



THE CANADIAN  
CHAMBER  
OF COMMERCE

LA CHAMBRE  
DE COMMERCE  
DU CANADA

music  
CANADA

# MUSIC CITIES TOOLKIT: BENEFITS FOR THE CHAMBER OF COMMERCE

In Canada, at close to 3% of total GDP, the creative industries make a larger contribution to GDP than traditional industries such as agriculture, forestry and fishing, electricity, gas, water and waste services, and accommodation and food services. They employ over 647,000 people across the country.

In a 2013 report on the province's economy, the Ontario Chamber of Commerce identified music as one of Ontario's three key sources of competitive advantage.<sup>1</sup>

The music industry in Canada is made up of tens of thousands small and micro businesses and some large businesses. These businesses and professionals contribute to all aspects of the creation, performance, promotion and distribution of music. They include artists and musicians, artist managers and agents, record labels and publishers, recording engineers and studios, festival organizers, venues and promoters, radio stations, music stores and digital services. Artists are essentially entrepreneurs, often with very little traditional business training since much of their professional development is focused on their musical talents.

As a sector that is traditionally not engaged with its local chamber of commerce, music represents a potential growth area for business support, community economic development and membership.

This also represents an opportunity for these entrepreneurs to learn and network from the "established" business community. Many chambers run small business training sessions at a low cost for their members. Given the focus for many musicians is the music, these courses would be beneficial from a number of perspectives.



*Photos courtesy of Big Valley Jamboree. Photo credit Nicole Ashley.*

<sup>1</sup> Ontario Chamber of Commerce, *Emerging Stronger 2013*, January 2013.