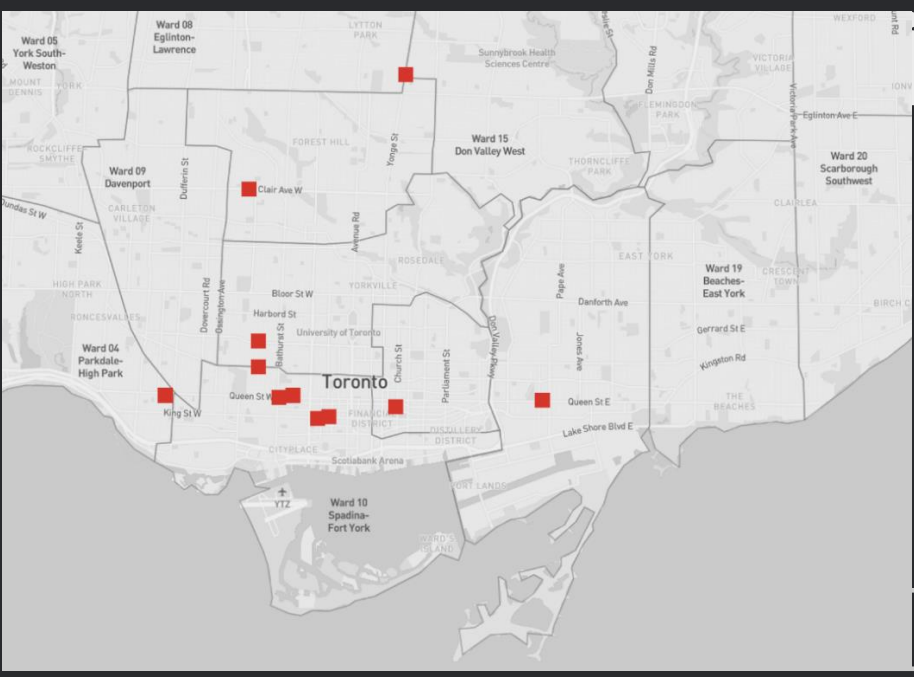


# ▶ Dark Days The Effect of COVID-19 on Toronto Music Venues

As Toronto enters its seventh month of COVID-19 shutdowns, at least 11 Toronto music venues have permanently closed.



An estimated 190 individual workers\* permanently lost work when these venues closed.

These venues hosted a combined 5,000 musical acts per year (est.) on their stages.



## Permanent economic losses

By cross-referencing these venue closures with survey data collected from Toronto music venues, Nordicity estimates that these closures will drive the following permanent economic losses in Ontario.



**60 FTEs (direct)**  
**110 FTEs (total)**



**\$2.7M in GDP (direct)**  
**\$6.3M in GDP (total)**



**\$2.0M in tax revenue (total)**

*All estimates presented on this page were calculated by assuming that the 11 venues that were closed had employment and activity levels that were in line with the Toronto-wide average for venues with similar characteristics.\* This figure is a headcount, including each individual full-time, part-time, contract, and freelance worker.*

### Study Champions (\$10,000+)



### Study Supporter (\$5,000+)



### Study Buddies (\$1,000+)



### Study Friends (\$500+)



Prepared by **Nordicity**



## Losses per permanent venue closure

Assuming the 11 closures to date are representative of the type of venues that are likely to go out of business due to the ongoing effects of COVID-19 shutdowns, **each venue closure** will contribute the following permanent annual economic losses in Ontario.



**5 FTEs (direct)**  
**10 FTEs (total)**



**\$242k in GDP (direct)**  
**\$575k in GDP (total)**



**\$148k in tax revenue**  
*(federal & provincial total)*

In addition, every permanent venue closure will significantly reduce the number of performance opportunities available to Toronto musicians. For many, this will affect their ability to earn a sustainable living from music.



**212**  
**shows per year**



**2.1 acts per show**  
**on average**



**455**  
**acts per year**

*Direct economic impacts* (e.g., direct employment and GPP) represent the portion of economic impacts contributed by music venues. *Total economic impacts* include the direct impacts plus *indirect impacts* (i.e., the contribution of music venues' suppliers that are supported by their sales to music venues), and *induced impacts* (i.e., household re-spending of labour income earned at music venues and music venues' suppliers).

## Cumulative economic loss from venue shutdowns



From **March 15 to August 31, 2020**, Nordicity estimates that not putting on shows has led to the following:



**\$99M**  
**in GPP**



**\$29M**  
**in tax revenue**



**1,480**  
**full-time equivalents**

Toronto venue shutdowns due to COVID-19 contributed a \$99 million loss to Ontario's gross provincial product (GPP).

These losses correspond to \$29 million in total tax revenue, of which \$14 million would have been Ontario provincial tax.

The employment impact of venue shutdowns was a loss of 1,480 full-time equivalents (FTEs), of which 970 work at music venues directly.



## Cumulative economic loss from music tourism

From **March 15 to August 31, 2020**, travel bans have put a stop to music tourism, impacting the following:



**\$369M**  
**in GPP**



**4,220**  
**full-time equivalents**

The economic losses from the estimated 554,000 lost tourists due to COVID-19 shutdowns amounts to \$369 million in GPP and 4,220 FTEs in Ontario.

*In 2019, a total of 960,000 tourists attended ticketed music events in Toronto and spent a grand total of \$664 million in Ontario. These estimates were calculated by prorating the annual impact of music tourist spending in Ontario in 2019. Based on historical quarterly data, the period from March 15 to August 31 accounts for an estimated 58% of all annual tourist visits to Ontario.*