was developed and implemented in partnership with the Hamilton Public Library. Significant results were realized in the three channels for @HamOntMusic (Facebook, Instagram & Twitter) as follows:

- A 33% increase in followers on Facebook
- A 30% increase in followers on Instagram
- An 18% increase on Twitter

In addition, the City's 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, The Hawk Radio).

## HMAT Member Updates for 2019

In 2019, HMAT filled a few team membership vacancies to ensure representation from several different areas of the music industry (e.g. a recording studio, record label and DIY organizer/expert). HMAT was pleased to welcome several new members who included: Marcone (Halo Recording Studios); Lennox Toppin (Hamilton Philharmonic Orchestra); Lisa Larocca (Supecrawl/Sonic Unyon); Bry Webb (Mohawk College, The Hawk); Becky Katz (Strangewaves); and Garrett Lajoie (Hamilton Music Collective).

HMAT thanks and recognizes the contributions of the following members, some who have served for many years, who stepped down from the team in 2019: Nathan Fleet (musician, teacher and Hamilton Film Festival director and entrepreneur); Diana Weir (Hamilton Philharmonic Orchestra); and Evan DiValentino (Mohawk College).

Special thanks and recognition to Mark Furukawa (owner of Dr Disc, DJ and music advocate) for his time, energy, expertise and guidance as Chair of HMAT in 2018 and 2019. At the end of 2019, Mark stepped down as Chair but will remain a member of HMAT. Kojo Damperty is the new HMAT Chair for 2020.

## Looking Ahead: A Few Examples of Up-Coming Projects for 2020

- Music Mondays at City Hall starting Monday, May 25, 2020
- 4<sup>th</sup> Annual Musician Conference (October 2020 - date TBD)
- Completion of the Live Music Venue Study and development of a Music Business Plan. The Music Business Plan will focus on business development of the music sector (i.e. business and talent attraction and retention).

## APPENDICES AND SCHEDULES ATTACHED

None