



Hamilton

Item 7.1 Hamilton Music Strategy Presentation
PED14001

HAMILTON MUSIC STRATEGY



General Issues Committee – January 15, 2014
Jacqueline Norton, Business Development Consultant
Tourism and Culture Division, Planning and Economic Development





HAMILTON'S 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.

The City of Hamilton Strategic Plan
2012-2015





CREATIVE INDUSTRIES CLUSTER

Vision

Hamilton is an engaging and vibrant community, a national centre of creativity and innovation where people and quality of life come first and creative businesses prosper and flourish.

Hamilton Economic Development Strategy
2010-2015



CREATIVE INDUSTRIES CLUSTER

Film/Video/ Broadcasting

- Film/Video
- Radio and Television Broadcasting
- Sound Recording, Film & Video Support
- Agents and Managers

Design & Digital Media

- Advertising and Related Services
- Architecture
- Graphic Designers
- Publishing Industries
- Digital and Media Studios
- Internet Publishing/Broadcasting/Portals

Music

- Music Retail
- Musical Groups, Artists & Companies
- Sound Recording Industries
- Art Instruction (Music)
- Promoters (Presenters) Music
- Performing Arts Facilities (Music)



Hamilton Creative Industries Cluster

Festivals & Events

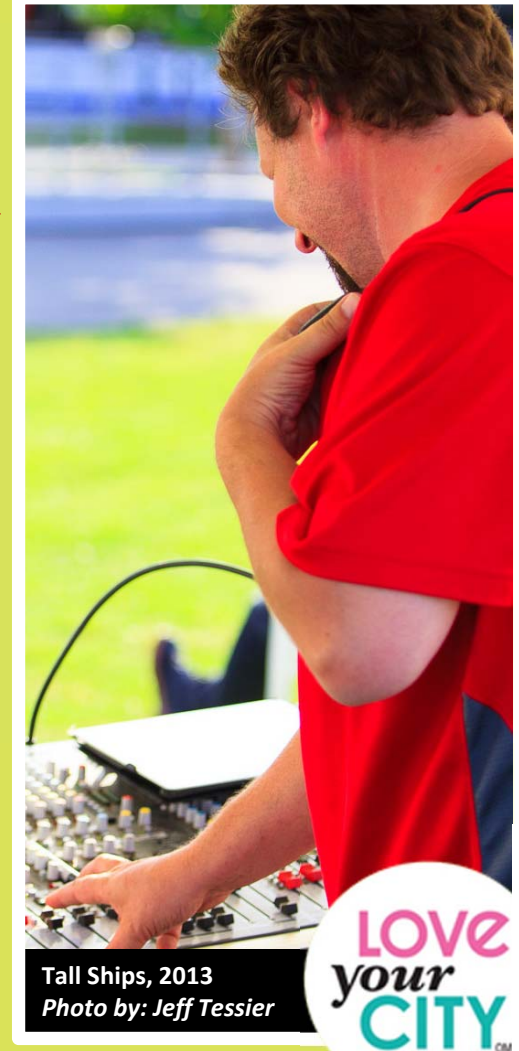
- Cultural Events
- Artists or Artisan/Craft Studio Tours
- Country Fairs
- Festivals (Craft, Film, Literary, Performing Arts, Street)
- Museum/Art Gallery Programs
- Music Festivals/Events

Performing Arts

- Dance Companies
- Dance Supplies
- Theatre Companies
- Theatres
- Theatrical Supplies
- Agents and Managers
- Performance Art Instruction
- Promoters (Presenters) of Performance Art
- Performing Arts Facilities

Visual Art

- Art Dealers/Suppliers
- Art Galleries
- Photography
- Craft
- Studio Facilities
- Artists
- Artist Run Centres
- Art Instruction (Visual Art)



Tall Ships, 2013
Photo by: Jeff Tessier



THE WORKING GROUP

- Jacqueline Norton
- Lou Molinaro, This Ain't Hollywood (Co-chair)
- Tim Potocic, Sonic Unyon/Supercrawl (Co-chair)
- John Balogh, Dundas Cactus Festival
- Maria Fortunato, RTO3 (Hamilton, Halton, Brant)
- Mark Furukawa, Dr. Disc
- Astrid Hepner, Hamilton Music Collective/Mohawk College
- Carol Kehoe, Hamilton Philharmonic Orchestra
- Jeffrey Martin, Quorum Communications/Pier 8 Group
- Brodie Schwendiman, The Casbah
- Scott Warren, Global Spectrum





WHY ARE WE DOING THIS?

The Hamilton Music Strategy:

- Positions Hamilton to maximize opportunities created at the provincial level through the province's Live Music Strategy and the Ontario Music Fund; and,
- Recognizes and responds to the growth and potential of the music industry in Hamilton.



WHAT DO WE HOPE TO ACHIEVE TODAY?

Staff are seeking Council's approval for the following:

- The Hamilton Music Strategy – which includes the:
 - Vision and Mission statements;
 - Four goals; and,
 - Twelve objectives.



Hamilton Youth Steel Orchestra, 2013
Photo by: Jeff Tessier



PRESENTATION

Agenda

- Current Setting and Factors
- Community Engagement
- Review of the draft Music Strategy
- Next Steps for Implementing the Strategy
- Council Report



Robert Stanley Weir

Public Domain



CURRENT SETTING AND FACTORS

New Opportunities

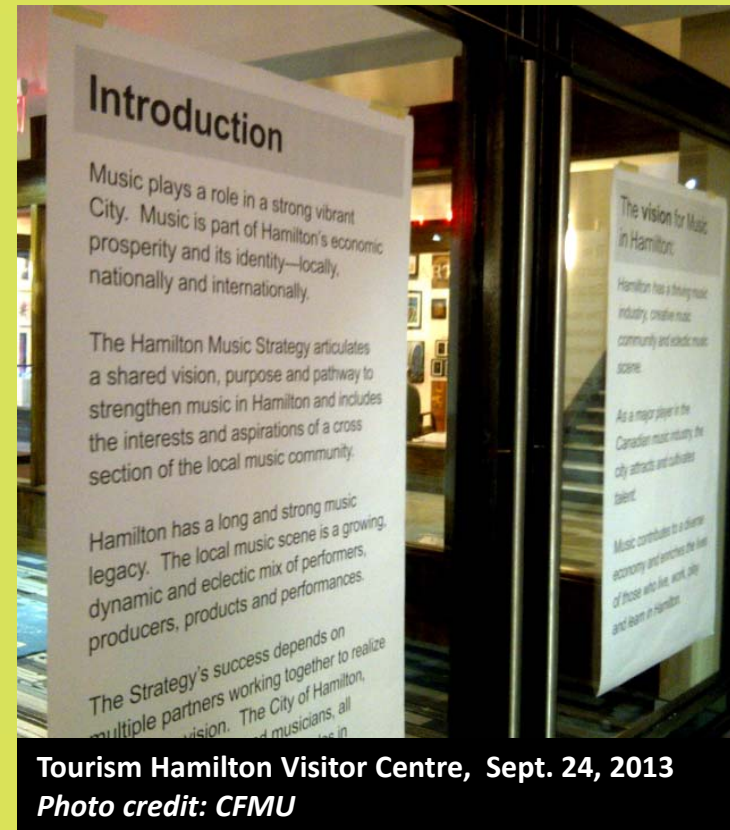
- Alignment
- Music Defined
- Inventory of Assets
 - Venues
 - Festivals
 - Recording Studios ...



COMMUNITY ENGAGEMENT

In 2013...

- Working Group Appointed
- Public Forum, Aug. 21st
⇒ 70 attendees
- Open House, Sept. 24th
⇒ 60 attendees
- Public Input Form
⇒ over 90% agreement



DRAFT HAMILTON MUSIC STRATEGY

High Level Review of Key Components



Hamilton Suzuki School of Music

Photo Credit: Hamilton Suzuki School of Music

CORE SEGMENTS OF MUSIC SCENE

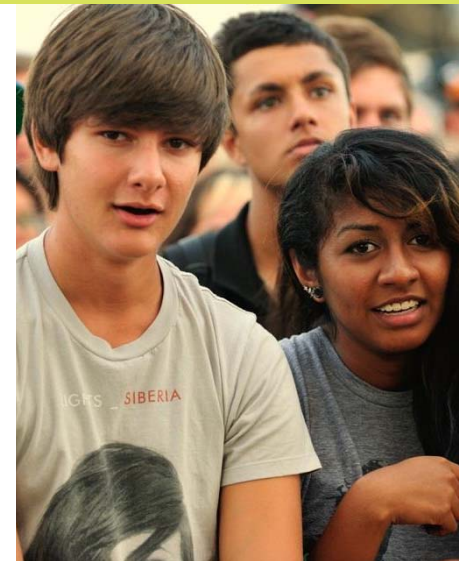
- **Industry** – music businesses and organizations
- **Musicians** – artists and performers
- **Consumers** – audiences and purchasing public



Vibe Wrangler Studio, ICCA
Photo by: Jeff Tessier



Tall Ships, 2013
Photo by: Jeff Tessier



Festival of Friends, 2012
Photo by: Strung Foto



VISION

Hamilton's Music Strategy Vision

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.

A THRIVING, CREATIVE, ECLECTIC music scene.





MISSION

Hamilton's Music Strategy Mission

The Hamilton Music Strategy celebrates “all things music” in Hamilton. It guides the activities of its partners to create and nurture an environment where music and the music industry flourishes, grows and prospers.

Celebrate “all things music” in Hamilton.



Four Goals

- Strong local music industry
- Increased audiences and music appreciation
- Greater access to music experiences
- Cultivation of music creation and talent



Jessy Lanza, 2013

Photo by: Jeff Tessier



TWELVE OBJECTIVES

Goal: Strong local music industry

Objectives

- Link with other major music initiatives, strategies and cities.
- Build connections within the music scene.
- Embed music in City of Hamilton initiatives.
- Provide tools to support music business development.
- Remove barriers to live music presentation.





TWELVE OBJECTIVES

Goal: Increased audiences and music appreciation

Objectives

- Brand Hamilton as a “Music City”.
- Promote local music.





TWELVE OBJECTIVES

Goal: Greater access to music experiences

Objectives

- Provide live music throughout the city.
- Encourage a diversity of venues for music.





TWELVE OBJECTIVES

Goal: Cultivation of music creation and talent

Objectives

- Celebrate Hamilton's music legacy & potential.
- Involve youth in the music industry.
- Encourage strong music education.





OUTCOMES

The Hamilton Music Strategy will lead to:

- Strong music identity;
- Sustainable music industry; and,
- Increased economic activity.



Jackie Washington

Photo Credit: The Canadian Press





MEASURES OF SUCCESS

Proposed Performance Indicators

- Growth in music related jobs
- Attraction of music businesses
- Number of venues/performances
- Growth in audiences/ticket sales
- Number of students
- Hotel/Restaurant Stats
- Anecdotal Evidence





NEXT STEPS

Action Items

- Develop Staff Advisory Team.
- Implement actions that do not require a change to policy, or require additional budget or staffing resources.
- Prepare Terms of Reference for Music Advisory Committee.
- Establish Music & Film Office.
- Develop Hamilton Music Brand & Identity.





CONCLUSION

Thank you
Questions



Festival of Friends, 2011

Photo Credit: Festival of Friends

