

City-led Music  
Programming for  
Commercial Areas

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2022 Pilot Program

Presented to BIA Advisory Committee  
April 12, 2022



Music Mondays at Hamilton City Hall in 2019



# 2022 Pilot Program

## City-led Music Programming for Commercial Areas

- Council directed City-led live music series
- Presented Summer 2022
- Offering to bring 1 concert to each interested BIA/commercial area
- Each concert to feature performances by 2 local musicians/bands
- City to coordinate musicians, tech needs, staffing and logistics
- City to create marketing materials to promote series



# Music Programming

- Hamilton based musicians/bands
- Usually emerging or semi-professional musicians
- Diverse artists
- Various music genres
- Artist fees follow City of Hamilton's Musicians Fair Payment Policy



# Location Requirements

- Accessible public space that is open to all
- Space for musicians and audience without blocking sidewalk or roadway
- Access to electricity
- Easy load in for equipment
- Parking available near by



# Role of BIA or Commercial Area

- Indicate interest in hosting series in BIA or commercial area
  - There is no cost to host
- Recommend location that meets logistical requirements
- Recommend dates and music genres
  - Don't want to duplicate or compete with planned programming
- Help promote event through existing channels
  - No expectation for paid promotional assistance



# Proposed Timeline

## April

- Sign up form distributed to BIAs and returned by April 21
- Draft performance schedule created

## May

- Confirm dates for each performance
- Hire musicians and event staff

## June

- Promotional material available

## Summer (June/July/August)

- Concerts take place

## September

- Evaluation of pilot program



# Contact

Sarah Ehmke  
Cultural Projects Specialist  
Tourism and Culture Division  
Planning and Economic Development  
City of Hamilton  
[Sarah.Ehmke@hamilton.ca](mailto:Sarah.Ehmke@hamilton.ca)  
905-546-2424 ext. 7505