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# MUSIC CITIES TOOLKIT: BENEFITS FOR THE COMMUNITY

A vibrant music economy drives value for cities in several important ways: job creation, economic growth, tourism development, city brand building and artistic growth. A strong music community has also been proven to attract other industrial investment, along with talented young workers who put a high value on quality of life, no matter their profession.

Here are some examples of tangible benefits derived from a dynamic, thriving music sector:

- Music tourism is big business in the U.K. According to the U.K. study *Wish You Were Here: Music Tourism's Contribution to the U.K. Economy*, approximately £2.2 billion in direct and indirect spending was generated by 6.5 million music tourists across the U.K. in 2012, generating the equivalent of 24,251 jobs.<sup>1</sup>
- Live music companies in Ontario generated a total of 10,500 full-time equivalent (FTE) jobs as a result of their direct activity, the activity of their suppliers and re-spending of labour income in the wider economy. The tourism activity generated by music festivals creates over 9,500 additional FTEs.<sup>2</sup>
- Music can play a powerful role in building a city's brand. For a select group of cities, those with the strongest music scenes or a deep music heritage, music is a big part of who they are. Think "Liverpool," and most people think



Photo courtesy of Big Valley Jamboree, Camrose Alberta.

"The Beatles." Think "Memphis," and music icons like Elvis and Johnny Cash come to mind. Austin's familiar tagline is "Live Music Capital of the World." Nashville is, simply, "Music City."

- Music plays a role in attracting and retaining talent and investment in a city's broader economy. The world's top talent is highly mobile today. For many cities, putting their best foot forward to attract well-educated and talented young people is a major challenge in an environment of intense global competition. Music can be a big part of recruitment success.
- Music is a strong social unifier. It builds bridges between cultures and languages, connecting people within a city, a region and across borders.

<sup>1</sup> U.K. Music, *Wish You Were Here 2015; Music's Contribution to the U.K. Economy*, June 2015.

<sup>2</sup> Music Canada, *Live Music Measures Up: An Economic Impact Analysis of Live Music in Ontario*, December 2015.