

### Document 3 – Ottawa Music Strategy Phase 2 Implementation Plan (2019-2020)

Phase 2 includes three key recommendations for implementation by the City of Ottawa in 2019 and 2020 as well as four key recommendations for implementation by the music industry.

#	Recommendation	Lead <sup>1</sup>	Priority Tasks
P2.R1	Support the creation of an Ottawa Music Development Fund	EDLRP	<ul style="list-style-type: none"> <li>• Contribute funds in 2019 and 2020 for the creation or expansion of projects that strengthen the music industry and ecosystem.</li> </ul>
P2.R2	Support the creation of an Ottawa-Gatineau Music Awards and Hall of Fame	EDLRP	<ul style="list-style-type: none"> <li>• Provide financial and staff support in 2019 and 2020 to support the development of an Ottawa-Gatineau Music Awards and Music Hall of Fame.</li> </ul>
P2.R3	Explore the development of a mid-sized “black box” venue	EDLRP	<ul style="list-style-type: none"> <li>• Explore the establishment of a mid-sized “black box” venue by repurposing existing City-owned space or as part of a new development.</li> <li>• Establish a public-private partnership, with a private music consortium sharing costs and managing ongoing programming, in order to reduce costs to the City and ensure ongoing usage of the facility.</li> </ul>
P2.R1	Present an annual Ottawa-Gatineau Music Awards	OMIC	<ul style="list-style-type: none"> <li>• Partner with the City and other industry players to organize the first annual Ottawa-Gatineau Music Awards.</li> </ul>

<sup>1</sup> EDLRP indicates Economic Development and Long Range Planning Services Area. RCFS indicates Recreation, Cultural and Facilities Services Department. OMIC indicates Ottawa Music Industry Coalition.

#	Recommendation	Lead <sup>1</sup>	Priority Tasks
P2.R2	Facilitate collaboration between media players	OMIC	<ul style="list-style-type: none"> <li>• Promote collaboration between Ottawa’s community, public, and commercial radio stations and create a program that would introduce local artists to larger audiences on public and commercial radio.</li> </ul>
P2.R3	Music education advocacy	OMIC	<ul style="list-style-type: none"> <li>• Work with educators, school boards, colleges, universities, other music industry associations and music officers to support music education locally, and to advocate for increased investments at the provincial level.</li> </ul>
P2.R4	Administer the Ottawa Music Development Fund	OMIC	<ul style="list-style-type: none"> <li>• Administer the Ottawa Music Development Fund as described under the ‘Support the creation of an Ottawa Music Development Fund’ recommendation.</li> </ul>