

## BR #9397 – Music Strategy Implementation

### Description of Budget Request

This multi-year request, funded by the Municipal Accommodation Tax (MAT), is to continue implementation of recommendations from the City of Mississauga Music Strategy to support and grow the city’s music sector. To continue to support this project, \$50,000 is requested in 2025, \$75,000 in 2026, and \$100,000 in each of 2027 and 2028. This funding will support expansion of the Live Music Grant Program, as well as music exchanges, an artist entrepreneurship program, and industry networking events.

### Why Staff Recommend this Initiative

Continued implementation of the 2022 City of Mississauga Music Strategy is a strategic focus area of the 2024 Future Directions Culture Plan. This request will foster long-term music industry growth and help Mississauga’s music sector to continue to recover financially from the pandemic. Further enhancement of Mississauga’s growing reputation as a thriving “Music City” will drive job creation, tourism, economic growth, attraction and retention of skilled workers, and City brand-building.

### Details of Service Change

The requested increase in funding each year will be used entirely to enhance the Live Music Grant Program. The Live Music Grant was implemented in 2023 to support for-profit music sector businesses and organizations to produce and present live music in Mississauga. This initiative, funded by MAT, increases the number and frequency of live music events in Mississauga by supporting the development of grass-roots concert presenters and incentivizing established presenters to choose Mississauga. The existing Grants Co-ordinator will continue to administer this program, aligning it with the annual Grants workplan.

### Service Impact

The increase in funding will more than double the total amount of live music grant funding available for local concert presenters by 2026, creating benefits for local venues, artists and other live music workers. The grant was oversubscribed in 2023 and 2024, demonstrating the need for additional funding. Additionally, the Live Music Grant Program aims to produce higher returns on investment from Mississauga’s live music sector and move the City closer to achieving the Province of Ontario’s targeted return on investment from for-profit events grants which is \$21 in economic impact generated for every dollar invested. Full statistics on the initial years of the program (2023 and 2024) will be available in Q1 2025.

## BR #12182 – Glenforest Youth Hub

### Description of Budget Request

The City will build a new youth hub at the Glenforest Secondary School pool to provide services and programs to meet the local community needs. The City will take