



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 7, 2014
SUBJECT/REPORT NO:	Music Strategy Implementation Team: Terms of Reference (PED14001(a)) (City Wide) (Outstanding Business List Item)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Susan Monarch (905) 546-2424 Ext. 4132 Jacqueline Norton (905) 546-2424 Ext. 4122
SUBMITTED BY:	Neil Everson Acting General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

- (a) That the Music Strategy Implementation Team: Terms of Reference, attached as Appendix “A” to Report PED14001(a), be approved;
- (b) That the item on the Outstanding Business List respecting the Music Strategy Implementation Team: Terms of Reference be identified as completed and removed from the General Issues Committee Outstanding Business List.

EXECUTIVE SUMMARY

Council approved the City’s first Music Strategy in January 2014. As part of the Music Strategy approval staff were directed to prepare a Terms of Reference for a staff and community-based Music Advisory Committee to assist with implementation of the Music Strategy. Through further consultation, it was determined that a Music Implementation Team better reflected the role and responsibilities of this Committee which is to oversee the on-going governance and implementation of the Music Strategy.

The draft Terms of Reference for the Music Strategy Implementation Team, attached as Appendix “A” to PED14001(a), outlines the mandate, roles and responsibilities to govern the Music Strategy implementation. The proposed Terms of Reference reflect a shared responsibility for music, and broaden the leadership required to implement the Music Strategy.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: N/A

Staffing: N/A

Legal: N/A

HISTORICAL BACKGROUND

The approval of the City of Hamilton's Music Strategy established Council's commitment to position music as a tool for city-building. The Vision Statement contained within the approved Music Strategy (Report PED14001 – January 29, 2014) is as follows:

A thriving music industry, creative music community and eclectic music scene. As a major player in the Canadian music industry, Hamilton attracts and cultivates talent. Music contributes to a diverse economy and enriches the lives of those who live, work, play and learn in Hamilton.

This Strategy has been developed by a Music Working Group and was managed by the Tourism and Culture Division staff on behalf of the organization.

The Music Strategy cites four broad transformational goals which are:

1. Strengthen the local music industry;
2. Grow audiences and appreciation of music;
3. Increase access to music experiences; and,
4. Cultivate music creation and talent.

The four transformational goals are founded on best practices research and included extensive stakeholder consultations as follows:

- 11 member working group comprised of staff and representatives from the local music community;
- 70 members of the local music sector and general public at the Public Workshop August 21, 2013;
- An electronic version of the questions from the public workshop was placed on-line by Greater Hamilton Musician magazine and resulted in 8 additional responses in late August 2013; and,
- 60 members of the local music sector and general public at the Open House September 24, 2013.

**SUBJECT: Terms of Reference, Music Strategy Implementation Team
(PED14001(a)) (City Wide) - Page 3 of 4**

Implementing the Music Strategy will require strong leadership and ongoing community endorsement which is centred on a shared responsibility. This is reflected in the proposed Terms of Reference for the Music Strategy Implementation Team, attached as Appendix “A” to Report PED14001(a).

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

Internal Consultation

Manager, Tourism and Creative Industries, Tourism and Culture Division, Planning and Economic Development Department

Manager, Cultural Planning and Marketing, Tourism and Culture Division, Planning and Economic Development Department

Manager, Legislative Services, City Clerk, City Manager’s Office.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

The Music Strategy Implementation Team will help to facilitate the realization of the goals and objectives of the Music Strategy and will ensure a continued connection with the community. The Music Strategy Implementation Team will focus their activities on the 4 Goals and 12 Objectives identified in the Music Strategy.

Reporting Structure

The Music Strategy Implementation Team will be a working committee consisting of community leaders and government representatives who will make recommendations to City staff, through to Hamilton City Council (as required) for the implementation of action items identified within the Music Strategy.

Music industry representatives who are interested in serving on the Music Strategy Implementation Team will be asked to complete an application form, to be administered by Tourism and Culture Division staff. This application form is attached as Appendix “B” to Report PED14001(a).

ALTERNATIVES FOR CONSIDERATION

N/A

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

- 2.2 Improve the City's approach to engaging and informing citizens and stakeholders.

Strategic Priority #3

Leadership & Governance

WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.

Strategic Objective

- 3.2 Build organizational capacity to ensure the City has a skilled workforce that is capable and enabled to deliver its business objectives.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" - Music Strategy Implementation Team Terms of Reference (Draft)

Appendix "B" - Music Strategy Implementation Team Application (Draft)

JN:ro