

Mark Furukawa, Chair of the Hamilton Music Advisory Team (HMAT)
20 Wilson St
Hamilton ON L8R 1C5

March 18, 2019

The General Issues Committee
Hamilton City Hall
71 Main St W
Hamilton ON L8P 4Y5

Re: Creative Industries Sector Profile Report and Implementation Recommendations

My name is Mark Furukawa, and I am the Chair of the Hamilton Music Advisory Team (HMAT), a City of Hamilton-affiliated and endorsed group of local music industry peers; and I am also owner of Dr. Disc, the music store, established in downtown Hamilton in 1991. HMAT is a group of Hamilton 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 (www.hamilton.ca/music). I am writing today on behalf of HMAT in order to voice our group's unanimous support of the findings and recommendations that the Creative Industries Sector Profile Report have presented and prioritized.

The Creative Industries Sector Profile Report definitively and quantitatively identifies music as one of the three leading areas for growth and market competitiveness among the creative industries in Hamilton. In fact, in the report, music ranked *first* among Hamilton's creative industries in competitive strength when benchmarked against 10 other comparator cities in Canada. This is based on the data which suggests that the highest percentage of occupations in the local creative industries is in the music sub-sector.

Based on these and other factors identified in the sector profile, it is recommended that the City of Hamilton undertake an economic impact analysis specifically on the music sub-sector, something that other key, recognized Canadian "music cities" like Toronto, Montréal and Vancouver have already undertaken. This essential and detailed study is something HMAT wholeheartedly endorses and encourages as I firmly believe that the data gleaned from the pending analysis will prove invaluable not only in revealing what aspects of the local music industry HMAT has already effectively supported through its successful initiatives, but, perhaps even more importantly, what areas of the industry need more attention and reinforcement.

I firmly believe that the data and knowledge gained from the current sector profile, and also that from the forthcoming economic impact analysis study, will provide more clarity and direction which will allow the Hamilton Music Advisory Team, and all other relevant organizations and committees, to make more educated, focused and prescient decisions on strategies and objectives involving music in this city so that Hamilton can fully realize its status as a true City of Music.

Sincerely,



Mark Furukawa
Chair of the Hamilton Music Advisory Team