



Toronto Musicians' Association

August 24, 2020

Presentation to Ontario Standing Committee on
Finance and Economic Affairs

Michael Adam Murray, Executive Director

Shane Kim, Violinist, Toronto Symphony
Orchestra, TMA149 Member

Tamar Ilana, Independent Musician, Singer and
Dancer, TMA149 Member



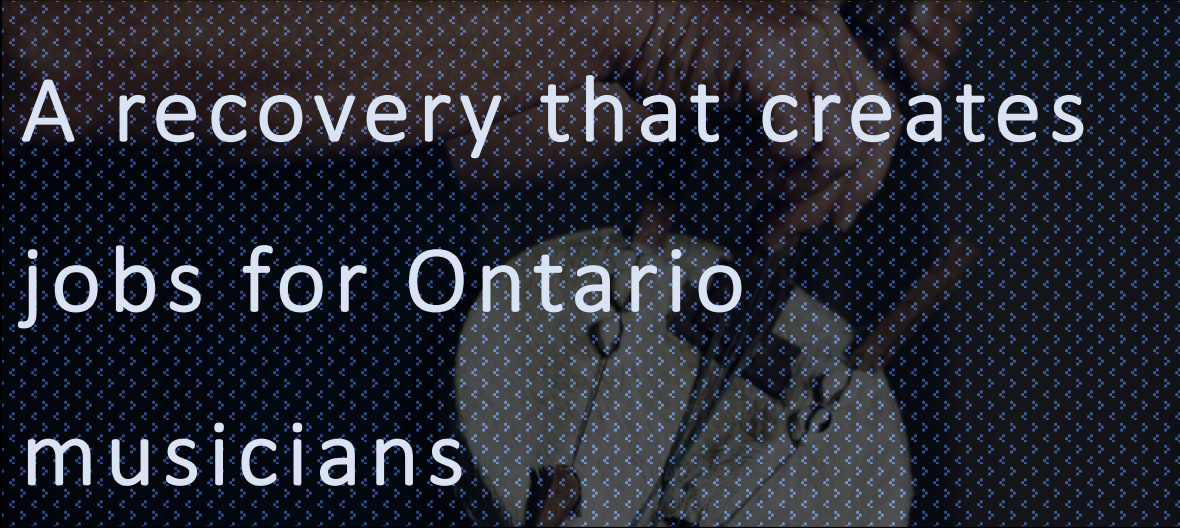
TMA149 represents acoustic, electric, and electronic musicians in all fields

Toronto Musicians' Association (TMA149) is Local 149 of the American Federation of Musicians of the United States and Canada. We represent professional musicians working for symphony orchestras, theatre productions, commercial announcements, major and independent recording labels and film & television producers, commercial pop touring acts and the local independent music scene.

Representing **3,000**
members in the GTA
17,000 members
nationwide through
CFM

Established in 1887, TMA149 organizes and negotiates collectively with this wide array of engagers and **in 2019 represented nearly \$25 million in scale earnings for musicians in the Greater Toronto Area.** TMA149 provides added services such as our affiliated Musicians' Pension Fund of Canada, a \$850 million multi-employer pension fund for the music community.



A photograph of a person playing a guitar, overlaid with a semi-transparent blue grid pattern. The text is white and centered.

A recovery that creates
jobs for Ontario
musicians

A photograph of a person playing a violin, overlaid with a semi-transparent blue grid pattern. The text is white and centered.

A fair investment to allow
music to keep pace with
other cultural industries

Recommendations

1. Create an Ontario Live Arts Labour Tax Credit (For Profit Companies)
2. Create an Ontario Live Arts Labour Rebate (NFP Companies)
3. Incentivize Hiring of Ontario Musicians in Existing Tax Credits
4. Safe, Fair, Transparent and Predictive Reopening Rules

Ontario's Music Community has been devastated by Covid-19



Shut Down

No Live Local, National or International engagements, and uncertainty causing cancellations into Q3 2021

Decreasing role in Film, Television and Gaming

Pre-covid participation and earnings had already plummeted over 10 years according to our records. Often replaced by stock music / foreign production.

Economic Downturn

Even in commercial announcement production, economic circumstances are preventing job growth.

Musician Resilience

Musicians have not allowed the pandemic to defeat us. We have collaborated, gone online for teaching and performance, and advocated for our future.

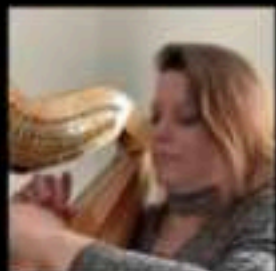
\$15 – 20 million in lost scale earnings per year projected in 2020 and 2021



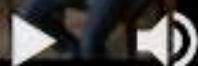
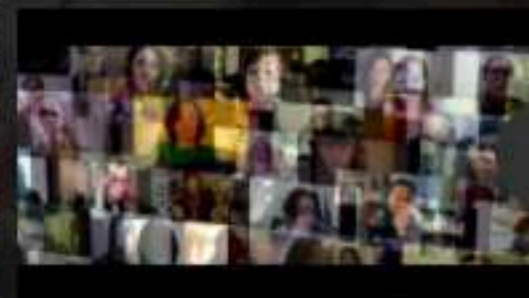
Many times more outside of our agreements and our local

Appalachian Spring - Musicians of the Toronto Symphony Orchestra

 Copy link



More videos



2:31 / 4:26



YouTube





TSOUND KIDS 3 • How to Make Glasses Sing

601 views • 9 Jun 2020

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Toronto Symphony Orchestra

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IF MUSIC DECLINES MANY INDUSTRIES WILL FOLLOW



One Band, “Brass Transit”, 10

TMA Members - Annual Spending

Hotels

\$80,000 per annum

Music Gear Rental

\$60,000 per annum

Airlines

\$220,000 per annum

Restaurants

\$24,000 per annum

Dry Cleaning

\$8,000 per annum

Advertising

\$10,000 per annum

Sound / Lighting

\$112,000 per annum

Agents

\$60,000 per annum

Total for one ten member band

\$574,000 per annum

Total for 3,000 Members

\$172,200,000 per annum

Cultural Tourism

36% of all tourist spending are Cultural Tourists

1/5th of Overnight Trips are for Culture

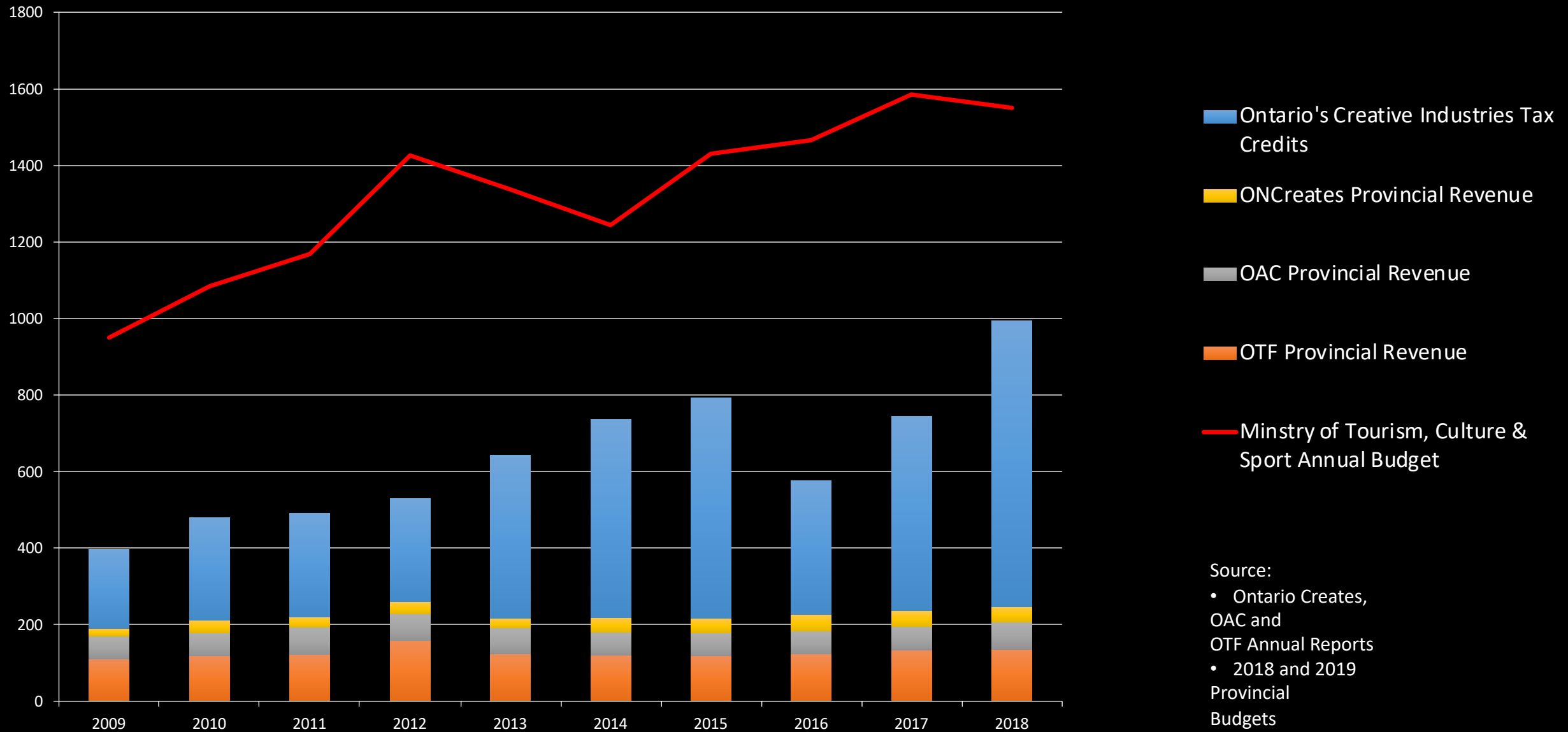
\$1.1 Billion to Lodging Sector

\$1.1 Billion for Food & Beverage Sector

\$3.7 Billion to Ontario GDP

Source: Ontario Arts and Culture Tourism Profile, Research Resolutions & Consulting

Ontario Ministry Tourism, Culture & Sport - Agency Grant and Tax Credit Investment in 000,000's of Dollars CAD





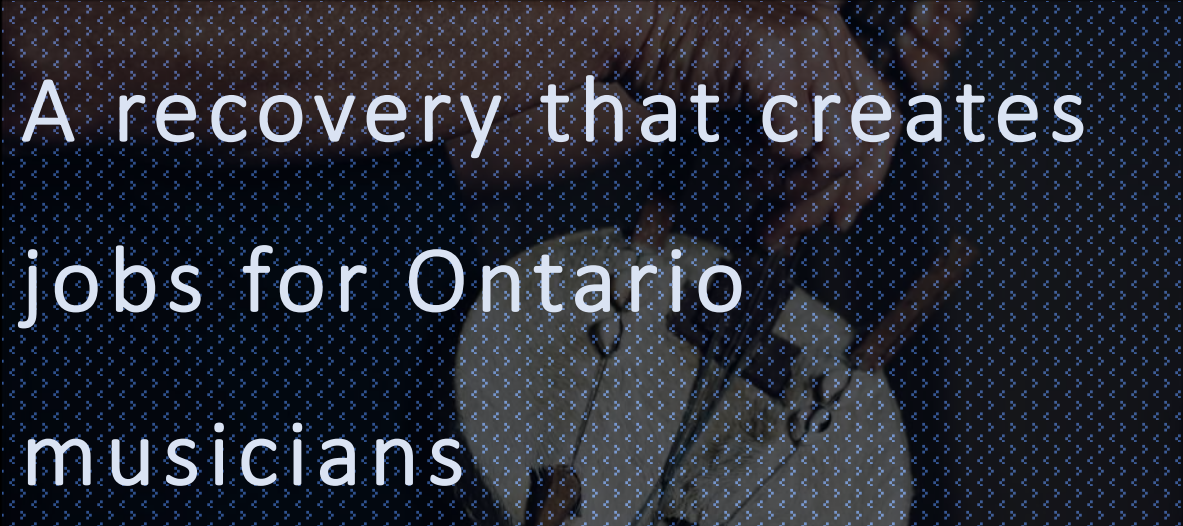
We need your
investment in
Musicians and the Live
Arts through **Labour
Tax Credits and
Rebates**



When the Film & Television,
Gaming and Book Publishing
Sectors in Ontario recovers
from Covid-19 they will do so
with Ontario's Creative
Industries Tax Credits.

In order to benefit from the
recovery, and to keep pace with
New York State, Illinois,
Louisiana, and Quebec who
have already implemented live
support, Ontario should invest
in a Live Arts Labour Tax Credit
and Live Arts Labour Rebate.





A recovery that creates
jobs for Ontario
musicians



A fair investment to allow
music to keep pace with
other cultural industries

Recommendations

1. Create an Ontario Live Arts Labour Tax Credit (For Profit Companies)
2. Create an Ontario Live Arts Labour Rebate (Not For Companies)
3. Incentivize Hiring of Ontario Musicians in Existing Tax Credits
4. Safe, Fair, Transparent and Predictive Reopening Rules

A high-angle, top-down photograph of a young woman with blonde hair tied back, wearing a red and black plaid shirt over a black t-shirt and blue jeans. She is sitting on a drum stool, playing a drum set with two wooden drumsticks. The drum set includes a snare drum, a bass drum, and two cymbals. The background shows a music studio with large black speakers, a mixing console, and various cables. The lighting is warm and focused on the drummer.

THANK-YOU

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