

In Support of Hamilton's Music Strategy
December 7, 2016

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Ambitious City 2016



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A Growing Movement

- Hamilton is among a cohort of nine forward-looking Canadian communities that have developed a music city strategy as part of a comprehensive plan to spur local economic development
- These communities, along with Hamilton, are promoting progressive city-building by connecting the dots between culture, commerce and revenue creation.

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Talent Attraction and Retention

- Evidence shows that today's top talent is clustering in select urban centres that boast a rich array of cultural assets
- We support additional investments in promoting Hamilton's distinct music advantage to attract and retain highly skilled workers necessary to drive future economic development.

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Community-Wide Economic Spin-Offs

- A growing number of cities are reporting economic spin-off benefits from music-related activities ranging from concerts and festivals to the aggregate effects of cultural districts.
- Signature events like Supercrawl and Festival of Friends are cited to contribute more than \$15 million annually to the local economy.
- This translates into added business for local companies and increased revenues to fund municipal services.

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Local Tourism

- Investments in the development of a local music scene help strengthen a city's value proposition for tourism.
- We support Hamilton's efforts to leverage our live music venues (100 and counting) and award-winning festivals as a key component of marketing our city as a special tourist destination.

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**We specifically back recommendations
to:**

- a) Form a Hamilton Music Industry Working Committee focused on the growth, viability and competitiveness of this sector of our local economy;
- b) Approve a city budget enhancement of \$25,000 to help fund marketing efforts that will help firmly establish Hamilton as a city of music; and,
- c) Develop a business plan needed to put an emerging Hamilton music industry partnership on a sound financial footing moving forward.

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Chamber Support

- We are prepared to assist with crafting the proposed music industry business plan
- Committed to work with the music committee to leverage our provincial and national networks, including the Canadian and Ontario Chambers of Commerce
- The Hamilton Chamber will continue to support the aims of the Hamilton Music Strategy through our communication channels.