

MUSIC CANADA LIVE
2017-2018
ANNUAL REPORT

**BEHIND
THE PEOPLE
BEHIND
LIVE MUSIC:
MUSIC
CANADA
LIVE**

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LIVE**

BEHIND THE PEOPLE BEHIND LIVE MUSIC: MUSIC CANADA LIVE 2017-2018 ANNUAL REPORT

The third full year of the association was extraordinary in many ways. Services and activities increased, membership grew, awareness of the work and existence of the organization spread. This report seeks to capture the highlights of our 2017-2018 fiscal year.

A TRIBE CALLED RED (HOOP DANCER: JAMES JONES) WESTFEST, OTTAWA. PHOTO: BRIAN GOLDSCHMIED

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A VISION FOR ONTARIO'S LIVE MUSIC SECTOR

The Ontario Live Music Working Group (OLMWG), co-chaired by MCL Executive Director Erin Benjamin, in partnership with the Ministry of Tourism, Culture and Sport continued efforts to build capacity in the province's live sector and in April 2018, launched the "Vision for Ontario's Live Music Sector" report with 22 recommendations.

The Vision, which aims to capitalize on the energy and potential of Ontario's live music sector was developed by a committee of live music leadership through extensive consultations with diverse festival and venue operators, presenters, promoters, artists, managers, agents, music associations and industry leadership. Establishing a course of action for the industry to take, the plan serves to grow Ontario's live music sector and highlights the crucial role that live music industry plays, economically, socially and culturally.

This Vision for growth includes clear, measurable targets and is supported fully by government.

"The live music sector is crucial to the cultural and economic verve of Ontario, and significantly contributes to the quality of life in communities across the province. The Vision for Ontario's Live Music Industry is a collaborative milestone between the sector and our government, and fulfills our commitment to develop and grow the live music industry in Ontario."

Daiene Vernile – Minister of Tourism and Sport.

"THE LIVE MUSIC SECTOR IS CRUCIAL TO THE CULTURAL AND ECONOMIC VERVE OF ONTARIO"

DAIENE VERNILE – MINISTER OF TOURISM AND SPORT.



THE ONCE, NATIONAL ARTS CENTRE, OTTAWA. PHOTO: D. BRIAN CAMPBELL

"I'M HARD PRESSED TO FIND OR THINK OF ANOTHER ORGANIZATION IN OUR COUNTRY THAT LENDS AS MUCH SUPPORT, MENTORSHIP, CAMARADERIE & ADVICE AS MCL DOES. THANK YOU."

ELAINA MARTIN – PRODUCER, WESTFEST, OTTAWA



“ THIS COMMUNITY IMPACT AWARD SEEKS TO HONOUR BUSINESSES, SOCIAL ENTERPRISE, NON-PROFITS, INITIATIVES AND/OR INDIVIDUALS MAKING A SIGNIFICANT IMPACT THROUGH LIVE MUSIC IN THEIR COMMUNITY.”

ERIN BENJAMIN – EXECUTIVE DIRECTOR OF MUSIC CANADA LIVE.



WHITEHORSE, PHOENIX, TORONTO. PHOTO: RC STILLS

AWARDS

THE 3RD ANNUAL CANADIAN LIVE MUSIC INDUSTRY AWARDS

Music Canada Live partnered once again with Canadian Music Week (CMW) and continued to celebrate the live music industry with the 3rd Annual Live Music Industry Awards.

On Friday, May 11, 2018 the Canadian Live Music Industry Awards, once again hosted by Paul Shaffer, brings together the best in the live music industry to celebrate and honour one another.

In addition to the existing categories, Music Canada Live sponsored a new Community Impact Award, exclusive to members of Canada's national live music industry association. There was a monumental increase, over 80%, of nominations and votes-cast from the community this year, indicating that the awards have true value for members.



CITYFOLK FESTIVAL, OTTAWA. PHOTO: W.P. MCGELLIGOTT

ADVOCACY

KEY ADVOCACY WORK

On behalf of its members, Music Canada Live engaged in key issues impacting the sector. Below are highlights:

- Secondary ticketing legislation, multi-province
- Safety, security, sexual harassment at live events
- Noise bylaw and zoning reviews in various cities across Canada
- Renewal of Amplify BC (formerly called the BC music fund)
- Continuing support of the Ontario Music Fund
- Leadership role in developing the Vision for Ontario's Live Music Industry
- Continuing to leverage dialogue using Striking a New A-Cord as an important tool
- Addressing and responding challenges facing small venues, multi-cities
- Continuation of Regional Advisory Council Program, multi-city/regions
- Building key relationships with Canada's tourism sector
- Strategic music cities work, specifically: Vancouver, BC; Calgary, AB; Halifax, NS; London, ON; Toronto, ON; Ottawa, ON
- Education, Awareness and Reflection

Music Canada Live was present at numerous networking events across Canada and was a proud partner and or sponsor of important events, awards and recognition opportunities for live stakeholders at Break Out West, East Coast Music Week, the Canadian Event Safety Summit, Folk Music Ontario, Canadian Music Week and others. Music Canada Live also supported best practices concerning safety, security, sexual harassment and emergency preparedness.

In April 2018, Music Canada Live was a signatory, along with 46 other industry associations, to an industry-wide Code of Conduct addressing all forms of harassment including but not limited to sexual harassment, discrimination, bullying and violence in the workplace.

Music Canada Live's ongoing commitment to diversity and parity is reflected in its team, Board, partners and membership.

MUSIC CANADA LIVE'S ONGOING COMMITMENT TO DIVERSITY AND PARITY IS REFLECTED IN ITS TEAM, BOARD, PARTNERS AND MEMBERSHIP.

AMY HELM, CITYFOLK FESTIVAL, OTTAWA. PHOTO: W.P. MCGELLIGOTT

HERE, THE BEAT:

THE ECONOMIC IMPACT OF LIVE MUSIC IN BC

In October 2017, with the support of the BC Music Fund and in partnership with Creative BC, Music Canada Live commissioned a BC-wide study to draw attention to the many benefits of an investment in live music in this region. Preliminary findings show a robust, vibrant live music scene:

- Of the over 400 annual music festivals in BC, more than 75% expect their audience to grow in the next two years
- Almost 80% of live music companies expect revenue growth in 2018

- Approximately two-thirds of companies have at least woman owner, over one third have an owner who is a visible minority and approximately one-quarter have at least one owner who is Indigenous

- More than half of live music companies expect to hire more people in 2018, nearly all of who will be from BC

The full report is expected in June 2018, with thanks to Music Canada, the City of Vancouver, This Is Blueprint, Atomique Productions and Brand Live for their support.



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INVESTING IN AN IMPORTANT IDEA: FINANCIAL ACCOUNTABILITY

Music Canada Live is now a known entity. Media, industry and other stakeholders are aware of our efforts and identify us as “the voice of live music in Canada.” This is a significant achievement. With growth to 180 members in only three short years, and an annual member retention rate of over 95%, our value proposition is becoming well recognized.

Music Canada Live stands behind the people behind live music. The sector benefits from a strong, united voice. Board and staff continue to work vigorously to identify, build and maintain sustainable sources of revenue, as well as invest in key partnerships and collaborations. No other association is advocating for the needs of Canada’s live music industry – this is Music Canada Live’s value proposition, and our commitment to the growth and sustainability of the sector is steadfast.

A BOOGIE WIT DA HOODIE, DANFORTH MUSIC HALL, TORONTO.
PHOTO: RC STILLS



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MEMBERSHIP

PASSIONATE PEOPLE: OUR MEMBERS

Music Canada Live exists to serve our members. Promoters, presenters, festivals, venues, clubs, agents, ticketing companies, suppliers and those whose core business is live music. Our members are both commercial and non-profit, they range in size and scope and are located across Canada.

Our members aren’t just the lifeblood of this organization, they are the heartbeat of the country. From independent concert promoters to small clubs in cities and towns across from coast to coast to coast. We are companies that fuel our economy, we are agents who represent the artists who inspire us, we are festivals that put Canada on the international map as a global destination for live music. Together we contribute to the social, cultural and economic backdrop of Canada.

MEMBERSHIP GROWTH



“THROUGH RESEARCH AND ADVOCACY, MUSIC CANADA LIVE STIMULATES THE DEVELOPMENT AND EVOLUTION OF LIVE MUSIC STRATEGIES, PROMPTING A STRONG MANDATE FOR ACTION.”

JULIEN PAQUIN – PRESIDENT, PAQUIN ARTISTS AGENCY.



ADVOCACY GOALS

In addition to specific provincial targets, in 2018-2019, Music Canada Live will continue to champion the following:

- A federal investment strategy that supports and includes the live music industry
- A federal live music strategy connected to emerging provincial strategies
- Consultation and input with government and other stakeholders regarding ticketing and other legislation across Canada
- The potential and need for a national live music economic impact study to benchmark growth for the federal government’s cultural policy objectives
- Completion of the Here, The Beat: the Economic Impact of Live Music in BC and action on recommendations
- Continuing efforts to support the development of an Atlantic Canadian Music Fund
- Ongoing support and implementation of the Vision for Ontario’s Live Music Industry
- Continuing efforts to ensure the Ontario Music Fund reflects the needs of Ontario’s live music industry
- Consultation and input regarding ticketing legislation across Canada
- Support of gender parity and diversity in the leadership and membership of Music Canada Live and across the Canadian music industry

GOING FORWARD

In the 2018-2019 year, Music Canada Live will continue to develop and administer programs and activities deemed priorities by its member base such as:

- Best/smart practices
- Networking
- Professional Development
- Advocacy
- Continuing efforts to support the BC live music industry
- The growth and development of “music cities” across Canada
- Enhanced effort promoting and protecting Canada’s concert venues
- Effective execution of the Ontario Live Music Vision
- Elevate the sector’s profile via strategic partnerships with the tourism sector
- Continue to activate and convene Regional Advisory Councils across Canada
- Other research and development as necessary to ensure the growth and sustainability of the live music industry in and across Canada

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2017-2018 BOARD OF DIRECTORS

Executive Committee

Chair: Jesse Kumagai, The Corporation of Roy Thomson and Massey Hall

Vice-Chair: Nick Farkas, Evenko

Vice-Chair: Patti-Anne Tarleton, Ticketmaster Canada Ltd.

Treasurer: David Cuddy, Republic Live

Secretary: Jean Wilkinson, APA Agency

Directors

Louis Bellavance, Festival d'Ete de Quebec

Nick Blasko, Amelia Artists Inc. & Atomique Productions Ltd

Neill Dixon, Canadian Music Week

Kevin Donnelly, True North Sports and Entertainment Ltd

Erik Hoffman, Live Nation Entertainment

Michael Hollett, NXNE

Tracy Jenkins, Lula Music and Arts Centre

Tom Kemp, The Feldman Agency

Amy Terrill, Music Canada

Louis Thomas, Sonic Entertainment Group

WITH OUR THANKS

Sincere thanks to the partners, supporters, funders and especially our members, for standing together and building a strong, united voice for Canada's live music industry.

Founding Members:

Neill Dixon, Canadian Music Week

Jeff Cohen, Collective Concerts

Nick Farkas, Evenko

Brian Ohl, Spectra Venue Management

Riley O'Connor, Erik Hoffman, Live Nation

Graham Henderson, Amy Terrill, Music Canada

Michael Hollett, NXNE

Stan Dunford, Republic Live

Deane Cameron, Jesse Kumagai, The Corporation of Massey Hall and Roy Thomson Hall

Tom Kemp, The Feldman Agency

Patti Anne Tarleton, Ticketmaster Canada Ltd

Jack Ross, Jean Wilkinson, APA Agency



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VISIT WWW.MUSICCANADALIVE.CA TO LEARN MORE ABOUT CANADA'S POWERFUL LIVE MUSIC INDUSTRY AND THE ASSOCIATION THAT STANDS BEHIND IT.

