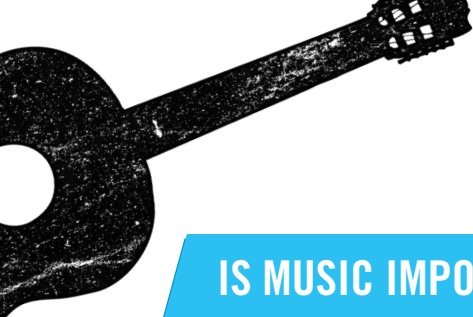


DOWNTOWN



**MUSIC STRATEGY
DOWNTOWN YONGE BIA**

JUNE 2015



IS MUSIC IMPORTANT TO TORONTO?

Research shows that the arts matter to Torontonians in diverse and profound ways. Not only do arts and culture contribute \$11.3 billion to the city's economy every year, they also employ 174,000¹ people. The arts bring tourists to the city, help support local business, and create a more livable city.

Music, in particular, is dear to Torontonians.

The city is the largest music market in Canada, the fifth largest in North America, and home to record labels and recording studios, plus both commercial and not-for-profit music enterprises².

WHAT DOES MUSIC HAVE TO DO WITH A BIA?

Quite a lot, as it turns out. An effective BIA develops a keen understanding of economic development opportunities for its businesses and its district economy.

Typically, competitiveness comes from offering something unique—something that is irreplaceable.

The idea of a music strategy is to preserve a distinctly unique Toronto experience and connect that to a distinctly unique Toronto future, to generate economic vitality.

Perhaps most important is the role that a BIA can play to advocate for the music sector with federal, provincial and local funding agencies. Downtown Yonge Business Improvement Area (DYBIA), for example, acts a facilitator and partner in support of various music events, including:

- DYBIA partnered with MonstrARTity to secure **funding through the Ontario Cultural Attractions Fund (OCAF)** to present the Monster Rock Orchestra on Yonge-Dundas Square in May 2015; and
- DYBIA's summer ambassador team, which has been **partly funded by Service Canada** in the past, works as event support throughout the summer months.

1 Toronto Arts Foundation, www.torontoartsresearch.org/artsfacts

2 Accelerating Toronto's Music Industry Growth – Leveraging Best Practices from Austin, Texas. Prepared for Music Canada by the Titan Music Group, March 2012.



IS DOWNTOWN YONGE THE RIGHT LOCATION FOR A MUSIC SECTOR FOCUS?

Downtown Yonge is the right location from two separate perspectives: it is the historical home of Toronto music, but it's also at the heart of current demand for live music from visitors and locals. Traditionally, Yonge Street has been the hub of music retail too—think Sam the Record Man, or Cheapie's, A&A and Sunrise Records.

This allows Downtown Yonge to offer a unique urban music experience.

Music Lives Here.

Not only is Downtown Yonge's legacy that of Toronto's music hub, but it's also one of the largest and most diverse live music destinations in the city today.

During the fifties, sixties and seventies, Yonge Street hosted some of the world's most renowned musicians at the city's well-known live music venues.

Think of jazz great Oscar Peterson performing at the Town Tavern, or Motown icons Stevie Wonder and Diana Ross at Club Blue Note. Toronto's own Glenn Gould was featured at the Eaton Auditorium, as was blues singer Billie Holiday. Whether rocking to Bill Haley & the Comets at Friar's Tavern—now the Hard Rock Café at Yonge and Dundas—or soaking up soul music at Le Coq d'Or Tavern, music lived in Downtown Yonge.

Today, live music continues to flourish on Yonge Street with 14 live performance venues that can accommodate almost 16,000 people at any given time. This includes established concert venues like historic Massey Hall, as well as jazz clubs like The Jazz Bistro, theatres like the Elgin & Winter Garden, event spaces like The Carlu, plus a host of churches, like the Church of the Holy Trinity in Trinity Square Park, which provide exceptional performance spaces.

The heart of Toronto's public performance space—Yonge Dundas Square—is located in Downtown Yonge at the intersection of Yonge and Dundas Streets³.

Music-lovers live here too⁴.

Some 175,000 people live within a 10-minute walk of Downtown Yonge's live music venues and that population is growing rapidly - forecast at 43% over the decade to 2024.

Perhaps more importantly, residents are young—30% between 25 and 35 years – and with a household income of almost \$100,000 a year. Over 6% are employed in arts, culture, sport and recreation—double the City average. They also spend

³ Source: Downtown Yonge BIA, 2014.

⁴ Source: Environics Analytics, 2014.



considerably more on arts and culture entertainment than residents elsewhere in Toronto: 43% more on live performing arts and 32% more on museum and similar activities.

Another 580,000 people are based in the area during the day, creating a market for lunchtime and after-work music programming.

The BIA surveys local office employees and residents annually as part of program planning. Initial results for 2015 suggest 87% of respondents want to see live music as part of the summer's plan. Preferred music genres indicated are: pop; rock/indie; jazz and blues.

There are still more visitors who gather in Downtown Yonge for musical events and festivals every year. Attendance at events in Downtown Yonge can be in the hundreds of thousands.

HOW WILL DOWNTOWN YONGE PAY HOMAGE TO TORONTO'S MUSIC LEGACY?

At DYBIA, we're working towards an integrated urban music experience that allows visitors to follow in the footsteps of Yonge Street's music legends.

- Take our walking tour and listen to musicians' stories about Yonge Street using our downloadable Walking Tour App, which is currently in development.
- Follow the heritage plaques that show the way into, and between, significant spaces and buildings that hosted Toronto's music scene in years gone by. These are being rolled out in 2015.
- Spot the iconic neon sign installations that lit up Yonge Street's famous music venues, now displayed as a neon museum in Downtown Yonge's laneways and public spaces, an initiative currently in the planning stages.

WE ALREADY OFFER

Guided walking tours focused on music history in Downtown Yonge during the summer, as well as by request throughout the year, in partnership with Heritage Toronto and Music Canada.



HOW WILL DOWNTOWN YONGE ACTIVATE PUBLIC SPACE WITH LIVE MUSIC TODAY?

Music can't be captured or held in a static space. It moves, travels and expands through the streets, laneways and buildings in Downtown Yonge. We see our performance venues as including our parks, squares and public spaces, so music is always in the air.

A pivotal location for live music in Downtown Yonge is of course Yonge-Dundas Square and every year Downtown Yonge BIA works to bring music programming and events to the space.

During the summer months, Downtown Yonge activates local parks and squares with music programming – with a program that expands every year.

At the core, as always, is a commitment to artist engagement and support, and providing opportunities for young and emerging musicians.

WE ALREADY OFFER

- Play the Parks, a series of lunchtime concerts and exercise programs held during the summer. The 2014 line-up featured special performances in celebration of World Pride, and the 2015 program will be presented in partnership with 4479, Music Canada's music city initiative, focusing on artist support and development.
- In 2015, Downtown Yonge will launch Monster Rock Orchestra for the first time at Yonge Dundas Square in May for a light and sound spectacular.

HOW WILL DOWNTOWN YONGE PAVE THE WAY FOR TORONTO'S MUSIC FUTURE?

Our vision is to create a music incubator for emerging artists that focuses on artist support.

Ultimately, we envision a stand-alone, multi-level music incubator at the heart of the district, with sufficient floor-space to accommodate a café and performance space on the ground; studio and recording space; as well as administrative offices for the music incubator and other related tenants.



As a starting point, we are aiming to bring several key incubator programs into Downtown Yonge and are currently collaborating with Canada's Music Incubator (CMI) at Coalition Music, based in Scarborough.

For all the reasons outlined in this strategy, we believe Downtown Yonge represents the optimal location for an urban music incubator and we're already taking the first steps towards making it happen.

Our goal is to pilot, with CMI, the first Artist Management Program offered in Canada, to be launched in November 2015.

Artist managers are entrepreneurs and the primary business partner for recording artists. They invest in an artist's creative development, business and personal growth by collaborating, guiding and advising on day-to-day career matters.

We are already working with Coalition Music and the City's Economic Development & Culture Division to bring the first Artist Management Program offered in Canada to Downtown Yonge in Fall 2015.

WHO ARE DOWNTOWN YONGE'S PARTNERS?

We're proud to be working with a great team of music professionals and experts across the sector, including:

Music Canada and 4479

Music Canada is a non-profit trade organization founded in 1964 that promotes the interests of its members as well as their partners, the artists. 4479 Toronto, Music Canada's music city initiative, is providing programming and production support for Play the Parks as well as connections to the broader music community in Toronto.

Canada's Music Incubator at Coalition Music

There's no questioning the recent growth trend in business incubators and accelerators. Toronto is home to a number of such organizations that are all doing great work in their respective industries: Ryerson's Digital Media Zone, Toronto's Fashion Incubator, MaRS, and Toronto's Food Business Incubator immediately come to mind.

When Coalition Music created CMI in 2011, it was motivated by a clearly identified industry need. Real commitment to long-term artist development was something that had become watered down and essentially only paid lip-service.



Based on their experience in developing the careers of globally successful artists, Coalition Music knew that a real and effective music incubator had to stand side-by-side with new and emerging artists in the trenches of the independent music community. It meant not only investing in artists and their creative development, but also in their business, entrepreneurial and personal growth. Cash awards, studio time, performance opportunities and workshops are all amazing things, but they are arguably wasted on new artists that lack the foundation of creative and business tools, know-how and self-awareness needed to fully capitalize on those and other opportunities.

CMI, a not-for-profit corporation, has evolved into a creative ecosystem built on the pillars of hands-on mentoring, collaboration and networking. In CMI's mind, anything less will simply not serve the long-term interests of artists or the music industry. CMI starts with a 10-week incubation period (the Artist Entrepreneur, Tour & Tech, and soon to be launched Artist Management professional development programs), followed by extended incubation and ongoing coaching.

Through effective incubation and acceleration, artists, techs and managers can confidently and knowingly choose the professional partners they feel will be the strongest representatives and ambassadors of their brands and businesses.

Developed, confident, and self-aware artists and industry entrepreneurs with business acumen are good for everyone's business, especially their own.

City of Toronto's Economic Development & Culture Division

The Economic Development & Culture Division (EDC) at the City of Toronto is committed to making Toronto a place where business and culture thrive. The objective is to advance Toronto's prosperity, opportunity and liveability by:

- Contributing to the growth of Toronto's economy by fostering employment and investment opportunities;
- Encouraging Toronto's cultural vibrancy through more and enhanced cultural expressions and experiences; and
- Engaging partners in the planning and development of the City's economic and cultural resources.

Entrepreneurship Services within EDC provides a range of assistance for those looking to establish or grow a small business and supports the startup eco-system in Toronto through the business incubation program. Through its programming delivery, technical expertise, networks, tools and support of incubator infrastructure, Entrepreneurship Services helps dramatically enhance the success of entrepreneurs as they work to move their ideas into viable, successful new businesses that create jobs and commercialize new products, services and technologies that grow Toronto's economy.



The City of Toronto's Music strategy is part of its overarching Film & Entertainment Industries team, comprising Film, Music, Tourism & Visitor Services, and Event Support. The team is therefore ideally positioned to work with DYBIA in elevating and animating the area's ambitious music goals.

Key roles for Music Sector Development at the City include creating more opportunities for live music to flourish; increasing the presence of music in Toronto's tourism messaging and overall civic identity; and providing business-to-business connections within the sector – so DYBIA's projects to honour Downtown Yonge's musical heritage, to encourage future live performances, and to develop a music incubator align closely with the City's own music objectives.

Heritage Toronto

Heritage Toronto is a charitable arms-length agency of the City of Toronto established in 1949 to promote a greater appreciation for the city's rich architectural, cultural, archaeological and natural heritage. Through partnerships with local community groups and volunteers, Heritage Toronto provides city-wide programs and services.




From Oscar Peterson at the Town Tavern to Glenn Gould at the Eaton Auditorium, Yonge Street is home to many venues and important events in Toronto's music history. Heritage Toronto is excited to partner with DYBIA to recognize this history through its Tours and Plaques and Markers Program.

In addition, discussions have been initiated with a range of stakeholders, from Ryerson University to independent property owners in the Downtown Yonge area.

For more information please contact:

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