



THE CANADIAN  
CHAMBER  
OF COMMERCE

LA CHAMBRE  
DE COMMERCE  
DU CANADA

music  
CANADA

# MUSIC CITIES TOOLKIT: EFFECTIVE STRATEGIES

*The Mastering of a Music City* report identifies seven key strategies that are an effective means to grow and strengthen a city's music economy:

1. **Music and musician-friendly policies**, from licensing and liquor laws, to parking and planning regulations, to affordable housing and artist entrepreneur training.
2. The creation of **Music Offices** to help musicians and music businesses navigate the broad range of government policies and regulations that impact music.
3. The formulation of **Music Advisory Boards** to engage the broader music community in a collaborative way and to facilitate dialogue with municipal governments.
4. **Engaging the broader music community** to ensure the people most affected by music policies are involved and informed.
5. **Access to spaces and places**, whether public or privately owned, for artists to practice, record, and perform at every stage of their career.
6. A focus on **audience development**, ensuring there is an engaged and passionate audience for local musicians as well as international touring artists, now and into the future.
7. **Music tourism** or the development of a Music City brand to leverage a thriving live music scene, rich music history or large music festivals in order to reap the significant benefits associated with music.

