

# Tuning Up TORONTO

Recommendations for Toronto's Music Industry, based on the inspiring examples of Austin's Music Industry and Toronto's Film Industry



Austin Music Industry

Toronto Film Industry

The commercial music industry has been integrated into the city government through the Austin Music Commission and the Austin Music Division.

#### AUSTIN MUSIC DIVISION

The Music Division increases the profile of the music scene, facilitates communication between industry stakeholders, advises city policymakers, develops new industry components and manages live music issues.

#### AUSTIN MUSIC COMMISSION

The music commission advises city council on music economic development issues, and is an important component of keeping Austin's music priorities front of mind with city council.

**\$1.6 BILLION DOLLARS** is contributed to the economy each year by the Austin Music Industry.

**18,000** Jobs are provided each year by the Austin Music Industry.

#### FINANCIAL INVESTMENTS

- CULTURAL CONTRACTS**  
Provides funding for cultural arts programs by contracting with non-profit arts organizations. 39 organizations received an average of \$25,523 in 2012.
- CITY OF AUSTIN MUSIC DIVISION**  
With a focus on jobs and industry growth, this division has launched and operated 8 official music programs over their 2 years of operation.
- AUSTIN CONVENTION AND VISITORS BUREAU**  
Handling all of the city's tourism and promotion activities, the ACVB awarded \$430,000 to music and film tourism in 2012.

#### AUSTIN MUSIC TOURISM ACCOUNTS FOR...

**\$806 MILLION** OR **1/2** Of all music industry economic impact

#### MUSIC FESTIVALS

The economic impact of Austin's two largest music events (SXSW and ACL Fest) have each increased around \$25 million per year, for the past five years.

#### TOURISM PROMOTION

The Austin Convention & Visitors Bureau (ACVB) is a significant promoter of Austin's brand as "Live Music Capital of the World." The ACVB spends \$430,249 each year on promoting tourism related to music and film. They employ many low-cost, high-value initiatives to attract new visitors and conventions.

There are a total of **24** Austin-based nonprofit organizations that focus on grassroots development of the commercial music industry.

This support is critical to the success of Austin artists and entrepreneurs.

#### PRINCIPLE NONPROFITS

The principal Austin nonprofits are the Austin Music Foundation (AMF) and Austin Music People (AMP), with many other organizations filling specific roles. One of the missions common to both organizations is the unification of the Austin Music community to achieve specific goals. AMF's programming is intended primarily to provide education tools for small businesses, and the AMP acts as an advocate for industry needs before the City of Austin.

Austin Music  
Government Initiatives  
Toronto Film

Austin Music  
Funding  
Toronto Film

Austin Music  
Tourism  
Toronto Film

Austin Music  
Non-Profit Organizations  
Toronto Film

Toronto attracts large productions and strong talent to its film industry, in part because of its ability to access both provincial and city government, influence the regulatory systems and create smooth and efficient permitting processes.

#### TAX POLICIES

Tax incentives at both the provincial and federal levels promote Toronto as a destination for many US film productions, and contribute to the industry's success.

#### SUPPORT AGENCIES

Toronto support agencies like the Toronto Film Board and the Film, Television and Digital Media Unit provide a city forum for the needs and concerns of stakeholders, and assists national and international productions with permits and ordinances.

**\$1 BILLION** was contributed to the Toronto economy from film and television this year.

#### FINANCIAL INVESTMENTS

- Provincial funding of the TIFF Bell Lightbox**  
The province recently invested in the Toronto International Film Festival's Bell Lightbox. The province invested \$10 million dollars. It's expected that the project will generate \$200 million in economic activity within 5 years.
- The Building of Pinewood Studios Toronto**  
The Building of Pinewood Toronto Studios in 2011 played a large part in making Toronto the destination of choice for large-scale productions. Pinewood Toronto Studios is Canada's largest film and television production complex. It includes North America's largest purpose-built soundstage, and can accommodate productions of any size.

Toronto is home to the Toronto International Film Festival, which is considered by many in the film industry to be second only to Cannes in terms of influence

**\$67 MILLION DOLLARS** (is the estimated value of the Toronto International Film Festival to the Province each year)

#### FUNDING

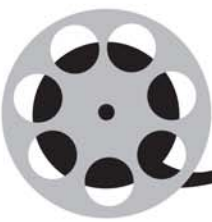
The City of Toronto will receive \$400,000 in 2012 for City tourism funding from Tourism Toronto.

There are a multitude of non-profit organizations and festivals in the City of Toronto that play a part in nurturing all facets of Toronto's Film Industry

#### FILM NONPROFITS OF NOTE

- Toronto Reel Asian International Film Festival
- Toronto International Film Industry
- Revue Cinema
- Film Independent
- Reelworld Film Festival
- Planet In Focus

## THE RISE OF THE TORONTO FILM INDUSTRY



**1976**  
The Toronto International Film Festival is founded

**1979**  
Toronto Mayor John Sewell announces that Canada has become the third largest movie production centre in North America

**1991**  
The Government of Quebec introduced the first film and video tax credit program in 1991, and Nova Scotia introduced its program in 1995. Today, governments in eight of Canada's ten provinces offer a tax credit program, including Ontario

**2002**  
Toronto's film & television industry accounts for \$1.6 billion towards the city's economy. Mayor Mel Lastman proclaims "Toronto is Hollywood North"

**2003**  
The Toronto Ontario Film Office was established in Los Angeles to promote benefits of filming in Toronto and Ontario

**2007**  
Time notes that the Toronto International Film Festival is second in influence only to Cannes

**2010**  
The Province of Ontario has 236 film projects with \$946 million dollars in production spending

**2011**  
The province recorded \$1.26 billion dollars in production activity in 2011, its largest year ever

## WHERE TORONTO'S MUSIC INDUSTRY IS NOW



#### VENUES, VENUES, VENUES

Toronto boasts some of the greatest live music venues in North America, from small, iconic ones like the Horseshoe Tavern, to the Molson Amphitheatre, playing live music every day of the week.



#### BOOMING MUSIC MARKET

Canada is the 7th largest market in the world for recorded music while only the 35th largest in terms of population.



#### STAR FACTORY

Toronto consistently produces top international artists who cut their teeth in the Toronto scene, and go on to become some of our best known exports.



#### WORLD CLASS STUDIOS

Toronto is the home of world class recording studios (two of Toronto's studios were named in the top 10 new studios in the world in 2011 by Mix Magazine).



#### BUSINESS APPEAL

Toronto is home to the vast majority of companies in music in Canada - our recent economic impact study shows that 80% of the economic impact in the recording industry in Canada takes place in the GTA.