

MEMORANDUM OF UNDERSTANDING MUSIC INDUSTRY DEVELOPMENT

1. Executive Summary

Momentum has been building in Ottawa's music industries. The recently released *Connecting Ottawa Music* report and the MEGAPHONO showcase/industry summit – which attracted significant attention from the media, industry and public – are two recent visible examples of a local industry that has reached a turning point in development. These connected initiatives have drawn attention to the large amount of music industry activity in the region, and highlighted opportunities to develop that activity into a more robust ecosystem that can support further career and export development for Ottawa's local musicians and music businesses.

To capitalize on this opportunity, further action and collaboration are now required on the part of industry, government and ancillary partners. A significant step is the City of Ottawa's recent commitment to City/industry cooperation to support and grow the Ottawa music industry in its *Economic Development Strategy Update 2015-2018*.

This Memorandum of Understanding builds on these developments, proposing a first phase of action with a timeframe of 2015-2016.

2. Background and Description

In October 2013, the City's Cultural Development and Initiatives team (CDI) convened a meeting of music industry professionals to initiate discussion around possible shared goals and actions that could move the music sector forward towards greater economic prosperity. Facilitated by CDI, a volunteer working group of music industry professionals (Ottawa Music Industry Working Group/Consortium) continued to meet and to focus on establishing opportunities to convene the larger professional music industry for discussion, collaboration and development. In 2014, this consortium successfully applied to the Ontario Music Fund for financial resources to achieve specific goals. Funds were received for the research and development of a music sector profile for Ottawa. The *Connecting Ottawa Music* report was released in February 2015.

This report recommended that members of the local industries take the initiative to drive this development, and that the municipal government and business community support this development through various types of collaboration and investment, including the creation of a municipal music strategy.

Acting upon the report's recommendations, members of the industry have now begun to formalize and expand their collective. Their intention is to form a Music Industry Association (with the proposed name Ottawa Music Industry – OMI) governed by a Board of Directors, that will bring together musicians and music businesses in the National Capital Region to advocate for common interests, grow local resources

through education and business development, connect the industries with opportunities abroad, and inform action through targeted research activities.

On behalf of Ottawa Music Industry (OMI), Mark Monahan approached the City of Ottawa (Economic Development and Innovation, and Councillor Leiper) in March 2015 seeking short-term funding to help kickstart the new organization. The purpose of the funding is to hire a full-time administrative resource and part-time strategic resource to establish OMI over its first year and create a sustainable foundation for future growth.

In May 2015, City Council approved the *Economic Development Strategy Update 2015-2018* that contained a commitment by the City of Ottawa to support and grow the music industry in Ottawa. The Update proposed that the City's Economic Development and its Cultural Services branches would 'develop a shared commitment to action among local music industry leaders that the City would sign in order to formalize its commitment to supporting and growing the industry in Ottawa.'

These developments provide the framework for collaboration between OMI and the City described in this MOU. This MOU provides a high level Terms of Reference and commits signing partners to action.

3. Scope and Commitments

This MOU presents a limited scope with a specific goal of establishing a local Music Industry Association (Ottawa Music Industry) that will work to connect the industry with the municipal government and business community. A second phase, with a suggested timeframe of 2016-2017, would be the creation of a municipal music strategy, with the MIA in an advisory capacity.

It is in this context that this MOU presents the following scope of work/commitments for the 2015-2016 time period:

Music Industry Association (Ottawa Music Industry)

- Establish a non-profit, membership-based organization governed by a Board of Directors comprised of leaders from the local music communities. Ottawa Music Industry's primary roles will be advocacy, business and export development, education, and research.
- OMI will operate independently of the City of Ottawa with formal mechanisms (a strategic liaison from Cultural Development and advisor representing Council) to ensure continued effective collaboration.
- OMI will hire a full-time administrative resource (or two part-time resources) and part-time strategic resource in the summer of 2015 to steer the development of the organization over its first year.
- Over the first six months, OMI will focus on building its membership base, establishing its profile in the region (e.g. website), moving music industry directory from the *Connecting Ottawa Music* online, advocating for larger

- representation of Ottawa music businesses at Ontario Music Fund, connecting with other Music Industry Associations across the country to develop best practices, and planning first education, business development, and export initiatives.
- Over the following six months, OMI will roll out first initiatives.

Economic Development and Innovation

- Provide a one-time \$50,000 allocation to help establish OMI.
- Work with OMI to build awareness about economic development opportunities for music industries and to connect with other stakeholders in government and business communities.

Invest Ottawa

- Work with OMI to provide advice and support related to industry trends, competitiveness issues, opportunities for growth, regulatory and policy issues, and business and workforce development
- Include Ottawa music in business and trade missions aimed at national and international markets.

Cultural Services

- Work with OMI through Cultural Development Liaison to ensure City initiatives such as arts funding, #ottmusik, expressions of interest program for municipal cultural facilities, etc. are optimized for local industry ecosystem.

Councillor Leiper

- Special advisor to OMI to connect music industry development to Ottawa City Council.

4. Governance

This MOU will be governed and monitored by the City of Ottawa's Economic Development and Innovation in partnership with Ottawa Music Industry.

5. Resources

Economic Development and Innovation – Financial resources (\$50,000) to help fund initial startup costs of OMI.

Cultural Services – Part-time CDI resource (Kwende Kefentse) to act as Cultural Development Liaison to OMI.

Ottawa Music Industry – To hire full-time administrative resource and part-time strategic resource and provide workspace for resources.