



2021-22

ANNUAL REPORT

CANADIAN LIVE MUSIC ASSOCIATION

BEHIND THE PEOPLE BEHIND LIVE MUSIC

WWW.CANADIANLIVEMUSIC.CA | [@CANADIAN_LIVE](https://twitter.com/CANADIAN_LIVE)

2023



AYSANABEE | PHOTO BY J. ATLAS

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FROM THE CLMA BOARD CHAIR

"For the first time since the arrival of COVID-19 in March of 2020, our sector has found cause for optimism. Cautious optimism..."

Our fiscal year spanning 2021-2022 was the turning point, the year in which people who make their living in live music hit rock bottom yet survived to see the return of concerts and festivals at full capacity, without restrictions. We're grateful to all those who helped us survive, especially those funders who stepped up to support us, recognizing the extraordinary importance of live music to the social, cultural, and economic fabric of our society. But more than anything, we're so deeply impressed by the fortitude and strength of our members – the people behind the companies who sacrificed so much to get to where we are today. I hope you all take a moment to reflect on the incredible journey and appreciate just what you've been able to achieve. But we're not out of the woods yet.

As we look ahead, we have a lot to repair as the stark realities of debt, a weakened workforce, dampened consumer confidence, record-level inflation, and countless other challenges conspire to make it so much harder today than it was in 2019. But here's where the cautious optimism comes in. We've been tested, and instead of breaking we bonded as a community and our voices are now unified, stronger, and more influential thanks to the CLMA. Erin, Maddy, and the many others who fought tirelessly on your behalf deserve our deepest respect and gratitude for the leadership they've demonstrated. With people like them on your side, and with this newfound sense of community we've all built, there is indeed cause for optimism, knowing that together, we're stronger than anything the universe can throw at us."

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



FROM THE CLMA PRESIDENT & CEO

"Hard to believe another pandemic year has passed. I'm sure I'm not the only one who looks back and squints at what now seems a muddy mash-up of challenges and hurdles, full of wins, losses, and silver linings. The days rolled on while we remained among the very hardest hit of sectors. Once again, we needed more resilience than ever to get through. And we found it by working together and by leveraging the power of the many relationships we have been carefully and strategically nurturing on your behalf.

COVID has shown all of us that we are capable of more. Of different. Of thinking outside the box. Of leaning in and being open to new possibilities. The energy and passion that has fueled our members' ongoing recovery has come as a direct result of some of the best teamwork I have ever seen in my 25-year career in the business. We have Maddy Oliver, Nicole Auger, Kaitlyn O'Brien, Alex Kenzel, Melanie Brulee, Victoria Shepherd, and Pina Capuano to thank along with our outstanding board of directors and chair, Jesse Kumagai.

But it is our membership who gets us out of bed every day, and the incredible work you do for artists and for their fans. Thank you for never giving up and standing with us as we found our way together. On behalf of this amazing team, it is a pleasure to serve as your President & CEO as we finally turn the longest corner in history and head towards the very brightest of futures."

- 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

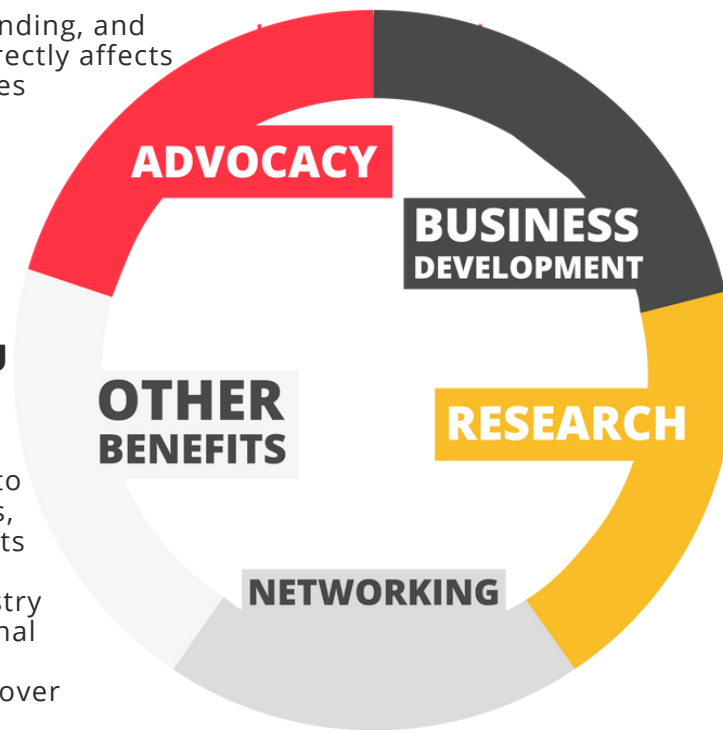
- Discounted access to events, conferences, awards, and summits
- Discounts on certifications, industry tools, and operational expenses
- Free advertising to over 5000 industry stakeholders and music fans across Canada
- Access to industry best practices

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



OPERATIONS

BOARD, STAFF, & SUPPORT

MEMBERSHIP HIGHLIGHTS

FINANCIAL HIGHLIGHTS

BOARD OF DIRECTORS

Jesse Kumagai Chair | Corporation of
Massey Hall & Roy Thomson Hall

Nick Farkas Vice-Chair | evenko

Patti-Anne Tarlton Vice-Chair | Ticketmaster

Wayne Zronik Treasurer | Live Nation

Sam Baijal Secretary | Hillside Festival

Vanessa Arscott | Plan V Productions

Louis Bellevance | FEQ

Joëlle Bertrand | Amazon Music

Kerry Clarke | Calgary Folk Fest

Kevin Donnelly | TNSE

Marlin Jones | FM Systems

Victoria Lord | Edery & Lord

Tarun Nayar | 5X Fest

Amara Nwogu | Incredible Music

Miro Oballa | Taylor, Oballa, Murray & Leyland LLP

Troy Greencorn | deCoste Performing Arts Centre

Christine Hunter | Shambhala Music Festival

Tracy Jenkins | Lula Music and Arts Centre

Lynne Skromeda | Winnipeg Folk Festival

Robyn Stewart | Breakout West

Jon Weisz | Indie Montreal; Les SMAQ



This project has been made possible in part by
the Government of Canada. Ce projet a été
rendu possible en partie grâce au
gouvernement du Canada.



STAFF



Erin Benjamin
President & CEO



Pina Capuano
Senior Strategic Initiatives
& Project Manager



Maddy Oliver
Director, Membership & Industry
Relations



Alex Kenzel
Digital Concierge

FOUNDING MEMBERS

Canadian Music Week

Collective Concerts

evenko

Global Spectrum

Live Nation

Music Canada

NxNE

The Agency Group

**The Corporation of Massey
Hall & Roy Thomson Hall**

The Feldman Agency

Ticketmaster Canada

Union Events

THANK YOU TO

**NVision Insight Group
Music Declares Emergency (CA)
Jagermeister Canada**

**ADVANCE Music Canada
Women in Music Canada
Music Canada**

MEMBERSHIP HIGHLIGHTS

Membership has continued to increase since September of 2021, 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.

The membership structure of the CLMA will be examined as part of the upcoming Strategic Planning process, including pricing, categories, benefits, and policy.



CLMA has kept us connected, inspired, and unified from Coast to Coast to Coast. It's meant a lot and I feel that we are emerging from these crazy two years stronger than ever as a sector.

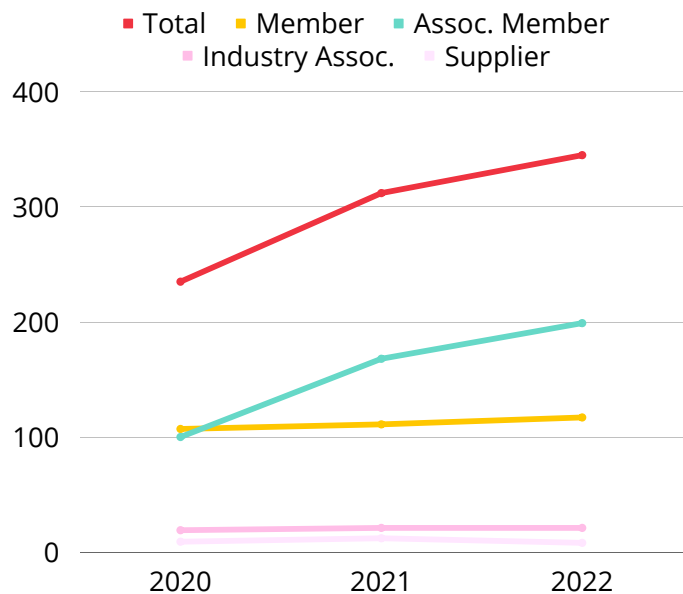
- JANET LARKMAN, PRESIDENT, ATLANTIC PRESENTERS ASSOCIATION



You and your team have been a keystone to our collective survival, and to the understanding among the powers that be that we even exist!"

- REBECCA CAMPBELL, TRANZAC

YOY GROWTH






FINANCIAL HIGHLIGHTS

Over 2021-22, COVID-specific government resources and programs made survival possible for businesses across the sector, in the face of uncertainty and tumult. No one knew what to expect, and programs like CERB, THRP, and others offered reassurance. While in many cases businesses saw traditional revenues decrease or cease all together, emergency relief helped to close gaps while creating new opportunities for unplanned but necessary programming, research, and professional development.

In 2021, the CLMA received COVID-specific funding from the Province of Ontario to study, develop, and expand its “music cities” work, purposefully educating municipalities regarding the economic, social, and cultural potential live music activity represents. The timing of the initiative, which continues, was critical as cities sought (and continue to seek) new and enhanced economic and touristic tools for recovery and beyond. Live music represents a powerful opportunity to be harnessed as cities—especially downtowns—rebuild.

As a result of the funding, the CLMA was able to redirect other earned revenue (such as membership revenue, which saw a slight and expected overall decrease) to core, operational, and other programming costs. This is why this year the CLMA is posting a surplus. This surplus will enable the CLMA to provide even more offerings in 22-23 and help to put the organization in a position of strength moving forward. It's important to note that the time of COVID spending is now in the past. Thanks to government programs, many organizations are finding themselves in stronger financial positions. The CLMA is planning to draw the surplus down over time as grants and operations begin to normalize while demands for programming and services increase. The CLMA does not anticipate continuing to receive any exceptional funding in the future.



FINANCIAL STATEMENTS AVAILABLE.

ADVOCACY HIGHLIGHTS

HARDEST HIT COALITION

PERFORMING ARTS WORKERS' FUND

FEDERAL BUDGET 2022

AID: #FORTHELOVEOFLIVE

OTHER ADVOCACY

#FORTHELOVEOFLIVE

HARDEST HIT COALITION



The CLMA has been an active contributor of the activities of the [Coalition of Hardest Hit Businesses](#), leading to significant cultural impacts such as:

FEDERAL TARGETED SUPPORT FOR TOURISM

In October, with continued advocacy from the Hardest Hit Coalition and the CLMA, the Federal government [announced the launch of programs to support the tourism industry](#). Those were the **Tourism and Hospitality Recovery Program** and **Hardest-Hit Business Recovery Program**, providing support through the wage and rent subsidy programs.

PASSAGE OF BILL C-2

The CLMA leveraged the ongoing #ForTheLoveOfLIVE campaign where community members and the organization [sent letters](#) urging ministers to pass this Bill as quickly as possible to ensure continued support to tourism businesses in Canada.

CEBA & RRRF

Live music community members and the organization additionally [sent letters](#) urging the ministers to consider increasing both CEBA and the RRRF.

CANADA PERFORMING ARTS WORKERS' RESILIENCE FUND

Originally pitched by the CLMA, a cohort of representative music presenters' networks applied on behalf of the Unison Fund for CPAWRF funding.

Unison Fund was identified to provide direct financial assistance to independent and self-employed workers in the live performance sector experiencing financial hardship and requiring emergency support. Program was deployed for applications on July 6.

2022 FEDERAL BUDGET

PRE-BUDGET SUBMISSION

In the [Federal Pre-Budget Submission](#), the CLMA asked the Canadian government to continue to acknowledge and support live music as an integral component of the country's economic recovery, calling for a permanent \$50M Canadian Live Music Support Fund to support the long-term capacity building of the live music sector.

On February 9, CLMA's President & CEO [spoke before the Standing Committee on Canadian Heritage](#) (16:00) calling for Heritage programs to adapt to support more live music workers in order to rebuild the touring framework in this country.

The association's pre-budget campaign included a social media push where community added their voices, echoing the CLMA's ask with the #ForTheLoveOfLIVE hashtag.

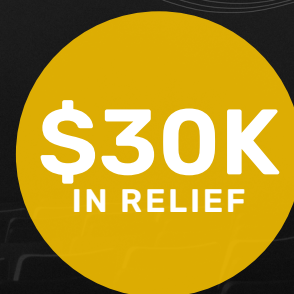
2022 BUDGET STATEMENT

The CLMA released a [statement](#) after the Federal Budget was unveiled, saying, "Unfortunately, the Federal Budget falls short of providing direct support for Canada's besieged live music industry." The association said it looks forward to continuing its work with the Federal government.

AID: #FORTHELOVELOFLIVE

With support from SOCAN, the CLMA administered a [relief program](#) whereby 30 grants of \$1,000 were given to independent Canadian venues of 500 capacity or fewer to help ease financial strain brought on by COVID.

Recipients were selected by a regional lottery, with 6 chosen from each of: Atlantic Canada, Quebec, Ontario, Prairies, and Western Canada.



OTHER ADVOCACY


CLMA CONCERT GUIDE

CLICK HERE

NAVIGATING REGULATIONS
COAST TO COAST TO COAST

- CLMA's [Navigating Concerts Guide](#) outlines concert-related restrictions, performs well nationwide
- CLMA joins Canadian Travel & Tourism Roundtable (CTTR) calling on federal government to remove roadblocks to travel
- The Sound of Recovery: The CLMA [submitted a report](#) for Federal Tourism Growth Strategy consultation on leveraging the economic, social, and cultural value and power of live music
- Tourism Industry Association of Canada (TIAC)'s Insurance Task Force, working on a national strategy to impact policy and forge change at the federal level.
- [Letters to](#), meetings with BC policymakers regarding reopening and lifting of all restrictions
- Ontario budget: CLMA President & CEO appeared before the Standing Committee on Finance and Economic Affairs, presenting the association's [provincial pre-budget submission](#).

#FORTHELOVEOFLIVE



On February 9, 2022, the #ForTheLoveOfLIVE campaign turned 1 year old. On this date, the association launched a social media campaign with an updated look, reviewing the successes seen under the #FTLOL banner (including the passage of Bill C-2, JagermeisterxForTheLoveOfLIVE, etc), and asking fans to continue sharing their favourite music memories with the hashtag.

BUSINESS DEVELOPMENT

THE PATH CERTIFICATE PROGRAM

BUSINESS IS BETTER WITH MUSIC

LIVE MUSIC INDUSTRY AWARDS

MUSIC CITIES

PANELS, WEBINARS, & GROUPS

THE PATH CERTIFICATE PROGRAM

The CLMA offered two cultural awareness training certificates in partnership with [NVision Insight Group](#) at a discounted rate to the live music industry:

- The Path: Your Journey Through Indigenous Canada - a cultural awareness certificate
- The Path: Building Indigenous Intercultural Capacity - a follow-up certificate program available upon completing the first course.

222
COURSE
REGISTRANTS

NEW

PART 1: YOUR JOURNEY THROUGH INDIGENOUS CANADA

This consists of five online modules that focus on the First Nations, Inuit, and Métis peoples of Canada, the history of Indigenous peoples, and their relationship with European settlers, the British Crown, and the Dominion of Canada.

PART 2: BUILDING INDIGENOUS INTERCULTURAL CAPACITY

This course consists of four 90 minute sessions taking place in a virtual classroom. The recommended class size is 20 people, however groups of 15 - 30 can be accommodated.

Topics include defining race, racism, culture; challenging stereotypes; understanding affinity/ unconscious/ cultural bias; and how to become inter-culturally intelligent.

BUSINESS IS BETTER WITH MUSIC



On October 21, the CLMA and Ontario Creates in partnership with Conscious Economics hosted an event to bridge between the music industry and corporate Canada. The event brought together Canadian business leaders and music industry executives, exploring the benefits that music can bring to the Canadian economy and businesses.

John Sicard, President & CEO of Kinaxis, as well as performances by Jim Cuddy, Serena Ryder, and Shawnee Kish.

This event was part of The Next Stage, an ongoing project wherein the CLMA will continue to help the live music industry build relationships with Canadian business leaders.

The event featured a fireside chat with



BUSINESS IS BETTER WITH MUSIC | PHOTO BY ANDREW WILLIAMSON



PHOTO BY GRANT W. MARTIN



PHOTO BY GRANT W. MARTIN



PHOTO BY DANIEL DORTAS



PHOTO BY GRANT W. MARTIN

el
Mocambo

Live MUSIC AWARDS

INDUSTRY

CELEBRATING RESILIENCE

After being kept physically apart for 2 years, the objective of this year's awards show was to reunite the industry and honour those individuals and organizations who had persevered through the adversity of COVID-19.

Hosted by July Black, the show saw performances from the host herself, Preston Pablo, NOBRO, Sam Drysdale, and RÊVE.

RECOGNIZING INDUSTRY LEADERSHIP

Categories of the 2022 CLMIAs were also tailored to celebrate our industry's perseverance over the last two years, and included the "#ForTheLoveOfLIVE Award" for individuals, organizations, and coalitions; "Outstanding Digital Live Music Event"; and the "Overcoming Adversity Award".

Winners included individuals and organizations spanning all subsectors of the music industry, including Plan V Productions, Curbside Concerts, and Budweiser Stage.

Specialty awards saw the City of London celebrated for Excellence in "Music City" Work and July Black honoured as a Legend of Live; Jeff Cohen received the first-ever Lifetime Achievement Award, and the women behind The Coalition of Hardest Hit Businesses, Susie Grynol and Beth Potter, received the Unsung Hero Award.

The CLMA looks forward to the 7th Live Music Industry Awards in 2023.

MUSIC CITIES

The CLMA has worked closely with representatives from Music Canada as well as towns across Ontario to develop ontariomusiccities.ca, containing a resource toolkit for communities interested in embarking on music industry development.

Music Cities work continues as the CLMA consults with representatives from communities at all stages of the music cities continuum, in and outside of Ontario.



PANELS, WEBINARS, AND GROUPS

Since the onset of COVID in 2020, the CLMA has programmed curated information sessions and panels led by international experts. Speakers include recognized Canadian artists, policymakers, and international industry professionals.

The CLMA also convened subsector meetings to keep the community abreast of emerging news and to exchange resources.

The CLMA Google Group functions as a braintrust of more than 850 live music workers across the country, providing instant access to answers, advice, and resources.

CROWD MANAGEMENT AND SAFETY WEBINAR

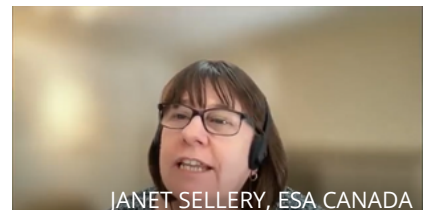
JAN 18, 2022



CHRIS KERR, XA SECURITY



ERIC STUART, GENTIAN EVENTS



JANET SELLERY, ESA CANADA

RESEARCH

CLOSING THE GAP: IMPACT AND
REPRESENTATION OF INDIGENOUS,
BLACK, AND PEOPLE OF COLOUR
LIVE MUSIC WORKERS IN CANADA

HISTORIC CLOSING THE GAP STUDY

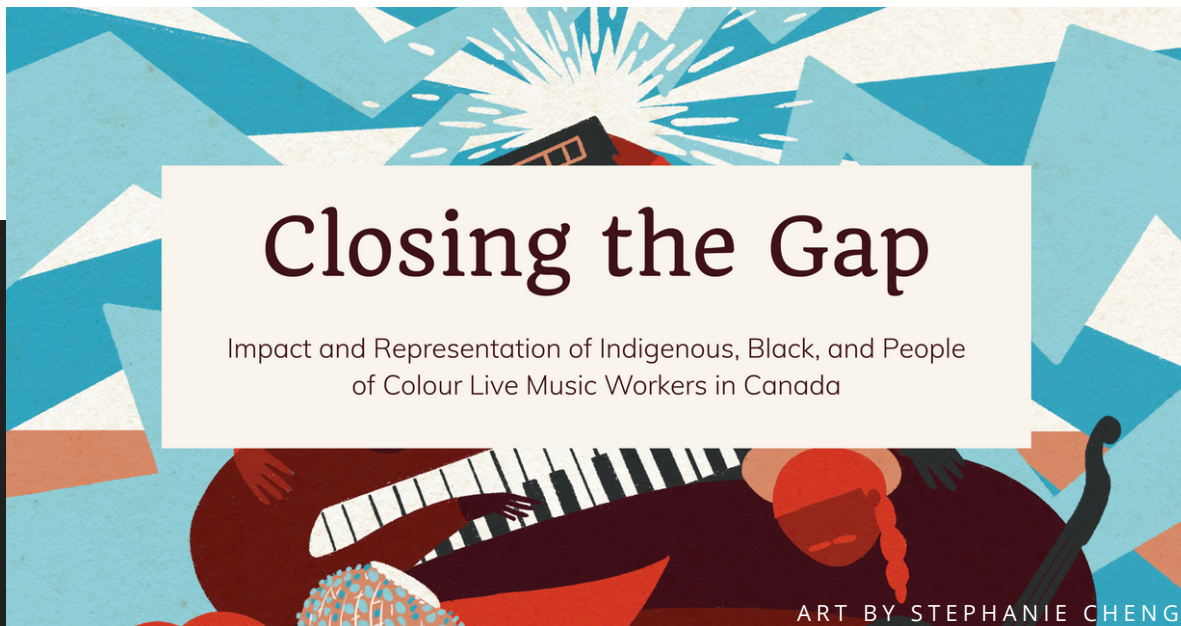
Change begins by assessing the present landscape.

Led by the CLMA, [Closing the Gap: Impact and Representation of Indigenous, Black, and People of Colour \(IBPOC\) Live Music Workers in Canada](#) provides critical data and better informs the live music industry of the challenges and barriers that impede Canadian IBPOC workers. The findings also highlight the most pressing issues and obstacles and emphasize the

urgent need to better serve IBPOC live music workers across Canada.

This study is the first of its kind in the Canadian live music space, quantifying and qualifying the experiences of IBPOC live music workers, leading to vital programming and advocacy addressing the issues identified in the report.

[View the Executive Summary.](#)
[View the Full Report.](#)



FINDINGS AT A GLANCE

Closing the Gap validates the urgent need to advocate for racialized individuals working in the sector. IBPOC workers in Canada experience significant pay disparity, decreased job stability, and lack of access to gatekeepers and gatekeeping roles. Notably, this disparity accounts for an estimated \$273.5M contribution to the GDP.

LAUNCHING THE STUDY

The study was launched on March 30, 2022 with a Zoom event featuring a performance by Julian Taylor. With an address from Nicole Auger and Erin Benjamin, Project Leads Alanna Stuart and Kim de Laat led a presentation on the findings and recommendations of the report. Speakers included Ian Andre Espinet, Alan Greyeyes, Keziah Myers, and Tarun Nayar.

SPREADING THE WORD

Since the launch of Closing the Gap, its findings and recommendations have been presented across Canada and internationally, including:

- Western University - Popular Music Conference
- UQO & GVPTA - Equity, Diversity and Inclusion in the Cultural Industries: Role of Cultural Organizations
- Folk Alliance International
- Global Toronto (Online component)
- Breakout West Conference

Recommendations For Live Music Industry

1. Publicly funded festivals and concerts can **disclose final budgets as a check and balance** against payouts that skew higher for white artists.
2. Those in positions of power can insist on inclusion/equity riders for festivals and concerts.
3. Festivals and concerts promoting events on radio can request that booked artists from underrepresented groups receive either airplay, or name recognition as part of their promotion efforts
4. Privately owned venues can make **rental fees publicly available.**

FINDINGS
EN | FR

CANADIAN LIVE MUSIC ASSOCIATION

IBPOC live music workers make, on average,

\$11,700 LESS

per year than white music workers.

Read more at canadianlivemusic.ca/closing-the-gap

FINDINGS
EN | FR

CANADIAN LIVE MUSIC ASSOCIATION

82% of IBPOC live music workers reports that

INCREASED ACCESS TO GATEKEEPERS

would be one of the most useful resources to advancing their career.

Read more at canadianlivemusic.ca/closing-the-gap

LOOKING FORWARD

STRATEGIC PLANNING

CONTINUED GROWTH

UPCOMING PROJECTS

STRATEGIC PLANNING

As the CLMA enters its eighth year of operations following a period of significant change for the industry, the association will embark on a new strategic planning process to refresh, affirm and entrench commitments and priorities—from business and professional development to equity, diversity, and inclusion. A new strategic plan will strengthen both the association's position as the voice of Canada's live music industry, as well as its members' contributions to quality of life in Canada.

The process will include community consultation, a review of current operations, and a critical assessment of how the CLMA can best serve the needs and priorities of Canada's live music sector moving forward.

CONTINUED GROWTH

In addition to deepening collaborative and strategic partnerships, membership growth is key to powering the association's work and critical for meaningful impact.

The CLMA continues to bring exponential value to both the day-to-day and big picture operations of Canada's live music companies and organizations, ensuring a robust member benefits program, ever-expanding business development opportunities, customized and contemporary professional development experiences, and strategic advocacy.

Membership growth remains a key priority. Associations are made to lead a community who share common goals, aligned by a vision and mission. Members are why we exist. The CLMA will continue to service its membership—existing and future—with a fierce commitment to excellence.



We're here, we've arrived together, and we're ready, because of the Canadian Live Music Association."

**- GIL MOORE, CRAIG MCDONALD,
AND THE TEAM AT METALWORKS
INSTITUTE**



BUSINESS DEVELOPMENT, MENTORSHIP, AND SAFER SPACES

The CLMA looks forward to developing events, webinars, and mentorship programs that address member and sector needs. These endeavours will include:

- Expanding business and professional development programs and events
- Educating the live music community on safer spaces and crowd management with partnerships like [Women in Music Canada](#) and [Global Crowd Management Alliance](#)
- Continuing to apply CLMA's *Closing the Gap* findings and recommendations within the organization and across the sector at large
- Promoting environmental awareness in the live music industry in partnership with [Music Declares Emergency \(CA\)](#)
- Investment in the next generation of live music professionals

The CLMA will continue to move with and adapt to the emerging needs of the live music industry, addressing challenges and enabling success throughout the year.