

# CANADIAN LIVE MUSIC ASSOCIATION ANNUAL REPORT

Photo: The Sheepdogs, British Columbia. February 20, 2016.

**2018-2019**

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## BEHIND THE PEOPLE BEHIND LIVE MUSIC: THE CANADIAN LIVE MUSIC ASSOCIATION

The fourth 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 captures the highlights of our 2018-2019 fiscal year.

An important moment in 2019 was the rebrand of Music Canada Live to the **Canadian Live Music Association** (CLMA). “Our new name and brand clearly reflect who we are and will strengthen our ability to advocate on behalf of our sector, our amazing members and deepen relationships with our many valued partners.”

Jesse Kumagai, Board Chair.

In addition to the name change, Erin Benjamin became the President & CEO, a move acknowledging her role in setting the strategic direction of the organization in tandem with the Board of Directors.

**“The live music sector is constantly changing and Canadian Live Music Association is always on pace. They are quickly evolving into becoming the leading resource for all things live music. Such an asset.”**

Erin Coyle, Manager, Live Entertainment;  
Ottawa Sports and Entertainment Group

**“Holy Moly! Our event just received approval of federal funding support. This is the first time our organization has ever received funds to aid in presentation, and we would have NEVER known about the program if we were not CLMA members. No other industry/funding rep/association in our city, province or country let us know that our event seemed like a perfect fit to apply for this fund - but Erin and the CLMA team in Ottawa reached out...Many thanks to them and I hope (for your success) that you are a member, too.”**

Kirby Wirchenko, Executive & Artistic Director / Head Bottle Washer, The Broadway Theatre, Saskatoon

## **THE FOURTH ANNUAL CANADIAN LIVE MUSIC AWARDS**

The CLMA partnered once again with Canadian Music Week (CMW) and continued to celebrate the live music Industry with the 4th Annual **Canadian Live Music Industry Awards**. On Friday, May 10, 2019 the Canadian Live Music Industry Awards, hosted by Kim Stockwood, brought together the best in the live music industry to celebrate and honour one another.

“The Live Music Industry Awards are our time to shine the spotlight, to the back of the house, and thank our members for all they do... for artists, for their cities and towns, for tourism and for the industry.”

Erin Benjamin, President & CEO, CLMA

## KEY ADVOCACY WORK

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

- Dialogue with the Ontario Government regarding the importance of live music investment and continuing support of the **Ontario Music Fund** and **Celebrate Ontario**
- Addressing and responding challenges facing small venues, multi-cities
- Continuation of **Regional Advisory Council Program**, multi-city/regions
- Secondary ticketing legislation, multi-province
- Building key relationships with Canada's tourism sector
- Safety, security, sexual harassment at live events
- Strategic music cities work, specifically: Ottawa, ON, Fredericton, NB, Halifax, NS and others
- Noise bylaw and zoning reviews in various cities across Canada
- Education and Awareness of the impact of live music in public and private sectors across Canada, including participation in Music Canada's upcoming national music study
- Renewal of **Amplify BC**
- Leadership role in developing the **Vision for Ontario's Live Music Industry**

The CLMA 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. The CLMA also supported the development of best practices concerning safety, security, sexual harassment and emergency preparedness.

On March 16, 2019, during JUNO's weekend, CARAS, the CLMA, Music Canada, Women in Music Canada, PwC Canada and the Unison Benevolent Fund hosted an event for the industry called Allies in Action, emceed by CLMA President & CEO, Erin Benjamin. The event showcased the initiatives and programs that the industry has been working on over the past year to make positive change in relation to diversity, inclusion and safe workplaces. During the event, a release announced that 42 music industry organizations, including the CLMA, had signed the **Creative Industries Code of Conduct**.

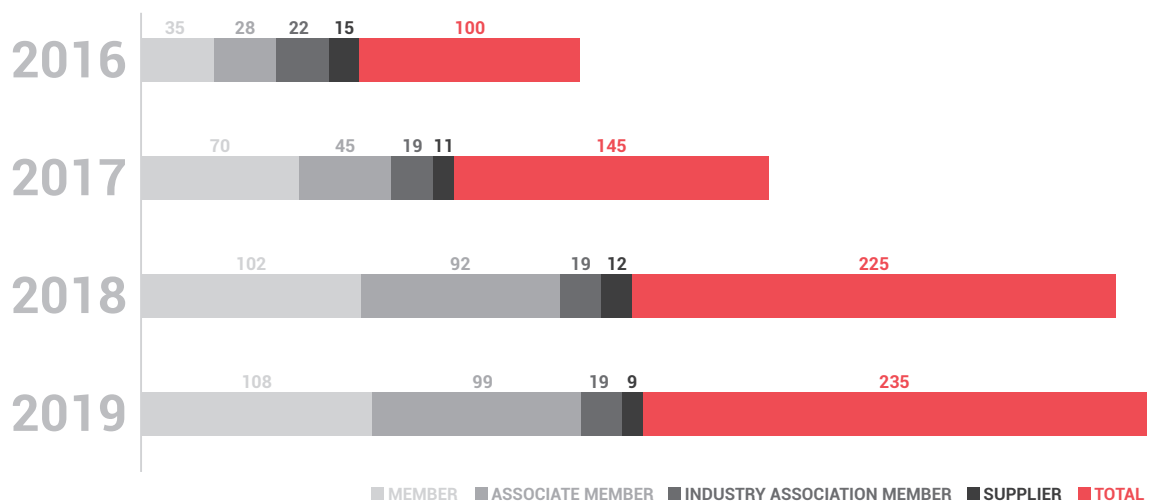
**The CLMA's ongoing commitment to diversity and parity is reflected in its team, Board, partners and membership.**

## PASSIONATE PEOPLE: OUR MEMBERS

The CLMLA 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 represent a growing and powerful industry. From independent concert promoters to small clubs in cities and towns across from coast to coast to coast. They are companies that fuel our economy, talent agents who represent the artists who inspire us, and festivals that put Canada on the international map as a global destination for live music. Together they contribute to the social, cultural and economic fabric of Canada.

### MEMBERSHIP GROWTH



**“With the ever-changing landscape of the live music sector, the advocacy work of the Canadian Live Music Association is paramount. The benefits of membership are many: from networking opportunities and professional development resources, to supporting the critical work of advancing the economic growth and development of our industry. This past year, CARAS partnered with CLMA to offer training to our JUNOfest venue staff to provide safer spaces for JUNO week attendees. This is just an example of how their information sharing and overall contributions to the Canadian music industry are invaluable.”**

Allegra Swanson, Manager, Events; CARAS/The JUNO Awards







## INVESTING IN AN IMPORTANT IDEA: FINANCIAL ACCOUNTABILITY

The CLMA 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 235 members in only four short years, and an annual member retention rate of over 95%, our value proposition is well recognized. The CLMA stands behind the people behind live music. The sector benefits from a strong, united and unified 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 the CLMA’s value proposition, and our commitment to the growth and sustainability of the sector is steadfast.

2018-19 saw growth in membership, sponsorship and government grants. The combination of increased revenue and watchful stewardship over resources has led to the association’s first surplus.



## **RAISING THE BAR: HELPING TO MAKE EVERY LIVE MUSIC SPACE A SAFE PLACE**

*Raising The Bar* is a first-of-its kind, national training program brought to you by the CLMA. It provides hands-on training and education to live music industry professionals to ensure safer spaces, harm reduction and event safety in Canada's live music industry.

*Raising The Bar's* programming is tailored to serve the communities in which it presents, relying on a combination of industry and community experts to engage

and address priority issues.

**Launched in London, Ontario**

on May 4, 2019 to precede JUNOS week, the programming focused on naloxone training by

**Over the Bridge** and Bystander Intervention training by London-

based **Anova**. With the support of

**Ontario Creates** and **Amplify BC**,

additional programming was held during **Canadian Music Week** and

a full day safety-summit was held in British Columbia on May 27.

Opening with a keynote from Dr.

Hugh Deeming, who served on the panel reviewing the preparedness and responsiveness to the

Manchester Arena attack in 2017,

the day was filled with acclaimed panelists sharing expertise on

event safety, harm reduction and

safer spaces. Additional events are

in the planning stages.



## RE:VENUES: THE IMPORTANCE AND IMPACT OF TORONTO'S LIVE MUSIC SPACES

In partnership with **Ontario Creates**, the **City of Toronto**, **Downtown Yonge BIA** and other key sponsors, this groundbreaking study will seek to demonstrate the contribution and impacts stimulated by Toronto's live music venues on the economy and the music industry.

The research, led by Canadian research consultants **Nordicity**, will form a narrative that articulates the value of live music venues to the city of Toronto. Data will be collected in a variety of ways different stakeholders including representatives from the live and broader music industry, artists, the tourism sector, BIAs and elected representatives from the city of Toronto. 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.

## GOING FORWARD

### In the 2019 -2020 year, CLMA will:

Continue to develop and administer programs and activities deemed priorities by its member base such as:

- Best/smart practices + training, focusing on 'healthy festivals and live music events'
- Live Music Summit in partnership with **CARAS** and the JUNO Host Committee
- Networking
- Professional Development
- Advocacy on key local, provincial and federal issues across Canada
- The growth and development of "music cities" across Canada
- Enhanced effort promoting and protecting Canada's concert venues
- Continued advancement of the Vision for Ontario's Live Music Industry
- Elevation of the sector's profile via strategic partnerships with the tourism sector
- Other research and development as necessary to ensure the growth and sustainability of the live music industry in and across Canada, including participation in Music Canada's upcoming national music study



## ADVOCACY GOALS

In addition to specific provincial targets, in 2019-2020, the CLMA will continue to champion the following:

- A federal investment strategy that supports and includes the live music industry
- Ongoing support and implementation of the Vision for Ontario's Live Music Industry
- Consultation and input with government and other stakeholders regarding ticketing and other legislation across Canada
- Continuing efforts to ensure the Ontario Music Fund and the Celebrate Ontario program reflect the needs of Ontario's live music industry
- Supporting and leveraging the work of Music Canada and the currently under-way national live music economic impact study, to benchmark growth and influence federal government cultural policy objectives and strategies
- Consultation and input regarding ticketing legislation across Canada
- Support of gender parity and diversity in the leadership and membership of the CLMA and across the Canadian music industry
- Completion of Re:Venues: The Importance and Impact of Toronto's Live Music Spaces and action on recommendations
- Regional activities

## **2018-2019 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 Tarlton, Ticketmaster Canada Ltd.

**Treasurer:** Wayne Zronik, Live Nation

**Secretary:** Jean Wilkinson, APA Agency

### **Directors**

Vanessa Arscott, Plan V Productions

Louis Bellavance, Festival d'Ete de Quebec

Nick Blasko, Amelia Artists Inc. & Atomique Productions Ltd

Melissa Bubb-Clarke, Maple Leaf Sports & Entertainment

Neill Dixon, Canadian Music Week

Kevin Donnelly, True North Sports and Entertainment Ltd

Michael Hollett, NXNE

Tracy Jenkins, Lula Music and Arts Centre

Tom Kemp, The Feldman Agency

Tarun Nayar, Vancouver International Bhangra Celebration

Kim Rayworth, Capitol Theatre

Lynne Skromeda, Winnipeg Folk Festival

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 Tarlton, Ticketmaster Canada Ltd

Jack Ross, Jean Wilkinson, APA Agency

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