

# HAMILTON MUSIC STRATEGY



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Music plays a role in a strong vibrant city. Music is part of Hamilton's economic prosperity and its identity – locally, nationally and internationally.

The Hamilton Music Strategy articulates a shared vision, purpose and pathway to strengthen music in Hamilton and includes the interests and aspirations of a cross section of the local music community. It builds on the announcement of a Province of Ontario's Live Music Strategy and its goal to showcase the industry globally.

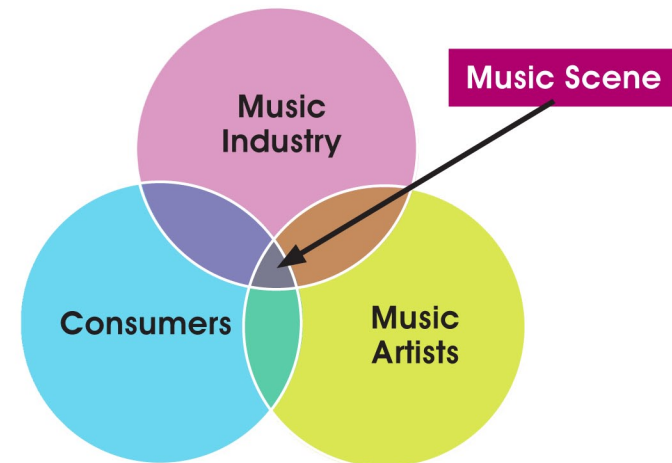
Hamilton has a long and resilient music legacy. The local music scene is a growing, dynamic and eclectic mix of performers, producers, products and performances.

The Hamilton Music Strategy's success depends on multiple partners working together to realize a common vision. The City of Hamilton, the music industry and the musicians all have significant and different roles in implementing the Strategy.

Music in Hamilton has three **core segments**:

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

Together the activities and interaction of these segments create Hamilton's "music scene."



Hamilton's music scene is founded on a long and established music legacy. The city's current music scene includes a growing and dynamic eclectic mix of songwriters, musicians, producers, performers and live performances. Hamilton is increasingly known as a destination for music. And the city boasts a strong, collaborative and diverse music industry that offers a solid base for continued growth, collaboration and celebration.



Key to the proposed Hamilton Music Strategy is a vision and mission statement for music in Hamilton.

## 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.

The vision “tagline” for marketing and promotional purposes is:

- *A thriving, creative, eclectic music scene*

## MISSION STATEMENT

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.

The mission “tagline” for marketing and promotional purposes is:

- *Celebrate “all things music” in Hamilton*

The Music Strategy’s **four goals** are to:

1. Strengthen the local music industry
2. Grow audiences and appreciation of music
3. Increase access to music experiences
4. Cultivate music creation and talent.

The anticipated **outcomes** of the Music Strategy are:

- Strong music identity for Hamilton
- Sustainable music industry
- Increased economic activity.

Some of the ways **success** could be measured include:

- Growth in the number of jobs in Hamilton music industry
- Attraction of music businesses/musicians to Hamilton and new business start-ups
- Number of venues for live music
- Growth in audiences at live music performances
- Number of students participating in music education programs





The Hamilton Music Strategy's success depends on multiple partners working together to realize a common vision. The City of Hamilton, the local music industry, and Hamilton's musicians, who are at the centre of it all, have significant yet different roles in implementing the Hamilton's Music Strategy. It is, however, a general consensus within Hamilton's music community that Hamilton is a "city of music."

## GOAL: Strengthen the local music industry

OBJECTIVE	ACTION	LEAD PARTNER*	TIMELINE‡
Link with other major music initiatives, strategies and cities	Examine the feasibility of "twinning" Hamilton with another major music city	COH	Short
	Seek funding and alignment opportunities for Hamilton within the Ontario Live Music Strategy	MO, MC	Immediate
	Provide Hamilton representation to the Ontario Music Strategy Industry Working Group	MC	Complete
	Assess the resources needed to participate in the proposed provincial music portal and provide content as appropriate	MO – assessment	Short
	Bid to host significant music industry events e.g., JUNO Awards	COH – bid lead MO – support MC – support	JUNOS – immediate Others – opportunity based
	Co-ordinate strategic efforts to develop the music industry with neighbouring municipalities	MO	Immediate
Build connections within the music scene	Review options for the industry and/or musicians to formally organize e.g., advisory Music Commission, council, industry association, artist co-operative and network (e.g., Seattle, Washington)	MO, MC	Short
Embed music in City of Hamilton initiatives	Provide music industry-related input into the development of the City's 2014-2018 Economic Development Strategy	MO, MC	Immediate
	Align with other key City policies, plans and initiatives e.g., culture plan, events strategy	COH, MO	Ongoing
	Provide input into the review and Development of municipal arts funding models e.g., City of Hamilton's Arts Investment Strategy and Community Partnership Program (CPP) review	MO	Immediate
	Include music programming in local Pan Am Games activities	COH	Immediate
Provide tools to support music business development	Create a City of Hamilton Music Office in the Tourism & Culture Division, Planning and Economic Development Department	COH	Immediate
	Conduct and share research on local music industry (e.g., economic impact, workforce and market)	COH, MO	Medium

\* MO: Proposed City of Hamilton Music Office ;  
COH: City of Hamilton (departments and divisions other than the Music Office);  
MC: Music Community (industry and/or musicians)

‡ Immediate: under 1 year; Short: 2-4 years; Medium: 5 -9 years



OBJECTIVE	ACTION	LEAD PARTNER*	TIMELINE‡
Provide tools to support music business development ( <i>continued</i> )	Link small music businesses and entrepreneurs to available services such as the City of Hamilton's Small Business Enterprise Centre and cultural service organizations	MO	Ongoing
	Identify and communicate business opportunities for the music industry (local and export)	MO, MC	Ongoing
Remove barriers to live music presentation	Identify and examine City bylaws and regulations that are barriers to the local music industry and mitigate where possible	MO, MC	Medium

## GOAL: Grow audiences and appreciation of music

OBJECTIVE	ACTION	LEAD PARTNER*	TIMELINE‡
Brand Hamilton as a music city	Develop a music-based brand and brand strategy (and marketing plan) for Hamilton Music Strategy	COH	Short – identify funding and lead
	Create and/or participate in provincial, regional and local cultural tourism product development and promotion related to music	COH and Regional Tourism Organization (RTO3) MO	Medium
Promote local music	As part of a potential local branding initiative, identify mechanisms and tactics for promoting defined aspects of the local music scene e.g., local musicians, businesses, performances, events and festivals	<i>TBD (MO, MC)</i>	Short – scope purpose, markets, potential mechanisms and tactics, and needed resources
	Adopt a broad and inclusive approach to music with consideration to genre, cultural diversity, and levels of competency in the Music Strategy and its implementation	MO	Immediate
	Identify key music districts in Hamilton for branding, destination marketing and business development	COH, MC	Short

## GOAL: Increase access to music experiences

OBJECTIVE	ACTION	LEAD PARTNER*	TIMELINE‡
Provide live music throughout the City	Produce new opportunities for music experiences	MC	<i>TBD</i>
Encourage a diversity of venues for music	Complete an industry needs assessment and inventory of venues	<i>TBD</i>	<i>TBD</i>
	Develop or facilitate the creation of diverse venues for live music	MC	<i>TBD</i>

## GOAL: Cultivate music creation and talent

OBJECTIVE	ACTION	LEAD PARTNER*	TIMELINE‡
Celebrate Hamilton's music legacy and potential	Support, participate in, and grow local to national recognition and celebration initiatives e.g., Hamilton Music Awards, City of Hamilton Arts Awards, Hamilton Tourism Awards, JUNOs	MC, MO	Short
	Link with City of Hamilton Culture Plan asset-based initiatives e.g., storytelling project, asset mapping and Love your City	MO, MC	Short
Involve youth in the music industry	Facilitate and promote youth contact with and placements in the music industry	MC	Short
Encourage strong music education	Advocate to, and work with, education providers to expand lifelong music education opportunities	MC, MO	Short, Medium

## Hamilton Music Strategy Working Group Members

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Brodie Schwendiman, The Casbah

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Designed by Pier 8 Group

