

The Sound of Recovery:

Leveraging the Economic, Social and Cultural Value and Power of Live Music

| Recommendations for the 2022 Ontario Election

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Keeping Ontario Competitive . . .

When COVID hit, we didn't know if the industry would survive. Businesses were closing, the forecast was devastating.

Thanks to the passionate resilience of the sector and the support of government programs, we made it. And now? Potential is everywhere.

Live music, today more than ever, plays **a vital role in creating vibrant, liveable cities**, driving value in multiple ways, including: job creation, economic growth, tourism development, city brand building and artistic growth. As such, thriving live music companies create jobs, stimulate tourism, and directly contribute to the development of artists' careers. Pre-COVID, live music was the largest single driver of the music industry.



Arkells at Budweiser Stage, August 2021, Tom Pandi

... And Open For Business

This vibrant industry contributed upwards of \$3b to Canada's GDP and supported 72,000 jobs – the lifeblood for many of our artists, for whom touring and live performance was their primary source of revenue.

Economically, socially, and culturally, live music activity is **vital to Ontario's path forward**. We are excited to bring live music *fully back* to fans. The next government of Ontario must help to ensure **our collective ability** to lead the province's full recovery and beyond. **Our priorities are your priorities**. Together we must move toward a sustainable sector, one that if properly leveraged, can quickly, effectively and efficiently foster the growth and prosperity **Ontario needs today**.




Will You:

Increase the Ontario Music Investment Fund (OMIF) to \$25M, with a plan for future growth?

Help the industry to more quickly mitigate the challenges that persist across our live music ecology, and will continue to exist until COVID is truly in the rear-view mirror.

OMIF is a vital component of business development with **demonstrated impact**, and in a post-COVID world will be **urgently needed** to help businesses begin to reinvest in local and international activities. A highly effective program for the sector, the OMIF was cut before COVID hit, despite documented and clear impact (was \$15M, became \$7M). Help the industry to more quickly mitigate the challenges that persist across the live music ecosystem, create jobs, and stimulate the kind of ROI and tourism impacts that live music events and activity generate. Increase OMIF to \$25M.



Will You:

Increase to, and then Maintain, Reconnect Ontario at \$30M?

The Reconnect program supports festivals and events, creating tourism and economic impact, motivating visitors to rediscover Ontario, reconnecting people with local experiences, and generating increased tourism spending.

Reconnect Ontario is essential to our festival and live event ecology, generating increased tourism spending and positive economic impact at community, regional, and provincial levels. With an increased and permanent budget, Governments can better harness the **multitude of benefits of hyper-local events** which stimulate and service regional economies. Increase Reconnect Ontario to \$30M.

Will You:

**Take Immediate Action
on Commercial
Insurance?**

Enable live music venues (and many others across hardest hit sectors) to have access to commercial insurance coverage at a reasonable price.

Although rates had been rising pre-COVID, venues have been confronted with **exorbitant increases** in quoted premium rates and deductibles. Even those with no recent claims whatsoever against their policies, have been unable to secure commercial liability coverage at any cost.

The threat of unaffordable or unobtainable insurance may force even more venues out of business. Ontario has historically benefited from an incredibly vibrant live music scene; these venues are the heart of Ontario's music ecosystem and a hallmark of the province's cultural identity.

It is among the greatest of ironies that live music businesses may ultimately fail not because of COVID, but because of the price of insurance. We are asking you to do whatever you can to help rectify this, including, if necessary, **subsidizing commercial premiums** until fairness and reason are restored.



The Canadian Live Music Association (CLMA) is the voice of Canada's live music industry. Established in 2014 the CLMA represents concert promoters, festivals, talent agencies, venues, clubs, arenas, performing arts centres, ticketing companies, other organizations and suppliers to live music from across Canada. Its mission is to entrench the economic, social and cultural value of live music – creating the conditions for concerts to thrive, from coast to coast to coast.

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