

2020-21

ANNUAL REPORT



CANADIAN LIVE MUSIC ASSOCIATION
BEHIND THE PEOPLE BEHIND LIVE MUSIC

2021

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A MESSAGE FROM CLMA BOARD CHAIR



"When we launched this association almost seven years ago, we knew it would quickly become an essential resource for Canada's live music community, but we did not conceive of the critical role it would play in navigating a global pandemic, the most difficult crisis our sector has faced.

From advocating on your behalf to connecting us with each other, the relentless efforts of the entire CLMA team have been awe-inspiring and profoundly impactful for our members. For some, the funding secured, the information shared, and the connections we've built as a community have meant the difference between survival and extinction.

As we look ahead to an uncertain future, the CLMA will continue to fight for your survival for as long as it takes to put the pandemic behind us, while not losing sight of other critical issues ranging from the insurance crisis to the important and desperately needed work to improve diversity, equity, and inclusion in the live music ecosystem.

Your membership is what fuels this work, and just as importantly is your way of showing up to support and be supported by this incredible and resilient community. Thank you!"

- JESSE KUMAGAI, PRESIDENT & CEO, THE CORPORATION OF MASSEY HALL & ROY THOMSON HALL

A MESSAGE FROM CLMA PRESIDENT & CEO



"During the past year, COVID-19 has underscored the critical importance of our united voice. With the support of our members, we are leading the sector through one of the great crises of our lifetime. Our #FortheLoveofLIVE campaign is one example of how the CLMA has helped to amplify the impact of the pandemic as we continue to leverage major wins on behalf of the live music community. From the federal budget to reopening frameworks, municipal music cities strategies to local restrictions - the CLMA has been proactively informing, impacting, and shaping policy.

Strategic advocacy. Professional development. Research. Community. The Canadian Live Music Association is here for you today and we will be here tomorrow, to help usher in our brighter collective future."

- ERIN BENJAMIN, PRESIDENT & CEO, CANADIAN LIVE MUSIC ASSOCIATION



ABOUT THE CLMA

The Canadian Live Music Association is the voice of Canada’s live music industry, advancing and promoting its many economic, social, and cultural benefits.

The CLMA was founded in 2014 as a champion for the collective mission of the live music industry, from suppliers to promoters; for-profit and not-for-profit. It serves as an expert resource for its members, including venues, promoters, festivals, presenters, talent agents, industry associations, and suppliers.

Advocacy efforts focus on policy advancement, funding, public awareness, research, and activities that unite, highlight and galvanize the work of the live music sector - because a united voice is a strong voice.

OUR WORK

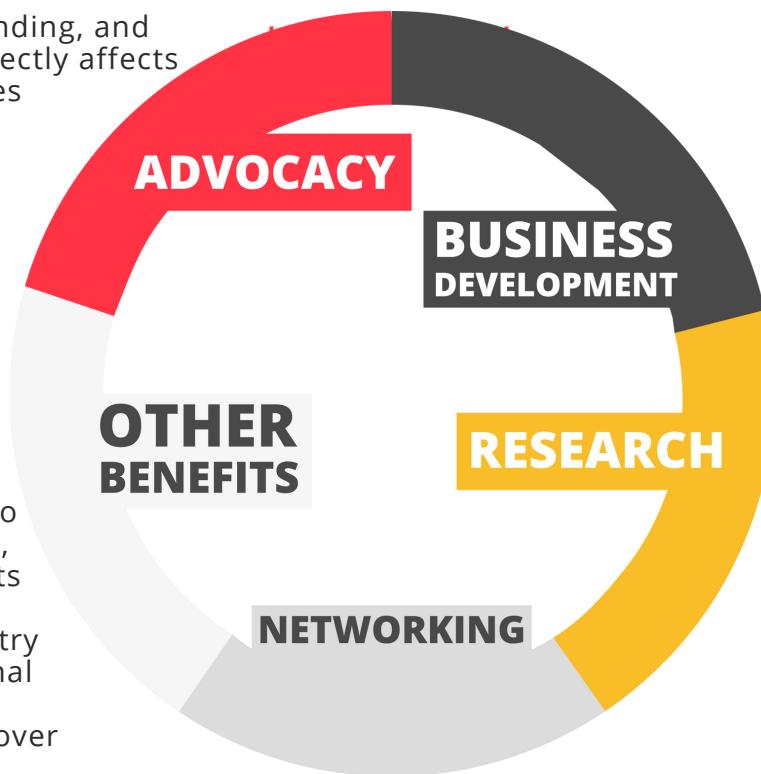
The work of the CLMA is based on the following five pillars:

ENTRENCHING THE VALUE OF LIVE MUSIC

- Ensure that live music is recognized as a significant driver of social, cultural, and economic value to our country, provinces, and cities
- Advise on policy, funding, and opportunity that directly affects live music businesses

GROWING AND KNOWING

- Webinars led by nationally and internationally renowned leaders
- Access to training and certificates
- Stay updated on important industry news that affects your business



PROVIDING YOU WITH RESOURCES

- Discounted access to events, conferences, awards, and summits
- Discounts on certifications, industry tools, and operational expenses
- Free advertising to over 5000 industry stakeholders and music fans across Canada
- Access to industry best practices

IDENTIFYING NEED AND MAKING CHANGE

- Qualification and reporting of live music industry data
- Recommendations from and applications of this data to continually develop and enhance the live music industry

CONNECTING YOU WITH YOUR INDUSTRY

- Access to a braintrust of live music stakeholders across Canada and beyond; ask questions, get advice, and learn
- Participate in meetings and panels with sub-sector stakeholders across Canada
- Join a united force voicing the value and needs of live music; the only of its kind in Canada

2020-21 BY THE NUMBERS

HIGHLIGHTS

SECTOR-SPECIFIC EMERGENCY RELIEF

\$100M⁺

IMPACTFUL COLLABORATIVE ADVOCACY

\$181M | CEWS/CERS
EXTENSION

KINAXIS INCONCERT

\$250K

#FORTHELOVEOFLIVE

60M⁺ REACH

ADVOCACY HIGHLIGHTS

Through the CLMA's relationship-building and communication with government and policymakers, the organization has told the story of the live music industry: the massive economic benefits to cities, provinces, and the country; the cultural impact of remaining competitive in on international stage; and the immense Social benefit of an irreplaceable concert experience.

The CLMA has conducted ongoing surveying of the live music community,

gathering vital data to tell policymakers the story of the live music industry.

Highlights of our 2020-21 advocacy work include:

- **#FORTHELOVEOFLIVE CAMPAIGN**
- **KINAXIS INCONCERT**
- **HARDEST HIT COALITION EFFORT**
- **REGULATORY FAIRNESS**
- **ADDRESSING THE INSURANCE CRISIS**
- **OTHER**



SMALL WORLD MUSIC | BORDERLESS | KSENIJA HOTIC

#FORTHELOVEOF LIVE

make some noise.



Launched February 9, 2021, this national digital campaign has reached 60M live music fans and community.

#ForTheLoveOfLIVE focuses on the damage COVID-19 shutdowns have caused the full breadth of Canada's live music industry—from artists to venues to production workers—who connect Canadians with extraordinary live music experiences.

#ForTheLoveOfLIVE has included subcampaigns like [Jagermeister Canada](#) with grants of \$1000 CAD for 100 music venues, and [Amazon Music](#)'s For the Love of Live playlist series in partnership with iconic venues, as well as inspiring further efforts like FairnessForArtsON, a call for clarity and parity for public health regulations regarding the live performing arts.

60M⁺

LIVE MUSIC FANS AND
WORKERS REACHED

\$70M

HISTORIC LIVE MUSIC SUPPORT IN THE 2021
FEDERAL BUDGET

ACCESS & ELIGIBILITY, EMERGENCY RELIEF
RECOGNITION OF AND SUPPORT FOR CANADA'S LIVE MUSIC
ECOLOGY

INDUSTRY-LED DIALOGUE WITH PUBLIC HEALTH
TO CREATE REGULATORY FAIRNESS FOR THE LIVE PERFORMANCE
INDUSTRY

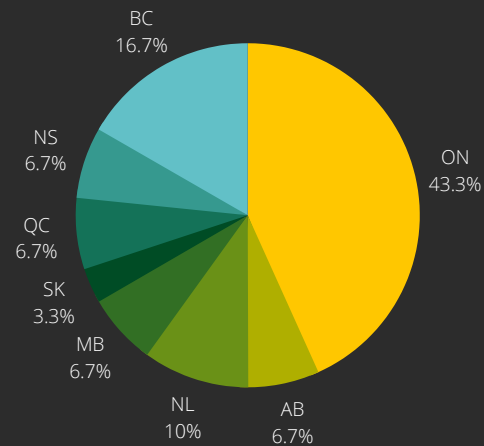
LEADING THE NATIONAL CONVERSATION
WITH LIVE MUSIC FANS AND INFLUENTIAL CANADIAN
ARTISTS

KINAXIS INCONCERT

In partnership with the CLMA, Canadian supply chain software company [Kinaxis](#) created the [Kinaxis InConcert](#) program, providing \$250K to fund livestream concerts across Canada. The program has helped to employ, entertain, and stimulate Canada's live music economy.

Artists are once again able to develop their craft and their audience base; festivals, programmers, and venues are able to engage and invigorate their audiences.

An additional \$30K in funding was provided from FACTOR to continue this important work.



The program has benefited:

- Live music venues and orgs across Canada
- Developing to export-ready Canadian artists
- IBPOC artists and IBPOC-led organizations
- Women artists and women-led organizations
- LGBTQ2S+ spaces
- A variety of musical genres

HARDEST HIT COALITION

The CLMA has contributed leadership to strategic advocacy efforts in partnership with the [Coalition of Hardest Hit Businesses](#), including:

- Call for new, tailored wage and fixed cost support program be established at the earliest opportunity for Canada's hardest hit businesses, leading to the extension of CEWS and CERS to Oct 2021
- Formation of targeted support measures like the [Hardest Hit Sectors Credit Availability Program \(HASCAP\)](#), \$181.5 M to the Department of Canadian Heritage in 2021-22, offering support to small and medium-sized businesses that have seen their revenues decrease by 50% or more due to COVID-19

REGULATORY FAIRNESS

Dedicated, sector-specific advocacy with policymakers surrounding public health regulations, including the ability to livestream in a safe environment, recommendations on capacity restrictions as they pertain to live music venues, and best practices in the live music and events sectors. A thorough understanding of live music operations is a previously unmet necessity in creating fair and reasonable health restrictions.

ADDRESSING THE INSURANCE CRISIS

Difficulty accessing and affording insurance has plagued the live music sector since before the onset of COVID. In response to this issue, the CLMA has:

- Presented sector-specific insurance concerns and recommendations to all levels of government
- Asked all levels of government to encourage the insurance industry to provide fairly priced, accessible liability insurance
- Ongoing effort to create an insurance program specifically designed for live music organizations enabling access at affordable rates

OTHER ADVOCACY

- Support and amplification of [Faster Together](#), promoting COVID vaccine acceptance, other vaccine efforts
- Federal and provincial budget responses
- Partnership with TIAO for safe travel stamp program
- [Vaccine rollout](#)
- [Arriving A-Live: Live Music Recovery Plan](#)
- Regular response to Public Health regulations, provincially and federally, provided to government
- Provided timely response and recommendations on BDC BCAP program regulations, CERB program eligibility

RESEARCH

RE:VENUES

Completed • [“Re:Venues: A Case and Path Forward for Toronto’s Live Music Industry”](#), released on October 8, 2020, demonstrates the contribution and impacts of Toronto’s live music venues on the economy and the music industry at large.

The study, led by Nordicity, collected data from a variety of key stakeholders. The final report will include recommendations for the music community, the public, and government regarding the future and long-term viability of Toronto’s live music venues.

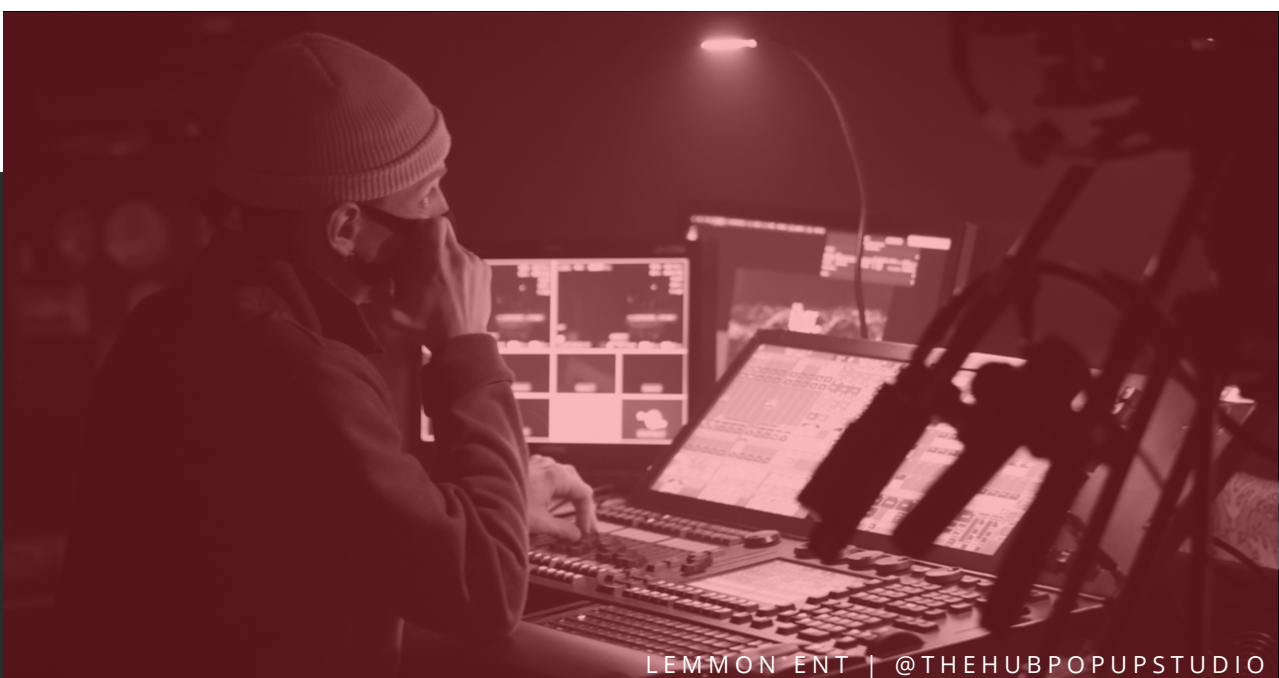
This study was in partnership with Ontario Creates, the City of Toronto, Downtown Yonge BIA, and other key sponsors including Tourism Toronto.

CLOSING THE GAP

In development • Closing the Gap: Impact and Representation of Indigenous, Black, and People of Colour (IBPOC) Live Music Workers in Canada is a national research study designed to examine demographic representation within the live music industry and explore the challenges and barriers that impede the participation of IBPOC workers. The study’s findings and recommendations will inform the development of an industry-wide action plan to implement more inclusive practices moving forward.

The CLMA would like to thank and acknowledge the financial support of FACTOR and the Government of Canada, Creative BC and the Province of BC, Ontario Creates, and Creative Saskatchewan, as well as our many industry sponsors and community partners who have helped to make this project possible.

To learn more about the project, please visit closethegap.live.



LEMMON ENT | @THEHUBPOPUPSTUDIO

BUSINESS DEVELOPMENT

In the constantly-changing environment of the COVID-19 pandemic, it has been more important than ever to keep members and community informed and provide access to the necessary skills training to succeed in and adapt to new conditions.

180+
LIVE MUSIC
PARTICIPANTS
NATIONWIDE

THE PATH CERTIFICATION

Partnered with NVision Insight Group to offer [The Path: Your Journey Through Indigenous Canada](#), a cultural awareness certificate course at a discounted rate to CLMA members. The program has had over 180 live music leadership participants nationwide and more than 50+ organizations signing up multiple members.

PANELS AND WEBINARS

Curated information sessions and panels led by international experts. Speakers include recognized Canadian artists, policymakers, and international industry professionals.

850
LISTSERV
MEMBERS

INFORMATION EXCHANGE

Braintrust of almost 800 live music workers across the country, providing instant access to answers, advice, and resources.

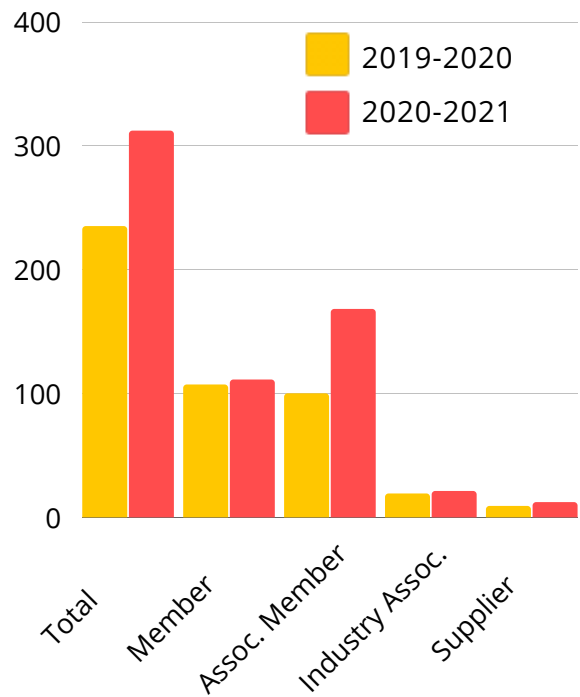
SUBSECTOR MEETINGS

In immediate response to the COVID outbreak, the CLMA gathered live music community members for subsector meetings to keep abreast of emerging news and exchange resources.

MEMBERSHIP HIGHLIGHTS

Membership has continued to increase since September of 2020, with significant growth in the Associate Membership category. Membership remains a key source of revenue for the association. During COVID-19, the CLMA has offered accessible membership options for those members who need it.

Emergency government COVID resources have allowed the association to continue to achieve on behalf of its diverse membership, despite devastating losses for the industry.

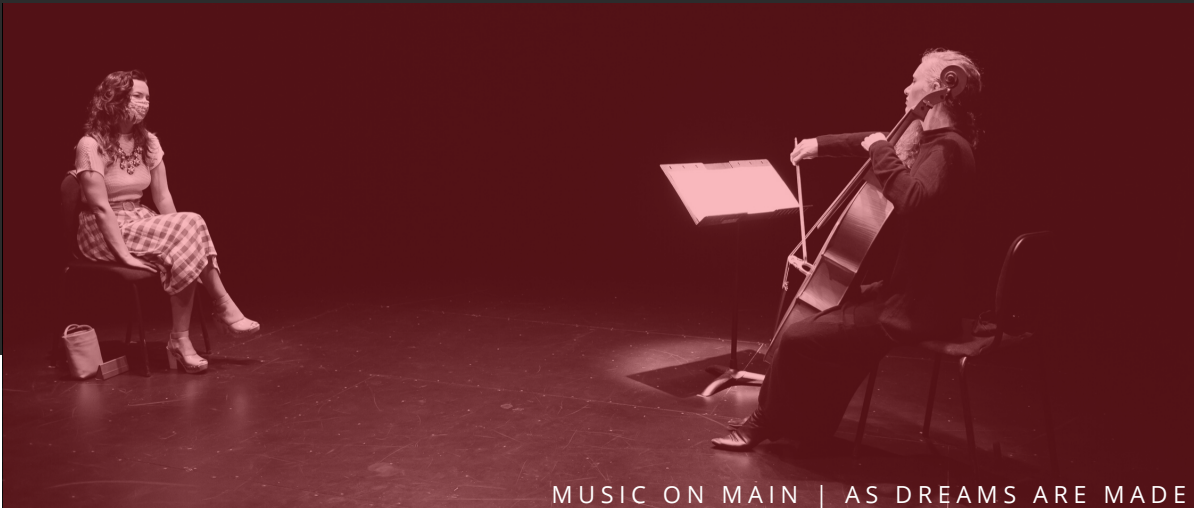


MEMBERSHIP IN 2021-22

Looking forward, priorities for membership include:

- Advocacy that will advance members' bottom line; a strong, united voice in the journey to rebuild and recovery, leading to:
 - Emergency and long-term financial support of the live industry
 - Regulatory fairness and reasonable capacity restrictions
 - Immediate and ongoing accessible insurance
 - Telling the story of live music to policymakers, ensuring a thorough understanding of our industry
- Continued outstanding professional development programming, enabling membership to continue to prosper in a changing landscape

FINANCIAL HIGHLIGHTS



BREAKDOWN

During the challenges of COVID-19 shutdowns, the CLMA has seen an unprecedented flow of money in 2020-2021. This funding has enabled projects like Kinaxis InConcert, Jagermeister x ForTheLoveOfLIVE, Ontario Music Cities, and Closing the Gap. Funding has come from private corporate partnerships, provincial funding, and federal funding sources.

The primary financial driver of the CLMA is membership dues. Though COVID has made payment difficult for many of our members, many have worked hard to continue to resource the association.

Looking forward, new members and membership retention will be a priority as live music organizations and professionals start to generate revenue again.

FINANCIAL STATEMENTS ARE AVAILABLE

2021

LOOKING FORWARD

REBUILD AND RECOVERY

Continued response to needs arising from COVID-19 shutdowns, including but not limited to matters of emergency relief, insurance, staffing, and vaccines.

BEYOND COVID

Relationship building, representation of our sector as a vital player in the Canadian economy, and development of our members as some of the best in the world.

MUSIC CITIES

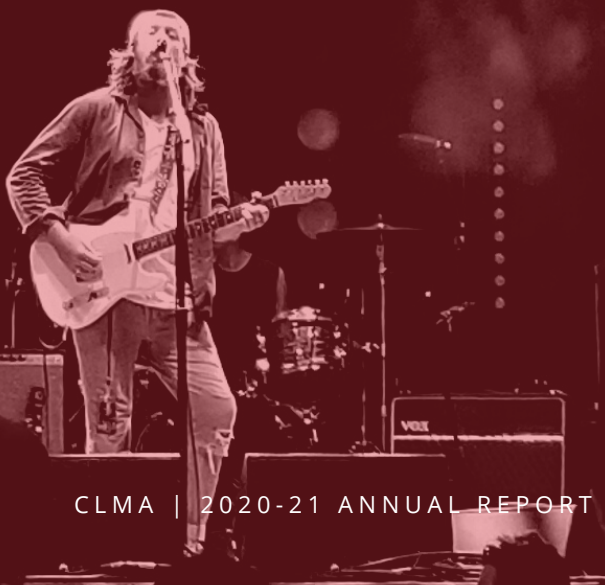
Delivery of quality resources, available to municipalities across the country, supporting the development of local music economies.

ADDRESSING EDI

Historic research for the study entitled Closing the Gap: Impact and Representation of Indigenous, Black, and People of Colour (IBPOC) in the Live Music Industry. In the coming year the association will release and action study findings and recommendations. Read more on the following page.

VENUES DAY INTERNATIONAL

Partnership with [Music Venue Trust](#) (UK) on the first-ever Venues Day International (date TBA). The CLMA is among many global live music associations partnering on this event.



EQUITY, DIVERSITY, AND INCLUSION

In 2021 and 2022, the CLMA will vigorously invest in Equity, Diversity, and Inclusion (EDI) work both within the organization and on behalf of the live community at large. This work will be undertaken by CLMA staff and an ad-hoc EDI Committee made up of CLMA Board members and community members with expertise in matters of EDI.

In spring 2021, the CLMA enthusiastically endorsed and signed the BDRB Declaration to End Anti-Black Racism in the Music Industry (in partnership with ADVANCE and CIMA). The CLMA will now lead by example and establish best practices for the live sector. A further comprehensive action plan will be developed by the committee over the coming months, informed by the key findings and recommendations of the study.

OBJECTIVES

The CLMA will, in conjunction with its sector-wide equity study *Closing the Gap* (more in Research), evaluate opportunities and take meaningful action for growth and change, and put programming, policy, and other initiatives into motion with the ultimate goal of broadening representation, accessibility, and equity in the live music sector.

Key short-term objectives include:

- Internal evaluation addressing the staff, governance, membership, and policies of the CLMA
- Programming aimed at addressing obstacles facing the IBPOC live music community
- Best practices for the Canadian live music industry in creating an equitable and inclusive industry
- Other initiatives

PROGRAMMING

Cultural Awareness & Anti-Racism Training
• Including but not be limited to: anti-racism training and certification for CLMA staff, Board, membership, as well as the broader live music community; panels and workshops surrounding the themes of EDI objectives, hiring and recruitment strategies, and workplace safety policies (and many more); emerging artist spotlights; and artist/industry networking opportunities.

Live Music Mentorship • A live music industry mentorship program in partnership with other leading Canadian music organizations and relevant community members, with a focus on increasing awareness of, and accessibility to, diverse or non-traditional career paths within the sector with a specific aim to provide support to marginalized and racialized youth entering the workforce.

LEADERSHIP

BOARD OF DIRECTORS

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& Roy Thomson Hall

Nick Farkas Vice-Chair | evenko

Vanessa Arscott | Plan V Productions

Louis Bellevance | FEQ

Joëlle Bertrand | Amazon Music

Melissa Bubb-Clarke | MLSE

Kerry Clarke | Calgary Folk Fest

Kevin Donnelly | TNSE

Troy Greencorn | deCoste Performing Arts Centre

Christine Hunter | Shambhala Music Festival

Patti-Anne Tarlton Vice-Chair | Ticketmaster

Wayne Zronik Treasurer | Live Nation

Sam Baijal Secretary | Hillside Festival

Tracy Jenkins | Lula Music and Arts Centre

Tao-Ming Lau | Blue Crane Agency

Tarun Nayar | 5X Fest

Amara Nwogu | Incredible Music

Miro Oballa | Taylor, Oballa, Murray & Leyland LLP

Lynne Skromeda | Winnipeg Folk Festival

Katy Venneri | CARAS/Junos

Jon Weisz | Indie Montreal; Les SMAQ

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Miranda Mulholland NVision Insight Group
Erin Smyth

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Kinaxis Creative BC and the Province of BC
Jagermeister Canada Creative Sask
Ontario Creates FACTOR and the Government of Canada

FOUNDING MEMBERS

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Live Nation Ticketmaster Canada
Music Canada Union Events



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