



City of
Peterborough

TO: Members of the Arts, Culture, and Heritage Advisory Committee

FROM: Debra Soule, Cultural Planner

MEETING DATE: October 10, 2013

SUBJECT: Report ACHAC13-024
Music Peterborough Presentation

PURPOSE

A report to introduce a presentation by Music Peterborough's Managing Director.

RECOMMENDATION

That the Arts, Culture and Heritage Advisory Committee approve the recommendation outlined in Report ACHAC13-024, dated October 10, 2013 of the Cultural Planner, as follows:

That the Music Peterborough presentation, be received for information.

BUDGET AND FINANCIAL IMPLICATIONS

There are no budgetary or financial implications associated with the recommendation.

BACKGROUND

Music Peterborough is a newly established music organization founded in December, 2012 to facilitate and promote the growth of Peterborough's music sector. The organization's mandate is to promote Peterborough as a destination for music tourism, to provide access to professional development resources for musicians, to strengthen Peterborough as a destination for recording, rehearsing and other professional development activities, and to stimulate economic growth by promoting Peterborough's venues, festival and other activities related to live music.

Music Peterborough's Steering Committee was formed in December, 2012, with representatives from across Peterborough's music community including music venues and studios, businesses, music organizations, marketing and promotion specialists and local musicians. The City of Peterborough's Cultural Planner has supported Music Peterborough as a Steering Committee member since its establishment and was also a member of the hiring committee for the Managing Director position.

Since its inception the organization has maintained strong ties with Music Canada and has been actively engaged with the recently established Ontario Music, a provincial initiative that is rolling out a multi-year program to fund and support the growth of live music in Ontario. Thirteen cities have been chosen to participate from Southern Ontario, including Peterborough, which is the only city with an established music working group.

Nick Ferrio, who assumed the role as the inaugural Managing Director in August, 2013 has prepared a presentation on the organization's current activities.

Submitted by,

Debra Soule, Cultural Planner

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