



# OTTAWA MUSIC INDUSTRY COALITION

# COALITION DE L'INDUSTRIE DE LA MUSIQUE D'OTTAWA

## Strategic Plan 2019-2022

### **MANDATE:**

The Ottawa Music Industry Coalition (OMIC) is a bilingual member-based non-profit organisation and industry association dedicated to growing the local music industries of Ottawa and the surrounding region.

### **MISSION STATEMENT**

OMIC works to connect, develop and advocate on behalf of the local music industry for the betterment of our membership and to improve quality of life in the city of Ottawa as a whole through increased musical activity. Our activities are tied to the four equally important pillars of (1) industry development; (2) professional development; (3) audience & export development; and (4) advocacy & research.

### **OBJECTIVES:**

- 1) Develop a sustainable and comprehensive funding strategy that includes a diverse mix of public and private revenue and includes an effective recruitment strategy that can grow our membership base to reflect the diverse industry and artists in the Ottawa region.
- 2) Develop and execute a plan to become a primary resource organization for members with an emphasis on making connections between artists and industry, including cross genre connections.
- 3) Continue to effectively deliver significant programs that focus on the professional development of members from emerging to exporting with an emphasis on supporting members from diverse and underrepresented backgrounds.
- 4) Lead on the continued development of Ottawa as a Music City by leveraging our strong relationship with municipal government and promote and advocate for the entire music industry

## **TACTICS:**

- 1) Develop a sustainable and comprehensive funding strategy that includes a diverse mix of public and private revenue and includes an effective recruitment strategy that can grow our membership base to reflect the diverse industry and artists in the Ottawa region.
  - i) Create a minimum of 3 new strategic partnerships that enhance the OMIC brand and meet this objective;
  - ii) OMIC will have a total of 500 members representing \$50,000 in membership revenue annually;
  - iii) Ten percent (10%) of our operating revenue will be private funding
  
- 2) Develop and execute a plan to become a primary resource organization for members with an emphasis on making connections between artists and industry, including cross genre connections.
  - i) Develop and produce Cross Sector Forums;
  - ii) Complete the Ottawa Music Index;
  - iii) Create a plan to create a comprehensive internet hub for OMIC artists to share gig information, venue information and upcoming shows. This may be with an existing business who we partner with to make this happen.
  
- 3) Continue to effectively deliver significant programs that focus on the professional development of members from emerging to exporting with an emphasis on supporting members from diverse and underrepresented backgrounds.
  - i) Continue and enhance the “Emerging to Export” program;
  - ii) Create three new strategic partnerships to provide further professional development for members
  
- 4) Lead on the continued development of Ottawa as a Music City by leveraging our strong relationship with municipal government and promote and advocate for the entire music industry.
  - i) Finish the Economic Impact Study;
  - ii) Reach out to music users in non-traditional spaces (i.e. sports teams and retail stores) to promote local music use and support of local artists;
  - iii) Create a strategy to renew, maintain and enhance city relationships on an annual basis;
  - iv) Determine deliverables with members on what a Music City means to them.