



**City of Kingston**  
**Report to Arts, Recreation and Community Policies Committee**  
**Report Number ARCP-18-004**

---

<b>To:</b>	<b>Chair and Members of the Arts, Recreation and Community Policies Committee</b>
<b>From:</b>	<b>Lanie Hurdle, Commissioner, Community Services</b>
<b>Resource Staff:</b>	<b>Colin Wiginton, Cultural Director, Cultural Services</b>
<b>Date of Meeting:</b>	<b>July 4, 2018</b>
<b>Subject:</b>	<b>A Pilot Project to Promote Local Music and Musicians</b>

---

**Executive Summary:**

The purpose of this report is to seek the support of the Arts, Recreation and Community Policies Committee to pursue a pilot project to promote local music and musicians in Kingston. This request for support is being brought forward in response to two previous Council motions that expressed a desire to see the City of Kingston promote the local music scene more actively using various platforms available to the municipality. Staff was also asked to look at other existing municipal initiatives like [#ottmusik](#) in Ottawa by way of example and to develop something similar for the City of Kingston in collaboration with local musicians.

In response, staff worked with the Arts Advisory Committee (AAC) to establish a Local Music on City Properties Working Group that was tasked with researching similar initiatives and with bringing back a set of findings. The Local Music on City Properties Working Group reported back to the AAC in September 2016 at which time the Committee approved the Working Group's findings in principle. It was also understood at the time that staff would use the Working Group's findings as the basis to prepare a proposal for consideration by the Arts, Recreation and Community Policies Committee.

Staff have since developed a Terms of Reference for a pilot project to promote local music and musicians. Staff have also taken additional time to explore potential partnership opportunities to expand the reach and impact of this pilot project as proposed and have found that the Kingston Accommodation Partners (KAP) are willing to work with the City of Kingston on this initiative.

What is being recommended at this time is that the City of Kingston work in partnership with KAP to develop and promote this pilot project in a way that aligns with the "Makers" brand featured as part of the [Visit Kingston](#) campaign and website. In sharing this responsibility, the

July 4, 2018

Page 2 of 7

City of Kingston will develop the content needed and KAP will provide technical support as well as additional project profile and promotion through the Visit Kingston website and other platforms they manage. The intent will be to launch the pilot project in late 2018 with future recommendations to be brought forward for Council consideration no later than 12 months following the project launch.

The Local Music and Musicians Pilot Project is an initiative that is designed to help fulfill one of Council's strategic priorities, which is to create artistic and cultural opportunities that foster cultural vitality as part of creating a smart economy.

**Recommendation:**

**That** the Arts, Recreation and Community Policies Committee recommend that Council approve the Terms of Reference for a Pilot Project to Promote Local Music and Musicians as described in Exhibit B attached to Report Number ARCP-18-004; and

**That** Council direct staff to implement the Pilot Project to Promote Local Music and Musicians in collaboration with the Arts Advisory Committee and the Kingston Accommodation Partners based on the Terms of Reference as approved; and

**That** the Commissioner of Community Services, or the Cultural Director as his/her designate, under delegated authority, be authorized to execute any legal agreements as needed, to the satisfaction of the Director of Legal Services, to enable the City of Kingston to work with local artists and the Kingston Accommodation Partners to support the pilot project as proposed in Report Number ARCP-18-004; and

**That** Council direct staff to report back with future recommendations regarding the Pilot Project to Promote Local Music and Musicians no later than 12 months following the project launch.

July 4, 2018

Page 3 of 7

**Authorizing Signatures:**

ORIGINAL SIGNED BY COMMISSIONER

---

**Lanie Hurdle, Commissioner, Community Services**

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

---

**Gerard Hunt, Chief Administrative Officer**

**Consultation with the following Members of the Corporate Management Team:**

Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Denis Leger, Commissioner, Corporate & Emergency Services	

July 4, 2018

Page 4 of 7

**Options/Discussion:**

In April 2016, City staff worked with the AAC to establish a Local Music on City Properties Working Group in response to two Council motions passed the previous year as follows:

**January 6, 2015:**

**Whereas** Kingston is well known for its many successful and talented musicians of all genres, as well as many successful producers and studio engineers; and

**Whereas** the City of Ottawa has adopted a very successful policy of playing only local musicians on all their call waiting and public municipal properties' background music, including arenas, thereby supporting local musicians;

**Therefore be it resolved that** the City of Kingston explore adopting a similar policy, to be facilitated by our Cultural Services and Communications Departments, in collaboration with Kingston Musicians.

**February 17, 2015:**

**Whereas** City Council unanimously voted to use Kingston musicians for City call waiting, and whenever background music is used on City property; and

**Whereas** local musicians and music professionals have expressed interest in this project;

**Therefore be it Resolved that** a working group be created to assist staff in establishing selection criteria and appointment of a volunteer selection committee.

The task set out for the Local Music on City Properties Working Group was to research the City of Ottawa's [#ottmusik](#) initiative along with similar initiatives offered by other cities by way of example. The Working Group was also tasked with looking into how such initiatives were being administered, especially with regard to content selection, artist recognition, distribution and budgets.

The Local Music on City Properties Working Group included the following appointees who reported back to the AAC with their findings in September 2016:

- Kristiana Clemens (Arts Advisory Committee);
- Tricia Baldwin (Arts Advisory Committee);
- Jim Neill (City Council, Arts Advisory Committee);
- Megan Hamilton (Community Musician);
- Jessica Marsden (Community Musician); and
- Stephen Sottile (Community Musician).

July 4, 2018

Page 5 of 7

The findings of the Local Music on City Properties Working Group are summarized in Exhibit A and were approved by the AAC in principal. At the time, it was understood that City staff would use the Working Group's findings as the basis to prepare a proposal for consideration by the Arts, Recreation and Community Policies Committee.

### **Selected Highlights of the Findings of the Local Music on City Properties Working Group**

As previously stated, the Local Music on City Properties Working Group did research into how other municipalities have been administering programs like [#ottmusik](#) in Ottawa. The Working Group reviewed a range of issues such as content selection, artist recognition, distribution and budgets and offered a series of insights and recommendations based on their findings.

One of the more significant findings to emerge from the research was to flag the fact that using the City of Kingston's call waiting system, as has been the practice in other municipalities, may not be the preferred method through which to profile and promote local music and musicians. At the time the Working Group completed its research, the City was using an information radio system to convey information to people while on hold. Since that time, the City has switched over to using a licensed music service as it does in connection with other City services like the skating rink in Springer Market Square that features Christmas music and popular hits during the winter months. Of particular significance is the fact that City staff raised concerns about providing specially programmed content through the call waiting system because of the desire to reduce call wait times overall.

Such findings do not preclude the use of the City's call waiting system but the Working Group instead identified that the City's website may actually provide the most viable option for broadcasting local music that could be accessed on demand. In addition, the Working Group reached out to numerous City departments and found there was a general willingness on the part of City staff to support broadcasting local music through various City-owned properties. The Working Group found the Recreation & Leisure Services Department to be amenable to the idea as long as licensing costs were not downloaded to the venue. Other departments that already use a licensed music service also indicated some interest with the understanding that additional research and discussion may be required.

### **Potential Project Partnerships, Kingston Accommodation Partners**

Since the AAC approved in principal the findings of the Local Music on City Properties Working Group, City staff have developed a Terms of Reference for a pilot project to promote local music and musicians (Exhibit B). Various online broadcast technologies - such as SoundCloud and Bandcamp - have also been researched and staff have taken additional time to explore potential partnership opportunities in an effort to expand the reach and impact of this pilot project as it is being proposed. Of particular interest is the "Makers" brand that has emerged as an integral part of the 'Visit Kingston' campaign and website and City staff have reached out to KAP as a potential partner who have, in turn, expressed an interest and willingness to work with the City on this pilot project.

**July 4, 2018****Page 6 of 7**

In conversation, KAP staff have indicated they can provide the technical and financial support required to acquire and build the “widget” needed to broadcast online curated playlists of local music and musicians through the Visit Kingston website. KAP staff have also indicated a willingness to work with the City to provide access to the widget through the City of Kingston website. The City would still be required to administer the Local Music and Musicians Pilot Project, as proposed, that would include working with the AAC to establish a Local Music Working Group, soliciting submissions through an open call, communicating with featured artists as needed, supporting various distribution methods and overseeing the promotion of the pilot project and the completed playlists.

Another benefit of working with KAP would be the ability to share additional content that gets developed in support of this Pilot Project across various platforms that will ensure the featured artists get profiled locally and that they also benefit from the attention that will likely arise as a result of reaching out to a broader cross-section of markets accessed through tourism marketing.

**Next Steps**

With the support of the Arts, Recreation and Community Policies Committee and Council, the Cultural Services Department would be responsible for implementing the Terms of Reference for The Local Music and Musicians Pilot Project as proposed. Next steps would include working with the AAC to establish a Local Music Working Group and to begin the process of soliciting submissions through an open call. Cultural Services staff would then work with the Legal Services Department to devise the necessary agreements and waivers required and to work with the Communications & Customer Experience Department to develop a strategy to promote and distribute the curated playlists through the City of Kingston website and other platforms managed by the City. Additional work will also be required but the intent would be to launch the Pilot Project in late 2018 with future recommendations to be brought forward for Council consideration no later than 12 months following the project launch.

**Existing Policy/By-Law:**

Not applicable

**Notice Provisions:**

Not applicable

**Accessibility Considerations:**

Not applicable

**Financial Considerations:**

The budget needed to support the implementation of the Local Music and Musicians Pilot Project was included as part of the Cultural Services 2018 operating budget that was approved

**July 4, 2018**

**Page 7 of 7**

by Council in December 2017. The amount required - totalling \$6,000 - was based on the budget proposed by the Local Music on City Properties Working Group and submitted to the AAC for consideration in September of 2016. KAP has committed to support this pilot project financially in relation to the development of the widget required to broadcast the curated playlists online. KAP will also provide additional support in-kind by profiling the curated playlists, along with the local music and musicians being featured, across various platforms they manage.

**Contacts:**

Colin Wiginton, Cultural Director, Cultural Services 613-546-4291 extension 1357

**Other City of Kingston Staff Consulted:**

Jayson Duggan, Performing Arts Manager, Cultural Services

JC Kenny, Director, Communications & Customer Experience

Susan Nicholson, Director, Legal Services and City Solicitor

**External Consultation:**

Megan Knott, Executive Director, Kingston Accommodation Partners (KAP)

**Exhibits Attached:**

Exhibit A      Local Music on City Properties Working Group Report, September 2016

Exhibit B      Terms of Reference, A Pilot Project to Promote Local Music and Musicians

**-REVISED DRAFT-**

**Local Music on City Properties Working Group Report**

**September 2016**

**1. Overview**

The Local Music initiative fulfills the Council priority of creating artistic and cultural opportunities by promoting local emerging music artists through curated playlists available on the City's website and properties.

**2. Background**

In April 2016 the Arts Advisory Committee struck a Local Music on City Properties Working Group in response to two Council motions passed the previous year:

**January 6, 2015:**

Whereas Kingston is well known for its many successful and talented musicians of all genres, as well as many successful producers and studio engineers; and  
Whereas the City of Ottawa has adopted a very successful policy of playing only local musicians on all their call waiting and public municipal properties' background music, including arenas, therebysupporting local musicians;  
Therefore be it resolved that the City of Kingston explore adopting a similar policy, to be facilitated by our Cultural Services and Communications Departments, in collaboration with Kingston Musicians.

**February 17, 2015:**

Whereas City Council unanimously voted to use Kingston musicians for City call waiting, and whenever background music is used on City property; and  
Whereas local musicians and music professionals have expressed interest in this project;  
Therefore be it Resolved That a working group be created to assist staff in establishing selection criteria and appointment of a volunteer selection committee.

Terms of reference were approved for the Working Group in April, 2016:

- Research best practices and suggest a cost effective way to profile local musicians and use local music using different formats and platforms available to the municipality;
- Establish parameters as to who qualifies as local musicians and research mechanisms that could be used to solicit and receive submissions;
- Recommend a set of curatorial guidelines, criteria and a selection process for determining content; and
- Identify the resources required to support such a program and suggest an implementation timeline.

The following members were appointed to the Working Group:

- Kristiana Clemens (Arts Advisory Committee)
- Tricia Baldwin (Arts Advisory Committee)
- Jim Neill (City Council, Arts Advisory Committee)
- Megan Hamilton (Community Musician)
- Jessica Marsden (Community Musician)
- Stephen Sottile (Community Musician)

The Working Group currently has 2-3 vacant positions for participation from diverse and engaged members of the community. The Working Group has also received support from City staff Colin Wiginton (Cultural Director) and Jayson Duggan (Performing Arts Manager).



### **3. Research Questions**

The Working Group recommends establishment of a Local Music on City Properties jury to create curated digital playlists of local music, distributed to City venues and made available for streaming on the City's website. This report addresses the context and details of the recommendation by addressing the following areas of research by the Working Group:

- A) Best Practices:** What kinds of best practices exist in other cities?
- B) Current Practices:** What kinds of sound are currently being used on Kingston municipal properties, what are the demographics of users, and what are the costs/licensing systems/platforms?
- C) Defining "Local":** What qualifies as Kingston content? Is the program restricted to current music or can archival recordings be included? What kinds of genres will be represented?
- D) Selection:** What kind of submissions, nominations and/or curatorial process is required? Is a jury needed and if so, how will the jury be selected? How can we ensure a diversity of artists and representation of both emerging and established artists?
- E) Artist Recognition:** What kinds of licensing is required? In what other ways could contributing artists be acknowledged? Should blanket licenses be secured or should individual licensing agreements be negotiated with artists? Which of these is more cost effective?
- F) Distribution:** What platforms will be used to distribute the sound? How will different music/playlists be adapted to different uses and moods? How often are playlists updated and how?
- G) Budget:** What will the costs of implementation be, in terms of financial investment and the involvement of city staff?

### **4. Findings**

#### **A) Best Practices:**

The Working Group examined successful local music initiatives in four other municipalities:

**Ottawa: #ottmusic**, a program showcasing local music in the city's phone systems and website

<http://ottawa.ca/en/residents/liveculture/ottmusic>

**Toronto: Music 311** and **Live From City Hall**, featuring local music on the city's 311 phone system and live performances by local artists in Toronto City Hall [http://www1.toronto.ca/search "Music 311"](http://www1.toronto.ca/search/Music%20311)

**Boston: BOSTunes**, playing crowdsourced clips of local music during call transfers on the city hall phone system, with associated social media promotion of the music

<http://bostunes.tumblr.com/>

**Austin: Music On Hold**, promoting local music on the city's telephone hold music system

<https://austintexas.gov/service/music-hold>

#### **B) Current Practices in Kingston:**

The use of music on City of Kingston properties currently functions in a piecemeal fashion, without a single procedure, source of music, or licensing system standardized across outlets. The Working Group researched current and potential music use on city properties including:

**Website:** Appears to be the most viable option for streaming local music on demand.

**Calls on hold:** City staff raised concern about the use of music, given the effort to reduce call wait times and to use of this time for City information updates. However, given that even one second of music offers a recognizable experience for listeners, it remains a potential outlet for some music distribution

**Rec and Leisure:** Preliminary discussion with staff suggest these facilities are a viable outlet for showcasing local music, provided that licensing costs are not downloaded to venues

**Grand Theatre:** Also viable providing that licensing costs are not downloaded to the venue

**Libraries:** While not an appropriate venue for recorded music playback, libraries could support distribution of music in a physical format, such as a CD, and could be used as a space for launch events.

**Utilities Kingston:** Plays CBC news in the lobby, could be a viable venue for local music playlists

**Housing and Social Services:** May need playback equipment and approval from various departments in order to initiate local music use here; requires further exploration.

The Working Group also heard from staff at the Planning and Development Building and the Police Station that these would not be appropriate environments for the playback of local music. Initiating such a project at remaining City facilities, such as City Hall, the British Whig Building, and Kingston Transit headquarters and buses, remains to be investigated. In general, there are a substantial number of locations suitable for playback of recorded local music material, provided that licensing fees for use of this music is not charged to the sites.

### **C) Defining "Local":** (Can we settle upon a definition?)

The Working Group has not settled upon a single definition of "local" as yet. Review of practices in other cities and consultation with Kingston musicians suggest the following options for defining "local:"

**Regional:** Includes outlying communities such as Westport, Napanee, Gananoque, Tyendinaga, PEC

**Radius:** Artists live within 150km of the City of Kingston

**Posted in Kingston:** artists' official mailing address is within the City of Kingston.

**Half Local:** At least 50% of the members in a musical group are residents of the City of Kingston.

**Single File:** At least one member of a musical group is be a resident of Kingston

The Working Group determined that the most appropriate criteria would be to include Canadian artists with an official mailing address within a 50km radius of Kingston City Hall.

### **D) Selection:**

The Working Group examined a number of options for submissions, nominations and curation of playlists. After reviewing and discussing the pros and cons of a variety of methods of submission, nomination and selection, the Working Group agreed that the most time and cost-effective method would be for a diverse local jury of volunteers (representing musicians, music presenters and broadcasters), nominated by the AAC and appointed by Council, to nominate and approach artists for use of their material on city properties.

Selection criteria would include choosing music that is representative of Kingston's cultural, musical and demographic diversity, with a particular emphasis on emerging artists. The selection process will include nomination of artists based on the jury members' own knowledge of local music, as well as an opportunity for submissions to be made via an email contact address. Selections should not contain profanity or discriminatory language. Once the jury approved a "long list" of artist selections, members would contact listed artists for their interest in participating. Artists would be required to sign a release and provide their music in a standardized format (ie. PCM WAV or MP3). The jury would then be responsible for curating participating artists' selections into hour-long digital playlists under two broad categories: Traditional (including classical, jazz, blues, folk and world music) and Contemporary (including rock, pop, dance, electronic, hip-hop and indie music).

**E) Artist Recognition:**

The Working Group examined two options for recognizing and remunerating participating artists:

**Licensing:** artists would receive royalties through artist licensing agencies who would be paid annually for the use of music on city properties

**Waivers:** artists would be asked to sign a release form for specific, limited uses of their music selections for promotional purposes by the City in exchange for a cash stipend.

Given the feedback from staff at various city properties regarding licensing costs, as well as the motivation behind the Council motion to celebrate and promote the work of emerging and independent Kingston artists who may not be registered with artist rights' agencies such as SOCAN, the Working Group concluded that a waiver system would be most efficient and cost-effective for this project, as well as in the best interest of participating local artists. The Working Group discussed, but did not come to a specific conclusion regarding, inclusion of verbal acknowledgement of artists and selection names as part of the playlists (e.g. a "host", who could potentially also include City information).

**F) Distribution:**

Hour-long curated playlists of Traditional and Contemporary local music would be made available for streaming via the City's website, where artist information would be listed. It would be advantageous to have the streaming playlists operable as a widget on all pages of the City's website, so that users can choose whether or not to augment their online experience at cityofkingston.ca with local music. Effort shall be made to provide the playlists to participating city properties on CD or USB as preferred, for playback on their available onsite equipment as needed. Effort shall also be made to reach out to community partners, such as KAP, Tourism Kingston, KAC and others to share the playlists in their preferred format. Promoting and distributing the playlists through social media channels such as Twitter, Facebook and MixCloud has also been suggested as an option.

**G) Budget and Timeline**

Hard costs for this initiative would include:

\$50 stipend per artist per selection x40 selections	= \$2000 per year
Launch and promotional events and materials:	
Artist Fees (CARFAC)	= \$1400 per year
Marketing	= \$1000 per year
Event production (venue, equipment, refreshments)	= \$1000 per year
Contingency	= \$600 per year
	<b>TOTAL: \$6000 per year</b>

In-kind contributions to support the success of the initiative would entail the following:

**Jury Members:** volunteering time to select music, contact artists, curate playlists.

**Arts Advisory Committee:** to oversee recruitment and operation of the jury

**City of Kingston legal department:** to draft the artist release form

**Cultural services department:** to oversee the remuneration of artists, inform the jury and liaise with communications

**Communications department:** to distribute playlists and integrate on the city's website

Support for funding and promotion of this initiative could also be sought from potential partner organizations including **KAP, the DBIA, Tourism Kingston, KAC, Queen's University, RMC**

**and St. Lawrence College.**

The proposed timeline for this initiative would be:

2016: Council approval of program and budget

2017/annual cycle: Appointment of Jury and Establishment of Terms of Reference (Q1)

Selection of Artists and Creation of Playlists (Q2)

Launch event (Q3)

Distribution of playlists to city properties (Q3-Q4)

## **5. Conclusion**

The use of local music on city properties presents viable, low-cost opportunities for nurturing Kingston's vibrant music community and enlivening civic spaces. The Working Group recommends striking a jury to develop Terms of Reference and Selection Criteria, with the goal of creating Traditional and Contemporary playlists for distribution and launch by the summer of 2017.

## Terms of Reference

### A Pilot Project to Promote Local Music and Musicians

The Local Music and Musicians Pilot Project is an initiative that is designed to help fulfill one of Council's strategic priorities to create artistic and cultural opportunities that foster cultural vitality as part of creating a smart economy. In this instance, the focus will be to promote local music and musicians through curated playlists to be made available online and through various City-owned properties and partner sites, where appropriate.

#### Purpose

- To promote local music and musicians using different formats and platforms available to the City of Kingston and its partners.
- To define local music as well as the mechanisms needed to solicit submissions.
- To identify criteria and a selection process for soliciting content.
- To describe how artists will be compensated and their music distributed.
- To increase Kingston's profile as a city with a thriving music scene and as a place that fosters local talent through professional development opportunities.

#### Administration

The City of Kingston, through the Cultural Services Department, will provide administrative oversight and coordination related to the Local Music and Musicians Pilot Project to ensure integrity, efficiency and alignment with City policies and procedures.

The City of Kingston's Arts Advisory Committee (AAC) will be tasked with establishing a Local Music Working Group (LMWG) to support the successful delivery of this pilot project. The LMWG will be responsible for following the selection process as defined and for working with City staff to create the curated playlists for distribution.

The LMWG will also be responsible for helping to develop support material about the artists to be featured for the purposes of public education and artist promotion.

#### The Local Music Working Group

The Local Music Working Group (LMWG) will be comprised of five to seven members with a range of expertise and perspectives relevant to the local music scene, including musicians, presenters and broadcasters as well as people who play supporting roles related to the local music scene through production and promotion. The members of the LMWG will be nominated by the Arts Advisory Committee (AAC) and appointed by Council. The LMWG will be chaired by a member of the AAC and includes at least three members of the AAC—one of whom is a member of Council—and may include appointees who are not members of the AAC.

## Defining "Local"

To be considered eligible for consideration as part of this Local Music and Musicians Pilot Project, artists must maintain an official mailing address within a 50km radius of Kingston and must already be promoting themselves as a Kingston-area/Canadian artist.

## Selection Process

It is the responsibility of the Local Music Working Group (LMWG) to select the content to be included as part of this Local Music and Musicians Pilot Project. The LMWG will be expected to adhere to the criteria as identified and follow the selection process as outlined.

- The LMWG will be responsible for curating playlists that align with the two broad categories that are defined as follows:
  1. **Traditional**, including classical, jazz, blues, folk and world music; and
  2. **Contemporary**, including rock, pop, dance, electronic, hip-hop and indie music.
- The content will be representative of Kingston's cultural, musical and demographic diversity, with a particular emphasis on emerging artists.
- Individual members of the LMWG will be responsible for nominating artists to be featured based on their knowledge of local music and musicians and their nominations will be reviewed and approved by the LMWG as a whole. Submissions will also be solicited through a public call to be facilitated by the Cultural Services department on behalf of the City of Kingston.
- The LMWG will develop a "long list" of artist to be featured and will contact the artists identified to confirm their participation in order to come up with a final list of no more than 10 artists to be featured as part of each of the two playlists as defined.
- The artists selected will be required to sign a release form and provide their music in a format to be specified by the City of Kingston.
- **Note:** The content to be featured as part of the Local Music and Musicians Pilot Project will not include any profanity and/or discriminatory/hateful language.

## Artist Recognition

The artists selected to be featured as part of the Local Music and Musicians Pilot Project will be required to sign a release form for specific, limited use of their music for promotional purposes by the City of Kingston and its partners in exchange for a cash stipend. The City of Kingston and its partners will also endeavor to promote the artists and their music through appropriate channels that include, but are not limited to, websites and social media.

## Distribution

The Local Music and Musicians Pilot Project will feature two playlists of Traditional and Contemporary local music that will be made available by the City of Kingston and

its partners online and/or in a form that can be shared through City-owned properties and/or other partner sites within Kingston. For the purposes of this Pilot Project, the playlists will remain in circulation for six to 12 months and the success of this pilot project will be assessed with input from the Arts Advisory Committee, Local Music Working Group, featured artists, project partners, stakeholders within the local arts community and the broader Kingston community.

## Implementation

**Responsibility:** The Cultural Services department within the City of Kingston will provide oversight and ensure the successful delivery of the Local Music and Musicians Pilot Project. Those responsibilities include working with the Arts Advisory Committee and the Local Music Working Group, identifying project partners, soliciting submissions, communicating with the featured artists, supporting the distribution process and overseeing the promotion of the Pilot Project and the completed playlists.

**Funding:** Funding to support the Local Music and Musicians Pilot Project will be provided through the Cultural Services department's operating budget, as approved by Council. The Cultural Services department will also be responsible for seeking additional support from project partners to augment and expand the reach and impact of this Pilot Project.

## Implementation Schedule

Quarter	Action
Q3 2018	Local Music Working Group (LMWG) is nominated by the Arts Advisory Committee and appointed through Council
Q3 2018	Content is solicited, artists are selected and playlists are curated and compiled
Q4 2018	Launch event is held and the playlists are made available for distribution online and through various City-owned properties and partners sites, where appropriate
Q1-Q2 2019	Pilot Project is reviewed and next steps are recommended

## Next Steps

The Local Music and Musicians Pilot Project is intended to provide the City of Kingston with a low-cost, high-impact mechanism through which to promote and nurture Kingston artists as well as the city's vibrant music scene. It is intended that this will be achieved in collaboration with various stakeholders and project partners and the success of this Pilot Project will be reviewed post-launch with future recommendations to be brought forward for Council consideration no later than 12 months following the project launch.