

Surrey Music Strategy





Decibel Entertainment



Surrey Latin Festival



NAAD | Surrey Civic Theatre's Digital Stage



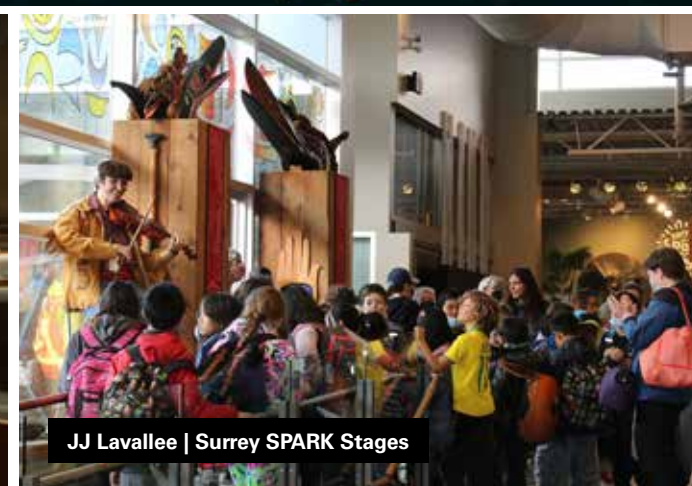
FVDED in the Park



KPU Music Program



Main Stage at Surrey Arts Centre



JJ Lavallee | Surrey SPARK Stages



5X Festival

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“Music is a powerful tool that inspires connection and cultural sharing. Developing music in Surrey will motivate the next generation of Indigenous artists to discover their musical talents and share them with their communities.”

Chief Harley Chappell
Semiahmoo First Nation



The City of Surrey is situated on the traditional, ancestral, and unceded territories of the Coast Salish Peoples, including the **q̓íçə́y̓ (Katzie), **q̓^wa:n̓łə́n̓** (Kwantlen), and **semyámə** (Semiahmoo) land-based Nations who have been stewards of this land since time immemorial.**



Executive Summary



FVDED in the Park

Why a Music Strategy?

Surrey is Canada's up and coming Music City.

As one of Canada's fastest growing metropolitan centres, Surrey is home to a young, thriving, diverse community, and a growing music scene. Surrey is committed to **supporting local music development and strengthening the social and cultural fabric of the City.**

The Surrey Music Strategy is a cross-departmental and industry-wide tool that provides recommendations on how best to develop a growing music economy **across all Surrey town centres.**



Arts Umbrella Surrey

Music is found in all types of spaces in Surrey.

Artists perform at outdoor events in Bill Reid Millennium Amphitheatre, Holland Park, Surrey Civic Plaza, and other City of Surrey parks. Music is also regularly featured in all three of Surrey's Civic Theatres, the Bell Performing Arts Centre and in Surrey's many banquet halls. Surrey's music scene has a lot to offer.



Walk Off The Earth | Surrey Fusion Festival

Many talented, multicultural, traditional, and contemporary musicians have roots in Surrey, such as, but not limited to, Bukola, Devin Townsend, DJ Goddess, FKA Rayne, Intense, Jazzy B, Jodi Proznick, Josh Bogert, Lisa Brokop, MANILA GREY, Merkules, Robyn Sandhu, and the Surrey City Orchestra.

Surrey is also **internationally recognized for its South Asian music sector**. South Asian musicians from Surrey have millions of fans and followers around the world.



Surrey City Orchestra "Nutcracker" | Photo Credit: Silvester Law

“Music BC is proud to support the Surrey Music Strategy, which acts as a roadmap for sustainable, long-term growth of Surrey’s music economy. Through implementation, the strategy will create more opportunities for the region’s music creatives and professionals.”

Lindsay MacPherson

Executive Director | Music BC Industry Association



Music in Surrey

A total of **240 music assets** are active in the City. Music assets include venues, festivals, music businesses, and support organizations. Although spread across Surrey, the densest cluster of music assets is found in and near City Centre.

Surrey is also known for its City-led events. From Surrey Fusion Festival to Surrey Civic Theatres presentations to Sounds of Summer, Surrey hosts the **largest and highest attended municipal music events across Metro Vancouver**, with 2022's events hosting over 200,000 attendees.

Surrey's festivals have featured many internationally recognized artists including, but not limited to, April Wine, Arkells, Bif Naked, Blue Rodeo, Brett Kissell, Jay Sean, Jazzy B, K'NAAN, Los Lobos, Loverboy, Maxi Priest, Nelly Furtado, Our Lady Peace, Ranjit Bawa, Ruth B., Sam Roberts Band, Serena Ryder, Sharry Mann, and Walk Off the Earth.

Surrey is also known for hosting private festivals and concerts in its parks and venues, with 5x Festival, FVDED in the Park, Gone Country, Live Nation and Surrey Civic Theatres hosting artists including 54-40, Chubby Cree, deadmau5, French Montana, Future, Gord Bamford, Jasmine Sandlas, Jim Byrnes, JJ Lavalley, John Mann, Jojo Mason, Khalid, Krystle Dos Santos, Kygo, Mumford and Sons, Rick Ross, The Chainsmokers, The Reklaws, The PropheC, The Weeknd, The Bergmann Piano Duo, Tim Hicks, Zedd, and many more.

Throughout the City, an estimated **350,000, or 62 per cent of residents, regularly engage with music**. Additionally, it is estimated that **1.5 million attendees** enjoyed music in Surrey in 2019.

“The Surrey Music Strategy has been built on thorough engagement from Surrey’s music community. It will ensure that future music development will meet the needs of residents while championing local musicians.”

Laurie Cavan

General Manager - Parks, Recreation & Culture | City of Surrey





Surrey's Music Needs

In preparing the Surrey Music Strategy, community input was gathered to learn about Surrey's music needs. Local musicians, music businesses, organizations, and the wider public contributed through interviews, roundtables, an online survey, and public events. Community engagement was guided by Surrey's Public Engagement Strategy.

The most frequently voiced priorities included **ensuring accessibility and inclusivity in the music sector**. Audiences in Surrey want access to more free public music events, better venues, and targeted support for equity-deserving communities.

Indigenous, Black and South Asian communities reported experiencing barriers accessing support in the music industry. Specific needs included access to funding, accessible and safe venues, and greater acknowledgement of the musical contributions of racialized artists.

Youth also expressed specific needs, such as access to youth music programming and equipment, transit accessibility to music events, resources to develop young talent, and partnerships between the City and local youth organizations. **Supporting the next generation of Surrey artists is key to building a music city for years to come.**



Economic and Social Impacts of Music in Surrey

In 2019, before the COVID-19 pandemic, the Surrey music industry contributed **over \$90 million to GDP**. The industry supported **more than 2,300 jobs** and provided **over \$70 million in labour income**.

The impact of the music scene extends beyond the economic impact. Developing a vibrant music scene can **support diversity, inclusion, cultural development, and placemaking** in Surrey. Surrey can build on its unique characteristics as a destination for diverse music experiences.



What Happens Next?

Framed around seven strategic pillars, the Surrey Music Strategy is designed to ensure that music development reflects its community and its local needs.



Gone Country | Photo Credit: Angela Ruscheinski

The Strategic Pillars

- A** Amplify Surrey's Music Talent and Supportive Resources
- B** Continue Building Bridges Between the City and Surrey's Diverse Music Communities
- C** Improve Access to Places and Spaces for Music
- D** Establish Surrey's Music Identity
- E** Expand Audience Awareness and Engagement
- F** Advance Municipal Leadership and Support
- G** Encourage Music Tourism and Placemaking

By taking action in each of these key areas, Surrey can build a diverse, inclusive, and vibrant music scene.



Vision



VISION

Surrey will be a music industry leader that supports musician development and a thriving music economy.



Why a Music Strategy?

Why a Music Strategy?

As one of the fastest growing metropolitan centres in the region, Surrey has a diverse community of musicians, music businesses, industry workers, and fans. The City of Surrey produces large, municipal music events, offers annual musical programming through Surrey Civic Theatres, and hosts a range of outdoor public events and festivals. Because of these annual music activities, Surrey is a growing and thriving hub for cultural activity and artistic talent in the region.

The City recognizes the cultural and social benefits of music, and that music can be utilized as a driver of artistic development, job creation, tourism, and city brand building. Surrey's music ecosystem is also adapting to global developments, including the ongoing impact of COVID-19, live music venue challenges, calls to end systemic racism, and experimentation with new digital tools.¹

The Surrey Music Strategy will guide the City and the music industry to build a global music destination that attracts international tourism, instills civic pride, and represents all peoples and cultures through a vibrant music scene.

¹ https://www.nordicity.com/de/cache/work/80/Here_the_Beat_Nordicity.pdf



Asis Singh | Surrey Fusion Festival

Benefits of implementing a Music Strategy include:

- Cultural development and artistic growth in the community.
- Positive economic benefits for industry and artists, and spin off benefits for local businesses.
- Music tourism by creating a music destination city and associated benefits in the community.
- City brand building by attracting investment, talent, and businesses locating to the City.
- Strengthening the social fabric of the City.

Source: Terrill, A., Hogarth, D., Clement, A., & Francis, R. (2015). Music Canada. The Mastering of a Music City.

The background of the slide is a solid red color. Overlaid on this is a large, stylized sun graphic. The sun is composed of a semi-circle of thin, parallel red lines on the left side, which transition into a series of longer, radiating red lines on the right side, creating a sunburst effect. The word "Background" is centered in the middle of the slide in a large, white, bold, sans-serif font.

Background



Ranjit Bawa | Surrey Fusion Festival

Among its many recommendations, the City of Surrey's 2018 Parks, Recreation and Culture 10-year Strategic Plan called for **the development of a strategy to advance music in Surrey**. The recommendation to develop a music strategy further aligns with the overarching goals of the City's Sustainability Charter 2.0 (2016), and Official Community Plan (2013).

As part of the preparation leading up to developing the Strategy, the City consulted with other major municipalities in Canada who have created similar strategies, including the City of Toronto, Vancouver, Victoria, and Kelowna. Lessons were learned from their successes and challenges. Staff created the surrey.ca/music webpage that includes a musician and music business directory, information on funding opportunities, and

music event listings. The City also hired a **Music Planning Researcher** who compiled research on Surrey's music ecosystem and identified key trends and findings unique to Surrey's music industry.

In 2021, the City initiated a call for proposals for a consultant to work with City staff to develop a comprehensive Surrey Music Strategy. Nordicity was the successful proponent. The aim of the study was to provide future direction for Surrey's music ecosystem by acknowledging current trends, anticipating challenges, and identifying opportunities to support the sustainability of Surrey's music industry. Nordicity worked closely with the City of Surrey's Special Events and Performing Arts Sections in the development of the Strategy.



The Process

The Surrey Music Strategy was developed in three phases.

Figure 1 / Project Phases



PHASE 1

Research and Discovery

Nordicity conducted a detailed review of internal City documents that informed key thematic analyses and determined Surrey's current music climate, stakeholders, and community members. The Project Team further conducted an organizational assessment that identified the roles and responsibilities of existing City staff as well as Surrey's ability to implement the Strategy. A comparative review of innovative approaches applied in other municipalities was undertaken (e.g., Victoria, Vancouver, Brampton), as well as an analysis of the Cascadian Corridor (e.g., Seattle, Portland).

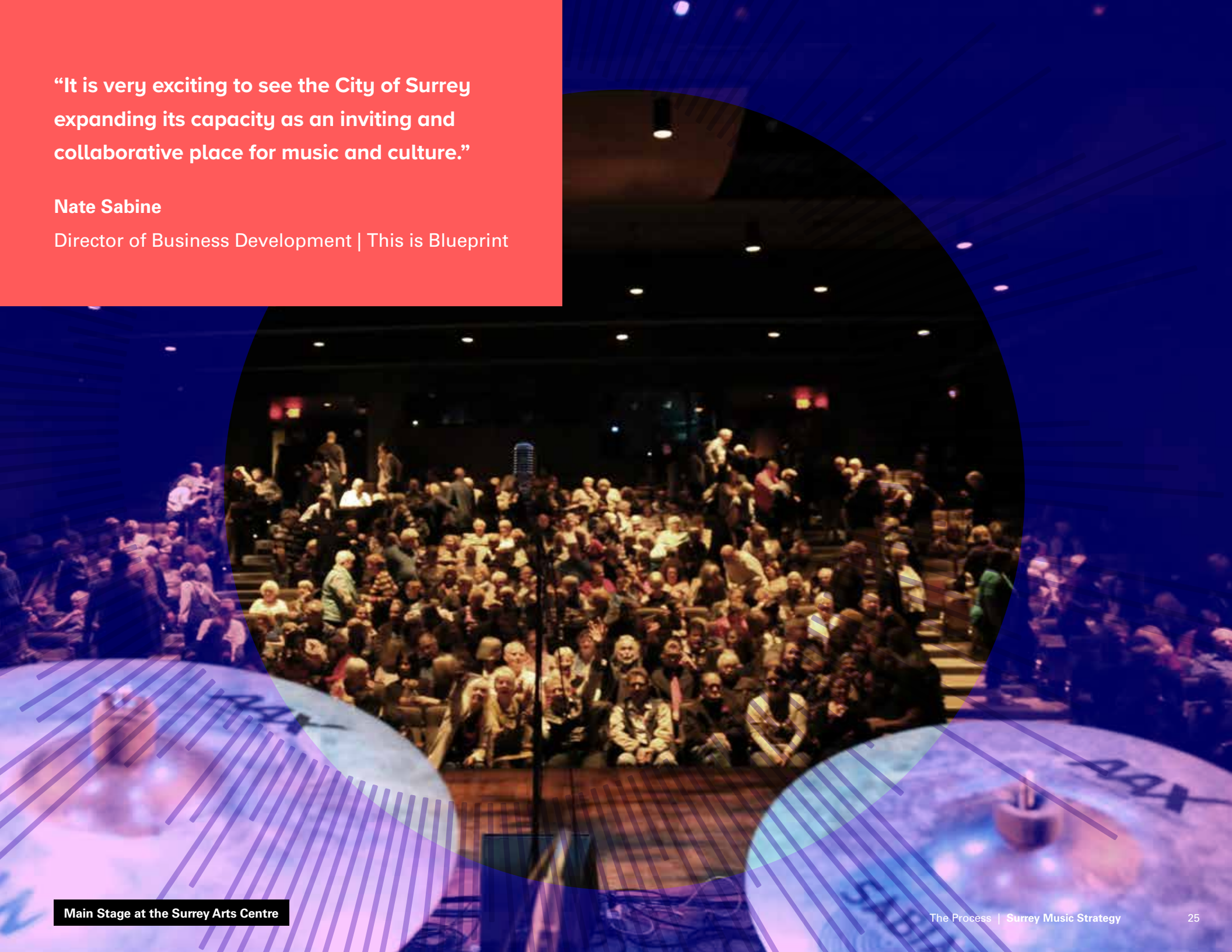


Surrey Fusion Festival

“It is very exciting to see the City of Surrey expanding its capacity as an inviting and collaborative place for music and culture.”

Nate Sabine

Director of Business Development | This is Blueprint



Main Stage at the Surrey Arts Centre

PHASE 2A

Community Engagement

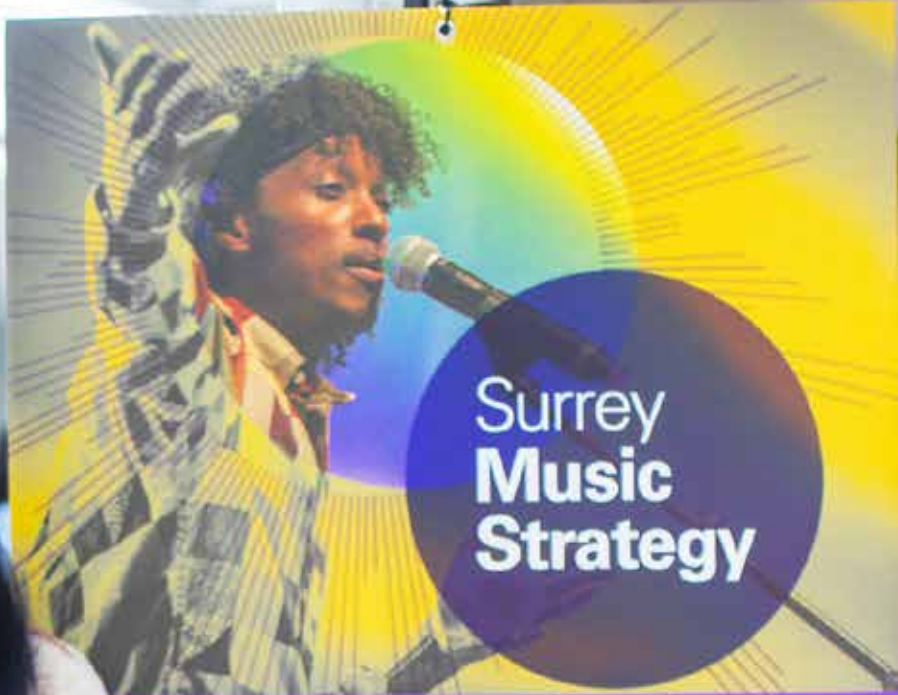
The Project Team convened an industry **Focus Group** (see Appendix C for members) which stewarded the study and served as a key sounding board throughout. Members of the Focus Group included a wide range of music industry stakeholders including music leaders, musicians, and representatives of music businesses, festivals, educational institutions, not-for-profit and equity-deserving organizations.

With support from the Focus Group, Nordicity conducted extensive community engagement to identify key strengths and challenges particular to Surrey's music ecosystem. The engagement utilized a variety of approaches, including stakeholder interviews, roundtable discussions, an online survey, and community feedback gained from various public events. A diversified approach to community engagement ensured a variety of stakeholders could voice their views on the strengths and challenges that affect the music ecosystem.

Community engagement in Phase 2 of the study was conducted and included the following:

- **Four Community Roundtables** that sought input from Indigenous, Black, People of Colour (IBPOC) and other equity-deserving stakeholders, as well as from representatives of Surrey's music businesses and organizations.
- **Three Internal Roundtables** with community experts in the areas of urban planning, economic development, and building development.
- **24 Interviews** with key stakeholders such as musicians, music businesses and local organizations (refer to Appendix B for the list of interviewees).
- **Two Public Events** at high traffic locations. One of the City of Surrey's major events, Party for the Planet, attracted over 250 passersby on April 30, 2022 with a booth that included a music prioritization activity, a quick poll survey, and a catch-all comment board. The Surrey Steps Up Youth Event on June 8, 2022, included a tent program that encouraged over 75 youth to have their say on music in Surrey.
- **An Online Survey** remained live from March 22 to May 13, 2022, garnering **1,949 total responses** from 400 musicians/music industry professionals, 149 music businesses/organizations, and 1,616 music participants².

²Note, respondents reported belonging to more than one category.



Put a post-it note on your thoughts on S

About the Strategy

emerging as the region's second downtown, Surrey is becoming a thriving hub of cultural activity, artistic talent, and is a dynamic and growing city.

The creation of a comprehensive Music Strategy will help identify priorities, provide directions, and anticipate challenges ahead in helping and supporting the music ecosystem.

The strategy will:

- Provide research and discovery of Surrey's current music ecosystem
- Identify key themes and concepts
- Provide recommendations for actionable and measurable initiatives that City staff can implement to support the sustainability of Surrey's music industry

Your input is important to ensure that the Surrey Music Strategy recommendations serve the short and long-term needs of Surrey residents.



PHASE 2B

Strategic Analysis

Following community engagement, a number of **strategic analyses** were conducted:

- A **360° SWOT Analysis** identified the strengths, weaknesses, opportunities, and threats facing Surrey's music industry, and summarized priority areas for the music ecosystem.
- A **Venue and Town Centre Analysis** was conducted for both indoor and outdoor venues, providing further understanding on the current stock of local venues suitable for hosting live music events in Surrey.
- An **Audience Analysis** of online survey responses was undertaken to illustrate Surrey's demographics, including age, gender, town centre residency, and ethno-cultural background.
- An **Industry Profile Analysis** detailed the diverse range of music businesses active in Surrey, whether commercial or not-for-profit.
- An **Economic Impact Assessment** was conducted to determine the impact of Surrey's music industry on GDP, labour income, employment, and taxes.

“Surrey is a growing City of incredible diversity. Amazing talent is developed here, and Surrey artists are recognized globally in places like Mumbai, London, and New York. I look forward to seeing Surrey continue to grow on the world map as a key player in music.”

Luv Randhawa

International Multi-Award Winning Artist







PHASE 3

Strategy Development and Recommendations

Following the extensive research, consultation, and analysis, a strategic framework was developed, consisting of high-level themes and directions. The strategic planning process also involved a **Validation Session**, resulting in key recommendations for action, an implementation plan, and finally the **Surrey Music Strategy**.



Mapping the Ecosystem



Bell Performing Arts Centre

An in-depth mapping exercise was undertaken to evaluate what music-related assets exist in Surrey. Existing lists and data were gathered through Statistics Canada's North American Industry Classification System (NAICS) codes, the City of Surrey's musician and music business database intake forms, and an extensive web-scraping exercise.

As indicated in the following image, a total of **240 music assets** were mapped across Surrey as of June 2022. All physical infrastructure, such as live festivals, outdoor venues, indoor venues, and music businesses were identified, as well as support organizations such as associations, non-profits, and societies.



Decibel Entertainment



Gone Country | Photo Credit: Angela Ruscheinski

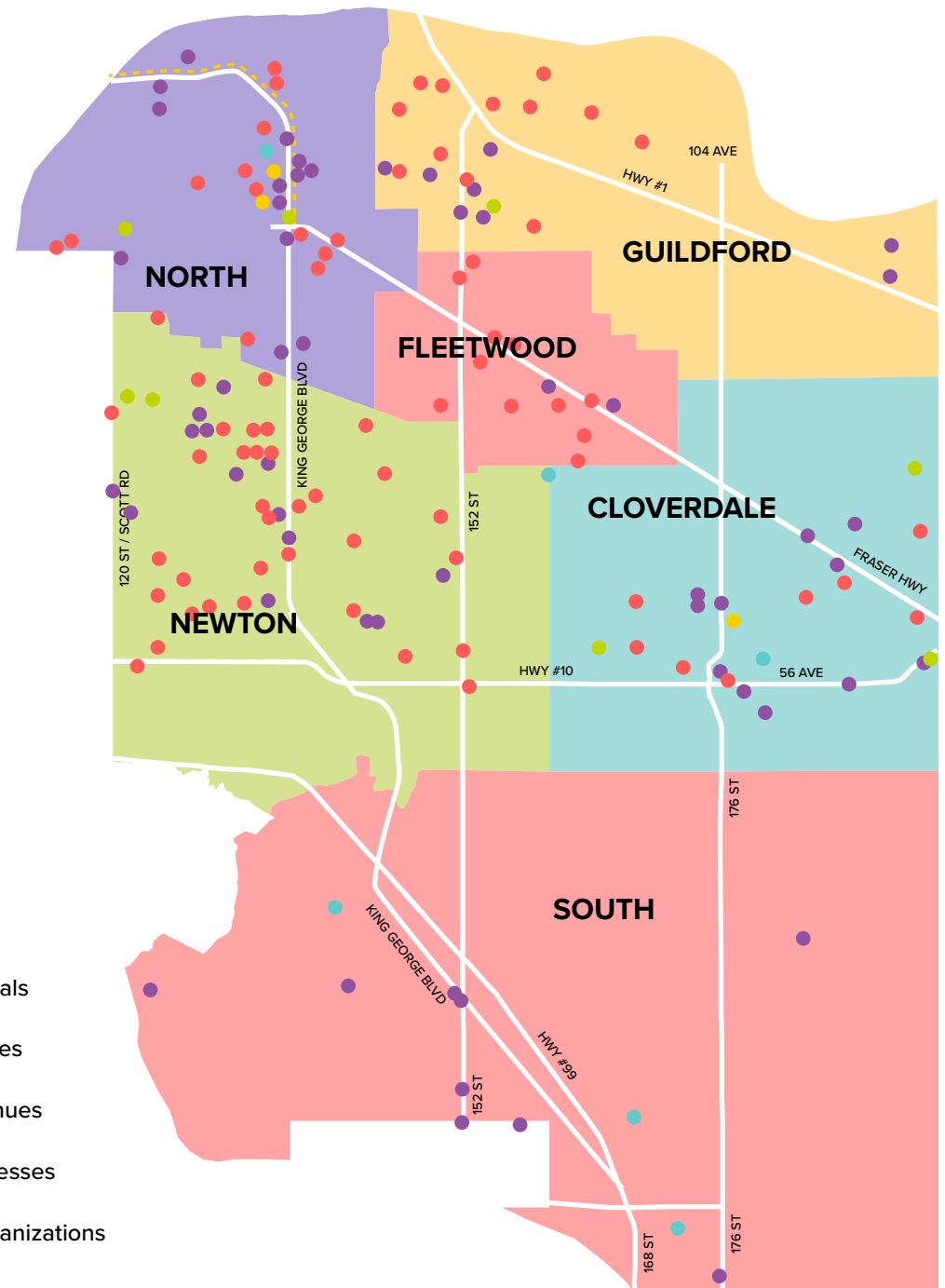
FIGURE 2

High-level Map of Music-Related Assets in Surrey Summer 2022

As depicted, music assets are spread throughout Surrey, with slight clustering occurring around key town centres.³ Note, the scattered nature of the music assets, particularly music businesses, is likely driven by work-from-home registered business addresses where businesses do not operate from a retail or commercial space. It remains notable that Cloverdale is the only town centre with a permanent outdoor stage in place, located at Bill Reid Millennium Amphitheatre. Indoor, theatre-style seated venues include Surrey Civic Theatres (Main Stage and Studio Theatre at the Surrey Arts Centre and Centre Stage at Surrey City Hall), Bell Performing Arts Centre and Chandos Pattison Auditorium.

³ Note, all locations are identified by six-digit postal codes and not exact address. Exact locations are described further in Appendix E.

- Music Festivals
- Indoor Venues
- Outdoor Venues
- Music Businesses
- Support Organizations



A Focus on Surrey City Centre

The Ecosystem Mapping identified that Surrey City Centre has the densest cluster of music assets. It is notable that several of the music assets found in Surrey City Centre are within 500m to 1km from Surrey City Hall. Surrey City Hall itself is home to two popular live music and event venues, Surrey Civic Plaza and Centre Stage.

The density found in City Centre is indicative of the amount of development occurring in this town centre. Given the advancement of commercial and residential building infrastructure, and proximity to SkyTrain, bus, and bike routes, there is a prime opportunity to increase music-related assets in this town centre.

The **City Centre Plan Update: Engagement Summary** accumulated feedback from the community regarding development of City Centre, and the following vision was created:

Surrey City Centre will be the region's second metropolitan centre and the downtown for the Fraser Valley. Regionally connected by rapid transit, City Centre will support walking, cycling, and transit. City Centre will be many things: a major employment, institutional, and commercial centre; a collection of safe, vibrant, high-density neighbourhoods; and a hub of cultural and entertainment activity. City Centre will be renowned as a 'green' downtown served by parks, plazas, greenways, planted boulevards, and fish-bearing creeks.

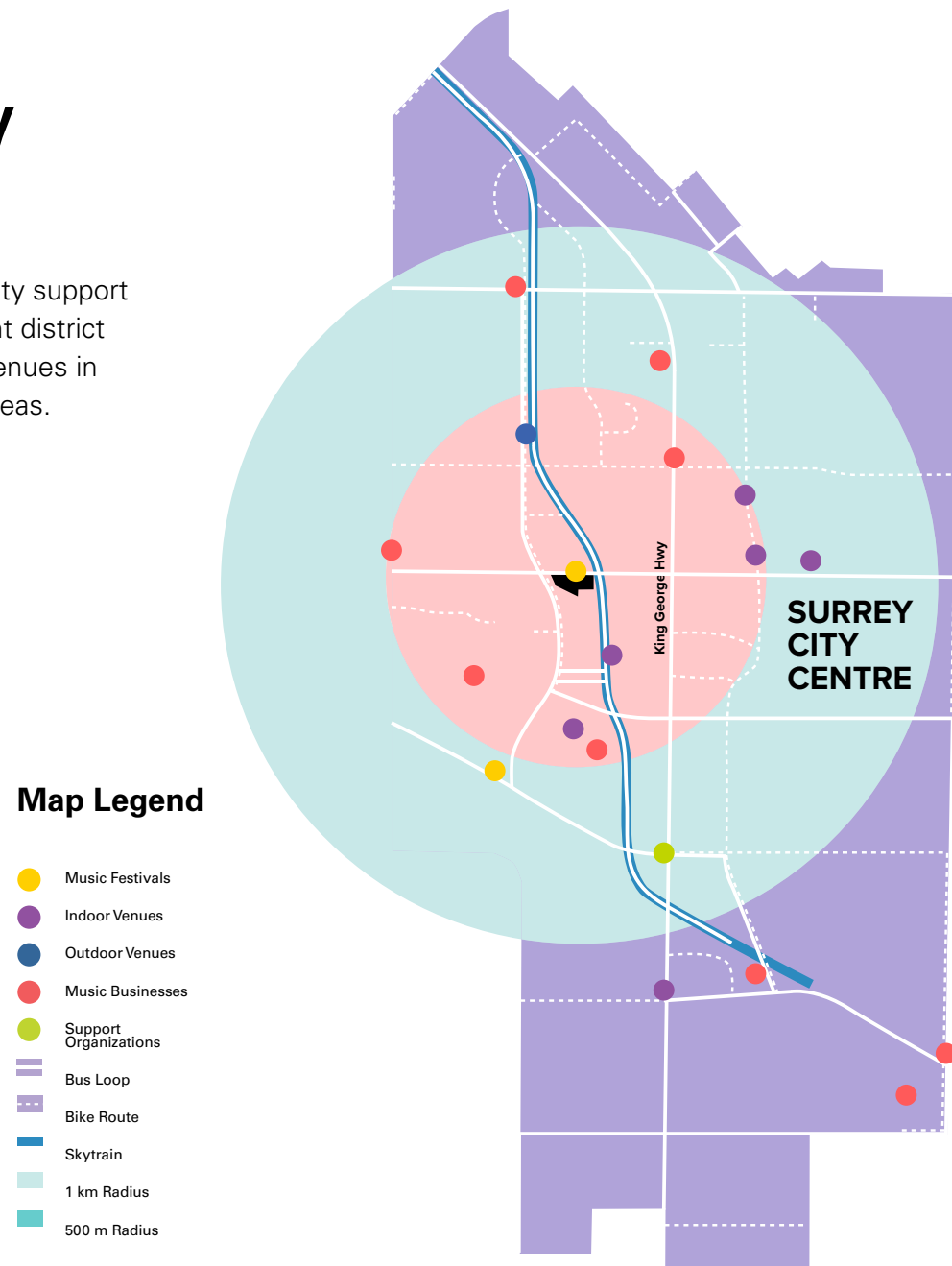


Surrey Latin Festival

FIGURE 3

Music Assets in Surrey City Centre

The public engagement process revealed community support for City Centre’s development into an entertainment district that includes new nightclubs, music, and cultural venues in Central Downtown and Historic District/Gateway areas.



“The Surrey Music Strategy has been instrumental in helping the KPU music program to understand and connect with the local music industry, which has greatly influenced the development of a new music diploma that will prepare the next generation of music artists in Surrey.”

Dr. Gordon Cobb

Faculty, Digital Content Producer, Music Department
Kwantlen Polytechnic University



MANILA GREY | FVDED in the Park, Photo Credit: Brandon Artis



What We Heard

The strategic planning process involved extensive community engagement with a wide range of music industry representatives, including musicians, music businesses, and equity-deserving stakeholders. The engagement revealed key strengths and challenges of Surrey’s music ecosystem.



Table 1 - Overview of Engagement Findings

Strengths/Opportunities	Barriers/Challenges
<ul style="list-style-type: none">• Surrey’s culturally diverse community is expanding, as 45 per cent of Surrey’s population are immigrants, 67 per cent identify as a visible minority, and 2 per cent identify as Indigenous.⁴ This presents an opportunity to advance music in the city that reflects and represents all peoples and cultures.⁵• Many City of Surrey-led music events and initiatives currently exist (e.g., Party for the Planet, Surrey Canada Day, Surrey Fusion Festival, Surrey Tree Lighting Festival, Surrey Civic Theatres concerts, Band-Aid, and Basement to Stage Youth Musician Development Workshops).• Music is found in many types of spaces and places, occurring formally (e.g., traditional venues, banquet halls) and informally (e.g., parks, alternative spaces, homes, virtually).• A number of talented, multicultural, traditional and contemporary musicians call Surrey home.• The City of Surrey is home to an internationally recognized South Asian music sector.• Opportunities exist to further leverage Surrey’s music industry as a driver for economic development, including tourism.	<ul style="list-style-type: none">• The number of Surrey’s current music venues and spaces is insufficient for industry demands, including creating, rehearsing, producing, and performance.• There are not enough opportunities for Surrey’s talent to perform, gain exposure, and connect with the public.• There is a lack of educational, mentoring and performance opportunities for emerging talent in Surrey.• There is a lack of sector knowledge in terms of how to access existing grants.• Municipal and political relations with the music community needs strengthening, including actions to address systemic racism.• There is a lack of awareness by community members of Surrey’s music offerings which suggests a need for improvements in event marketing.• Some music events in Surrey lack accessibility.

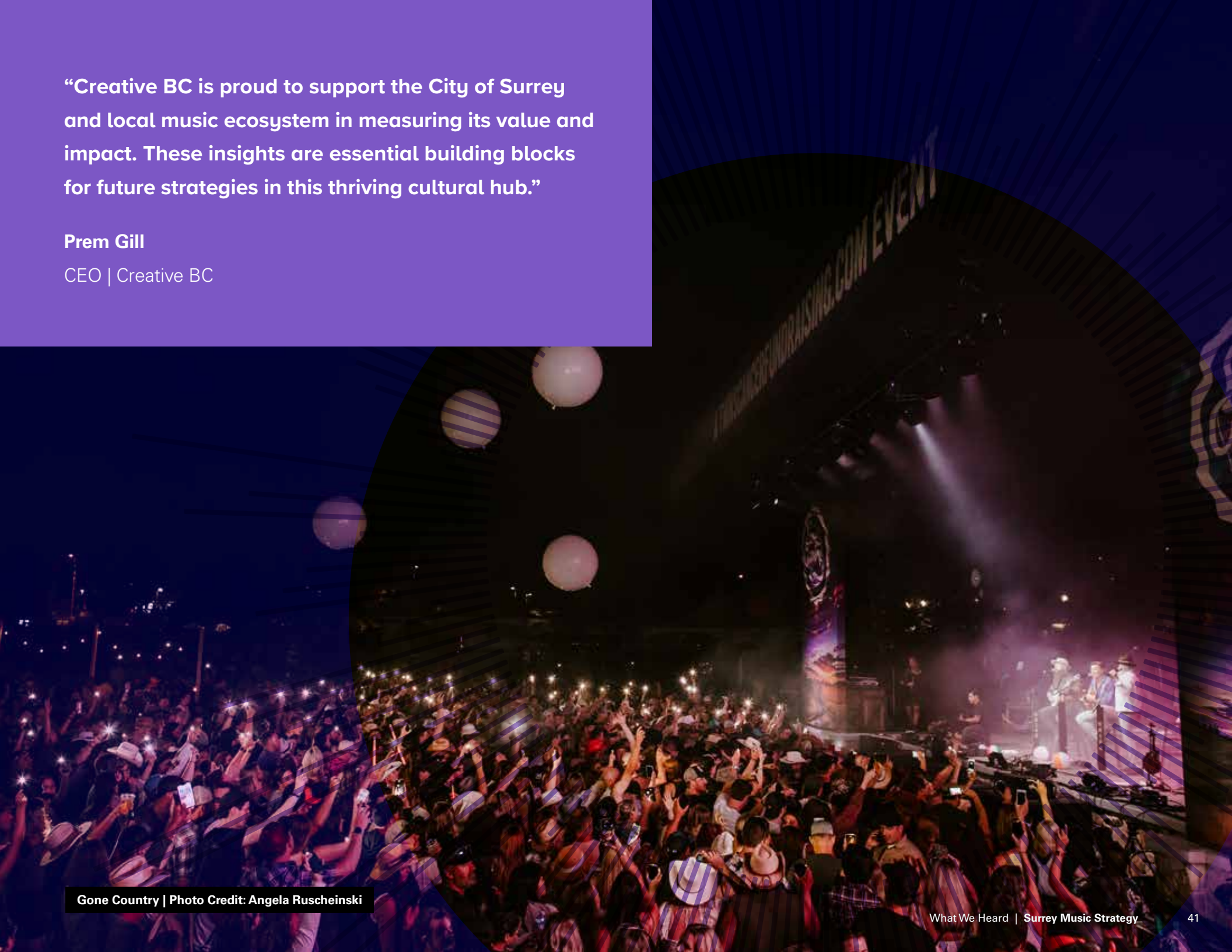
⁴ StatsCanada. <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/details/pagecfm?LANG=E&GENDERlist=1&STATISTIClist=4&DGUIDlist=2021A00055915004&HEADERlist=,31,32,30,28,23,,21,19&SearchText=Surrey>

⁵ Note, survey respondents (including musicians, music participants, and music stakeholders) self-identified as follows: 49% Caucasian, 21% South Asian, 5% Filipino, 5% Chinese, 3% Latin American, 3% Indigenous, 2% South East Asian, and 2% Black, 1% Arab, 1% Korean, 1% West Asian, 1% Japanese, and 6% preferred not to answer.

“Creative BC is proud to support the City of Surrey and local music ecosystem in measuring its value and impact. These insights are essential building blocks for future strategies in this thriving cultural hub.”

Prem Gill

CEO | Creative BC



WHAT WE HEARD

Demographic Groups

Table 2 - Demographic Feedback

Demographic Group	Needs
Indigenous, Black and People of Colour (IBPOC)	<ul style="list-style-type: none">• Access to funding for IBPOC artists• Opportunities for collaboration between the City and IBPOC businesses and associations• More venues and spaces that are accessible and 'safe spaces' to create and perform• Greater acknowledgement of the work of Black artists and music businesses in Surrey's music sector• Prioritizing building stronger community/ collaboration among music industry professionals in Surrey• Deeper acknowledgment of historical and systemic racism impacting IBPOC event organizers and artists <p>Beyond the need for more free public music events in Surrey as a top priority, participants from the IBPOC stakeholder community noted the need to prioritize funding for local musicians and organizations, suggesting the limited availability of funding specific to Black, Surrey-based artists.</p>

Table 2 - Demographic Feedback (continued)

Demographic Group	Needs
<p>Indigenous</p>	<ul style="list-style-type: none"> • More live performance opportunities for Indigenous musicians • More means of inspiration and mentorship to support the next generation of Indigenous music makers and industry professionals • Support from the City to navigate what are perceived as overwhelming grant application processes <p>In comparison to overall responses, where participants typically found out about music events in Surrey through social media platforms, word of mouth and radio, the Indigenous community still values posters and flyers as the most important channel for raising awareness, followed by e-newsletters and websites/blogs. Notably, a disproportionate number of Indigenous respondents also attend music events outside of Surrey (77%, versus 33% of total respondents).</p>
<p>South Asian</p>	<ul style="list-style-type: none"> • A desire for increased recognition of the success of local South Asian artists and greater acknowledgement of their work by the City and in the community at large • Deeper acknowledgment of historical and systemic racism impacting South Asian event organizers and artists • The need for improved grant processes that recognize South Asian culture specifically <p>In comparison to the overall responses, South Asian respondents were not evenly spread across age groups. 92% were under 55 years of age. Members of the South Asian community also travel outside of Surrey to attend music events, indicative of there not being a satisfactory music offering within Surrey’s borders. In terms of attendance in Surrey, South Asian respondents typically attend Surrey music events in outdoor parks, plazas, and wedding/banquet halls.</p>

Table 2 - Demographic Feedback (continued)

Demographic Group	Needs
Youth	<ul style="list-style-type: none">• Greater access to youth music programming and music equipment• Further collaboration and partnership between the City and agencies working within youth services• Greater resources dedicated to talent development• Improved public transportation to increase accessibility of music events for youth in Surrey <p>At the Surrey Youth Steps Up City event, youth participants spoke to a wide range of music needs. Beyond the desire to see greater access to youth music programming and music equipment, participants spoke to how most youth programming has been focused on classical and traditional forms of music curriculum such as choir and concert band. Youth would like to see other options to learn about some of the more modern forms of music, particularly those that use digital technology (e.g., synthesizers, amplifiers, and software applications).</p>



“The Surrey Music Strategy is proof of the City of Surrey’s pioneering commitment to supporting the development of Surrey as a national and international hub of talent.”

Sami Ghawi, MBA

Director | FUSIONpresents

Manager | Surrey Board of Trade Music City Centre



WHAT WE HEARD

Audience Analysis

An estimated
350,000
residents
engage with music
in Surrey.



84%
of survey
respondents reside
in **Surrey** and are
spread across all age
groups.

68%
Participate in
music events as
members of the public.

65%
Listen to music on local radio
stations a few times per week
with those between the ages of 25 to 54
comprising 59% of listenership.

42%
Attend live music
events every few
months with an average
of 6 events per year.

Participants hear about music events through:

72% Social media platforms

51% Word of mouth

Places where participants attend music events in Surrey:

TOP 5

- 68% Outdoor parks or plazas
- 55% Small concerts and shows
- 52% Large festivals
- 48% Official performance venues
- 43% Bars/nightclubs

49% Spend up to \$100 on music events per person, including tickets, food & beverage, merchandise during the event, etc.

Barriers to accessing music:

TOP 5

- 42% Lack of awareness of events
- 32% Limited parking
- 31% High costs
- 25% Lack of variety
- 21% Location of events

Need more...

PRIORITY

39%

Want more free public music events in the community

PRIORITY

33%

Want new and/or improved music venues

22%

Want music to be inclusive and accessible to the broadest range of participants

22%

Want improved marketing and greater awareness of music events

15%

Want increased funding for local musicians and organizations in Surrey

Industry Profile

Table 3 and Infographic 1 (on the following page) present a summary of the **Industry Profile** of musicians, music individuals and music businesses in Surrey.⁶ Note, for the purposes of the study, **musicians** were defined as music industry individuals who are professional artists or freelancers, while **music individuals** are those employed by music organizations or companies in the music sector. **Music businesses** (either commercial or not-for-profit) included venue operators, banquet halls, restaurant/bars, music instrument and record stores, agencies, promoters, booking agencies, music publishers, community organizations, live music and event producers (stage, sound, lighting, video), music schools/lesson centres, record labels, recording studios, practice/rehearsal spaces, instrument/audio equipment repairers, publicists, DJs and private entertainment entities, music management and others.

⁶ Note, survey respondents reported belonging to more than one category (i.e., musician, employed by an organization/company in the music industry, and/or working as a freelancer/contractor in the industry).



FKA Rayne | Surrey Canada Day

KEY FINDINGS

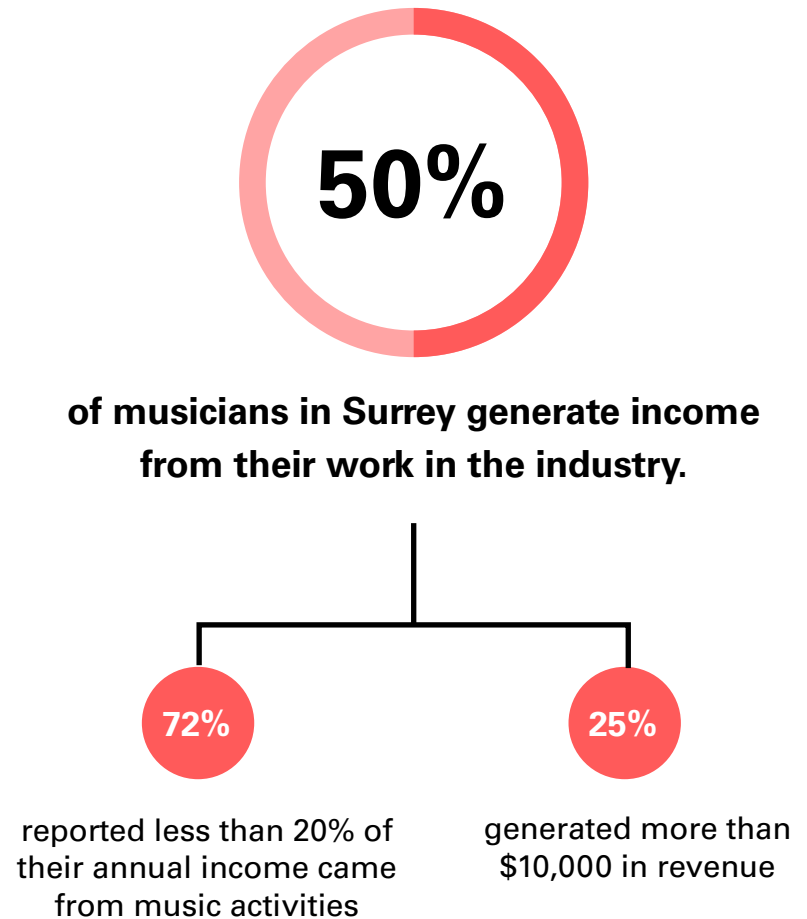
Musicians and Music Businesses

Table 3

A varied range of music businesses operate within Surrey:

- event producers
- DJs and private entertainment
- record label/production
- promoters
- music schools/lesson centers
- venue owners/operators
- instrument and equipment dealers

Infographic 1





Economic Impact Assessment

All economic stats and findings used a base year of 2019, which was the most recent year where the music industry was not impacted by the COVID-19 pandemic.

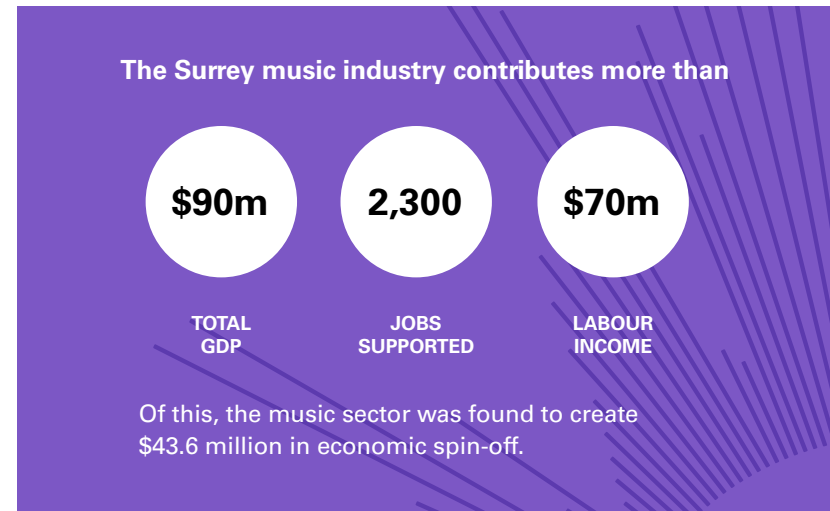


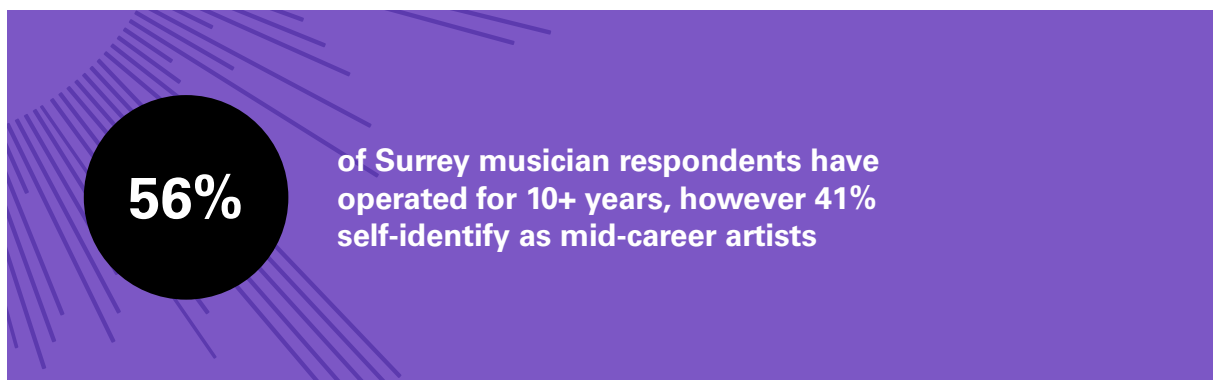
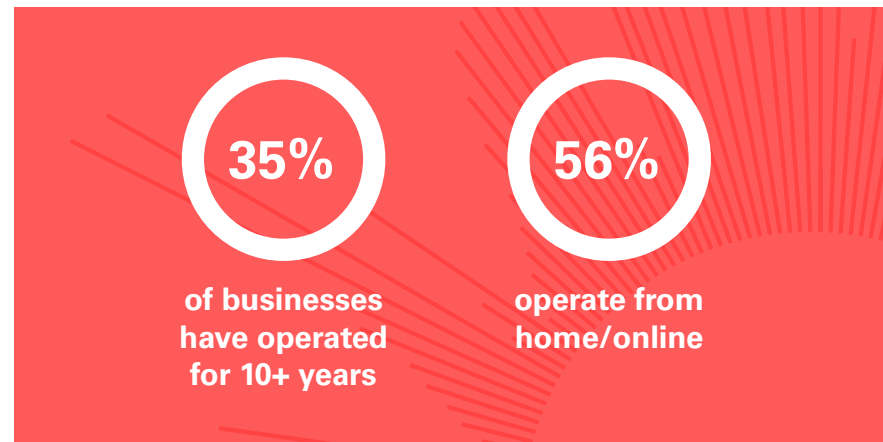
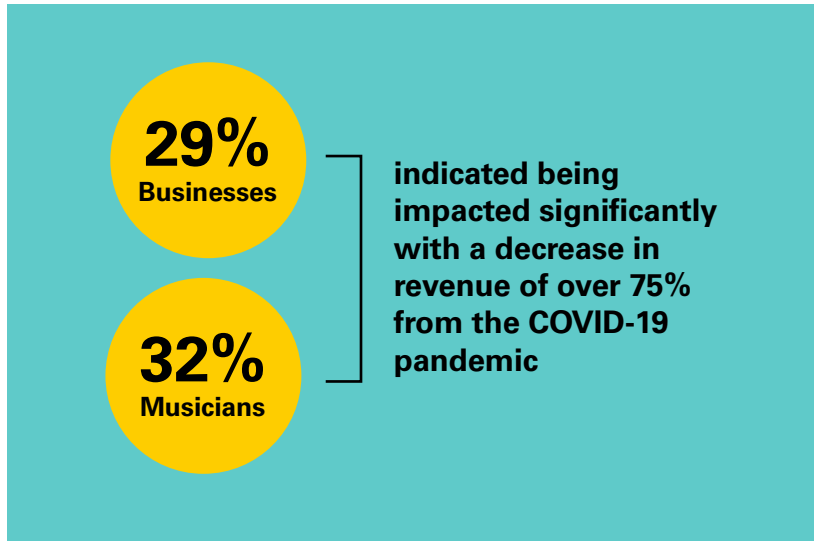
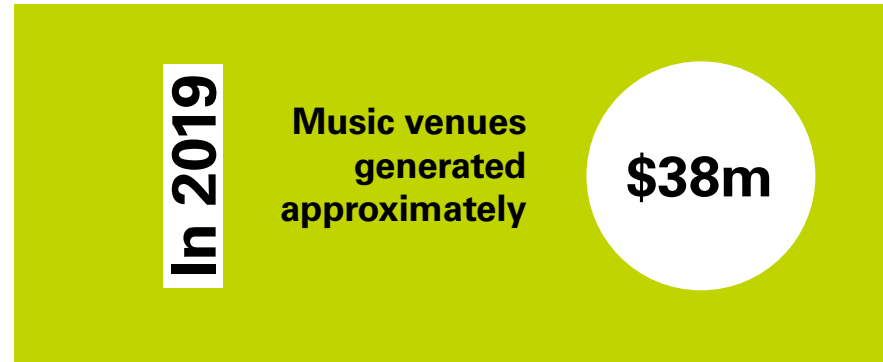
2019

Key Economic Stats⁷



⁷ All stats from Nordicity survey findings, desk research, and analysis which occurred in Summer 2022 using a baseyear of 2019. The music business analysis focused heavily on the same set of NAICS as defined by Creative BC in its Creative Industries Economic Results Assessment (CIERA) model. View Appendix D for more details.





The complete Surrey Music Strategy's Economic Impact Assessment can be found in Appendix D.

Strategic Pillars



Informed by research, engagement, and analysis phases, **seven major strategic pillars have emerged.**

- A** Amplify Surrey's Music Talent and Supportive Resources
- B** Continue Building Bridges Between the City and Surrey's Diverse Music Communities
- C** Improve Access to Places and Spaces for Music
- D** Establish Surrey's Music Identity
- E** Expand Audience Awareness and Engagement
- F** Advance Municipal Leadership and Support
- G** Encourage Music Tourism and Placemaking



Amplify Surrey's Music Talent and Supportive Resources

Bolster and sustain support to Surrey's music stakeholders, including musicians, music organizations, and music businesses.

Building on key achievements is central to ensuring Surrey is an attractive home for music talent and music businesses alike. Surrey Fusion Festival, for example, is committed to building bridges to promote intercultural understanding, providing two days of free entertainment annually which features both locally and internationally recognized talent. The City is actively using the Surrey Musician Directory and local music research to prioritize programming Surrey-based musicians for its major events. In 2022, 40% of musicians booked had roots in Surrey.

Other initiatives such as the City of Surrey's Basement to Stage and Band-Aid youth music development workshops, and the Surrey Board of Trade's Music City Surrey Showcase offer unique opportunities for local artists and young people to develop skills and connect with new audiences and other musicians. The City has also expanded partnerships with the local music industry, as the Basement to Stage program has

been supported by partial funding from Live Nation Canada. Surrey's new Clayton Community Centre also has music and performing arts studios, advancing access and opportunity for performance and skill development.

More work can be done, however, in ensuring Surrey's music ecosystem supports all its music makers, particularly its flourishing young talent. Lack of awareness of opportunities for capacity building, mentorship, and performance remain challenges amongst the music community, with many young people "not knowing where to start." While regional music education institutes like Nimbus School of Music and Sarah McLachlan School of Music are well known and provide some programming in Surrey, there is a strong appetite for comparable, local, and affordable music education opportunities.

It is worth noting that Kwantlen Polytechnic University has recently launched music courses in their program offerings, including technical instruction, music technology, and musicology. The need for more support and advancement opportunities for Surrey's equity-deserving groups was also a consistent finding.

A Amplify Surrey’s Music Talent and Supportive Resources

Recommendations	Proposed Actions
1. Expand artist development opportunities for local artists at all career stages to entice and retain Surrey’s music talent.	Continue to prioritize providing live performance opportunities to Surrey musicians at the City’s major events, Surrey Civic Theatres, and other civic programming.
2. Improve music sector development opportunities and initiatives to propel greater collaboration, partnership and knowledge exchange between the industry, government, and Surrey’s music community.	Launch an annual, partnership-led Surrey music industry conference to facilitate professional development, capacity building, and networking opportunities.
	Endorse a Surrey Music Strategy Task Force comprised of key community and industry stakeholders to support the implementation of the strategy.
	Develop a Surrey Music Fund through collaborative opportunities with other levels of government and regional organizations such as Music BC and Creative BC. Ensure music grant funding opportunities are known, accessible and supportive of Surrey’s diverse range of talent, particularly emerging artists.
3. Ensure youth-specific initiatives include music education partnerships to develop a strong and sustained talent pipeline.	Consider expanding Surrey’s Cultural Grant Program to include a ‘music collaboration stream’ to encourage cross-disciplinary activity within Surrey’s music sector (e.g., animation + musical composition/scoring, dance performance + live music).
	Promote the notion of engaging youth through mentorships and placements across Surrey’s music industry. Consider having City staff collect and share opportunities offered by organizations and businesses.
	Consider collaborative opportunities between the City, music education institutions, and regional bodies (e.g., Music BC, Creative BC) to ensure broader access for Surrey youth to music instruments, affordable tuition, in-demand music programming, and grant opportunities.
4. Develop policies and incentives that ensure fair compensation for performers.	Continue the Surrey Music Strategy’s dedicated brand and marketing , ideally within a broader City of Surrey Cultural Services brand identity.

- Ongoing
- Short-Term: 0-2 years
- Medium-Term: 3-5 years



Continue Building Bridges Between the City and Surrey's Diverse Music Communities

Leverage the Surrey Music Strategy to address systemic racism and ongoing challenges in ensuring equitable and inclusive representation and support to Surrey's music communities.

Surrey's demographics reflect the global majority with a total visible minority population of 67%, including 38% identifying as South Asian. Across the globe, issues around exploitation and inequities in the music industry (and beyond) have come to the forefront, particularly for IBPOC artists, women, and 2SLGBTQ+.

The City's Special Events Section strives to program musicians that reflect the diversity of Surrey, including a minimum of 70% IBPOC and/or equity-deserving artists at all major events, with 20% of this dedicated to Indigenous cultural sharing and contemporary performances. Surrey's diversity is considered one of its music ecosystem's biggest strengths. This drives the Surrey music offer to include a variety of traditional and contemporary genres, and a strong pool of local, high-quality talent. For example, while artists, content, and themes of Surrey Civic Theatres shows can vary significantly year to year,

inclusion, diversity, equity and accessibility are fundamental priorities of the curatorial strategy behind planned programs.

Additionally, 100% of the City's 2022 cultural grants were awarded to organizations that support equity deserving groups in some capacity. Of those cultural grants, 73% went to organizations that represent equity deserving groups. Beyond representation, however, the City of Surrey is committed to ensuring equity, diversity and inclusion remain at the very centre of the Surrey Music Strategy.

Through the strategic planning process, persisting barriers to working collaboratively with Surrey's equity-deserving music groups became evident. The Surrey Music Strategy will assist in breaking down barriers both inside City Hall and across the broader music community. Equity-deserving groups require ongoing invitation for dialogue, increased visibility in the community through performance opportunities and marketing initiatives, and active engagement in City music related processes.

B Continue Building Bridges Between the City and Surrey’s Diverse Music Communities

Recommendations	Proposed Actions
1. Ensure that the City’s support to industry is built upon a stronger foundation of collaboration and feedback with equity-deserving communities.	Continue to ensure and sustain booking a diverse and equitable representation of IBPOC and other equity-deserving musicians to perform at City-led events.
2. Expand City-driven music funding, programming, and initiatives targeting equity-deserving communities.	Foster networking opportunities , with local and national music organizations representing equity-deserving groups (e.g., City of Surrey and music industry representatives attending summits, events, showcases).
3. Acknowledge and celebrate that Surrey’s diverse music ecosystem drives its vitality and success.	Ensure representation of equity-deserving stakeholders in culture-related advising committees .
	Ensure the City’s Equity, Diversity, and Inclusion commitments and value statements are reflected in its cultural granting program eligibility criteria for third parties.
	Encourage promotion of achievements by equity-deserving musicians through the City’s culture-related marketing and communications strategies.
	Expand City partnerships with Surrey’s equity-deserving music organizations to enable broader performance and professional support opportunities, particularly outside City Centre.
	Advance opportunities for participation for equity-deserving groups by ensuring Surrey’s music programming and presentation events are low-barrier, low cost, accessible, and welcoming/safe spaces for all.

- Ongoing
- Short-Term: 0-2 years
- Medium-Term: 3-5 years



Improve Access to Places and Spaces for Music

Ensure there are versatile spaces in Surrey to create, rehearse, produce, perform, record, and enjoy music.

The Surrey music community has clearly voiced that existing spaces in the city do not sufficiently meet their needs, nor those of its audiences. Residents regularly leave the city's borders to attend large scale indoor shows in Vancouver and Abbotsford due to the lack of a large-scale venue in Surrey. Even smaller venues are often insufficient for many types of music rehearsals and performances, and businesses perceive that some municipal policies can be a significant barrier to opening new doors.⁹ Outdoor spaces and parks are seen as a key asset in Surrey's music ecosystem, but some currently lack supportive, sustainable infrastructure, including permanent, covered stages, to ensure optimal, affordable year-round usage.

The accessibility of places and spaces is also a concern for music stakeholders in Surrey. The city's dispersed geographic layout is a challenge for attracting loyal audiences, and parking and accessible transit are cited as significant challenges for attendees.

A key pillar of the Surrey Music Strategy is to ensure that spaces and places for music become more accessible and welcoming to all musicians and audiences. Promising advancements are already afoot, such as Concord Pacific's Piano residential development, which will incorporate music related infrastructure including rehearsal and performance space. Clayton Community Centre's new black box studio is ideal for a variety of music events up to 200 people. Furthermore, other City managed public gathering spaces and infrastructure are being improved to be more music-friendly such as the North Surrey Stadium, Bear Creek Athletics Centre, as well as the renovated Chuck Bailey Recreation Centre and future Surrey Interactive Art Museum which will feature small to medium sized performance spaces.

The City also recognizes the value that 'virtual space' holds for production and collaboration across the music industry, and the need for the development of digital skills. For example, Surrey Civic Theatres are equipped to provide livestreaming performance and recording opportunities for musicians.

⁹Examples provided included tenancy, business licensing, noise bylaws, and zoning.

C Improve Access to Places and Spaces for Music

Recommendations	Proposed Actions
<ol style="list-style-type: none"> Leverage underutilized and vacant spaces across the city. Ensure existing rehearsal, recording, and performance spaces are accessible and affordable. 	<p>Build closer relationships between the City and Surrey’s music venues and cultural spaces to better understand their current challenges and opportunities, while exploring policies and incentives to encourage their on-going retention, repurposing, and operation.</p>
	<p>Champion digital ‘spaces’ by identifying digital education and collaboration opportunities that allow Surrey’s music industry to connect with audiences, artists, businesses, and investors locally and globally.</p>
	<p>Identify opportunities to work together with Surrey developers on a longer term vision of a cultural/entertainment district in City Centre (e.g., mixed-use residential/office/performance spaces, credit model for developers building community cultural spaces).</p>
	<p>Conduct a cultural facility assessment of venues in Surrey that could be suitable for all stages of music development – from rehearsal to production to performance spaces. The assessment will include both City-owned and third-party spaces.</p>
	<p>Conduct an accessibility evaluation of Surrey’s outdoor venues in terms of transit, parking, and economic impact, to determine how to better utilize these spaces for music (e.g., install more permanent and temporary infrastructure in City parks for live performance).</p>
	<p>Identify community-led opportunities to support music hubs and incubators where artists can gain access to resources and support, particularly for young, emerging artists and producers.</p>
	<p>Advocate for affordable, dedicated music spaces as part of development applications:</p> <ul style="list-style-type: none"> Ensure the City’s Culture Division is present for discussions related to the City’s Official Community Plan (OCP), Town Centre Plans, Neighbourhood Concept Plans (NCPs) and other planning processes. Explore inclusion of cultural and music-related assets as part of Community Amenity Contributions (CACs) and/or Density Bonusing in NCPs.

- Ongoing
- Short-Term: 0-2 years
- Medium-Term: 3-5 years
- Long-Term: 6-10 years



Establish Surrey's Music Identity

Increase Surrey's visibility as a Music City in Metro Vancouver and beyond.

The City of Surrey wants to support realizing the full potential of its music economy. In doing so, the goal is to create a sustainable music community where artists and professionals know that it is possible to build and sustain successful careers, and where audiences know they can find a range of high-quality music experiences. Additionally, this is where multi-level government leaders invest in both hard and soft supportive city infrastructure as they recognize the economic, social and cultural benefits of music.

Acknowledging the key principles of Music Cities¹⁰, the City of Surrey is keen to build a stronger reputation in Metro Vancouver for its music community, thereby attracting and retaining investment and talent. This includes young workers who put a high value on the quality-of-life attributes of where they live, work and play. As a growing metropolis in the province, there is a real opportunity to differentiate Surrey's music offer from other cities through more affordable spaces to rehearse, create, and perform as either a local or touring artist.

Crucially, a Music City protects, celebrates, and builds upon its music history as a means of establishing its contemporary self-identity and brand. For example, knowing Surrey is home to internationally recognized South Asian artists is a key part of its past and present story.

The Surrey Music Strategy Survey clearly evidenced Surrey residents' huge appetite for free, outdoor events. In response, there are opportunities to learn from other municipalities which have been investing in the growth of their live performance scenes. Ottawa's City Sounds initiative, for example, saw the City support paid performance opportunities for local musicians to play for live audiences, encouraging locals to attend free music performances while exploring new neighbourhoods.

¹⁰ Terrill, A., Hogarth, D., Clement, A., & Francis, R. (2015). Music Canada. The Mastering of a Music City.

D Establish Surrey's Music Identity

Recommendations	Proposed Actions
<ol style="list-style-type: none"> 1. Continue promoting the Music in Surrey brand. 	<p>Participate in recognizing Surrey as a major South Asian music hub of Canada through communications, branding, and public engagement work.</p>
<ol style="list-style-type: none"> 2. Leverage music to celebrate Surrey's diverse cultural makeup. 3. Ensure Surrey is recognized as a key regional player in music. 	<p>Entice music professionals and audiences from Metro Vancouver to see Surrey as an affordable and accessible space to rehearse, record, perform, and experience local, national, and international musicians.</p>
<ol style="list-style-type: none"> 4. Highlight and celebrate Surrey as a major South Asian music hub of Canada. 	<p>Work with community groups and promoters to create City-led music series (e.g., "Sounds of Surrey") to showcase a range of music in Surrey's versatile spaces (e.g., Civic Theatres, Special Events, temporary pop-up experiences).</p> <p>Explore opportunities to establish partnerships and/or alignments with other Music City leaders in the Cascadian Corridor including Vancouver and Seattle Music Offices for artist exchanges, residencies, existing music initiatives, and industry symposiums.</p>

● Ongoing

● Medium-Term: 3-5 years



Expand Audience Awareness and Engagement

Advance opportunities for Surrey audiences to participate and celebrate.

Live performance opportunities in appropriately-sized venues for a given career stage help artists hone their skills and build a fanbase. Surrey's vibrant music community, however, remains hungry for more visibility and connectivity, particularly in the shadow of Vancouver's entertainment options. Many artists, particularly emerging artists, currently find it difficult to gain traction and develop their audiences. Transportation and parking challenges, lack of promotion and awareness (e.g., centralized database), and limited all ages venues contribute to some of the barriers to audience development in Surrey.

There is real potential in leveraging the City of Surrey's communication channels for greater coordination of the music scene's marketing and promotion, as well as ensuring City-led music events and programming remain affordable and accessible to a wide range of income groups. Working with neighbouring cities to create touring circuits can also ensure audiences have the opportunity to catch their favourite acts without needing to travel.



E Expand Audience Awareness and Engagement

Recommendations	Proposed Actions
1. Leverage the public appetite for live music experiences in Surrey.	Create and promote a public, centralized music directory of Surrey musicians and music businesses.
2. Ensure music events and programs are accessible to as many audiences as possible.	Improve marketing of Surrey’s music offer through the City’s communication channels and those of partner organizations in order to support the growth of Surrey’s engaged music audiences.
3. Incentivize audiences to spend time in Surrey before and after music events.	Review transportation services, zoning, liquor and business licensing, extended venue hours, public safety measures to improve the entertainment environment and remove music sector barriers .
	Encourage sliding-scale discount ticketing approaches across Surrey’s music events and programming (both City-led and third party-led) to make them more affordable and accessible to different income groups.
	Create a late-night economic policy that will improve live music in Surrey and encourage audiences to spend time in Surrey before and after music events.
	In longer term planning initiatives, consider clustering of venues across Surrey’s town centres to attract larger audiences.

- Ongoing
- Short-Term: 0-2 years
- Medium-Term: 3-5 years
- Long-Term: 6-10 years



Advance Municipal Leadership and Support

Create a welcoming environment for music to thrive.

The Surrey Music Strategy supports a future-facing roadmap for the City of Surrey to reach its goals in becoming a Music City, building on what has already been substantial work to date. The City's 'Music in Surrey' webpage, for example, will become a resource for musicians, music-related businesses, and not-for-profits to apply to be listed on new directories and gain visibility across the sector. The Surrey Board of Trade's Surrey Music City Centre is yet another initiative aimed at creating a vibrant and diverse local music economy that facilitates opportunities for artists, businesses, and community members.

One of the key goals of the Surrey Music Strategy is emphasizing and promoting the importance of Surrey's music sector across other City departments. It is valuable to leverage internal resources to help create a more equitable, accessible, socially impactful and commercially vibrant music economy. Valuable lessons can be learned by creating music-friendly and musician-friendly policies via cross-departmental collaboration to improve bylaws, regulations and/or licensing. In the face of urban growth and competing demands for space, land-use planning, for example, is one area of municipal policy affecting the development of local music economies.



Curtis Clearsky & The Constellationz | Surrey Fusion Festival

F Advance Municipal Leadership and Support

Recommendations	Proposed Actions
<p>1. Position the City of Surrey as a music leader by acting as a key liaison and coordinator in Metro Vancouver’s music scene.</p>	<p>Work with other City Departments to integrate more music opportunities into existing City programs and initiatives via recreation facility infrastructure planning and Cultural Community Amenity Contributions.</p>
<p>2. Align the Surrey Music Strategy with Economic Development to support the creation of a resilient music economy that attracts private enterprise, supports music creation, and provides performance opportunities.</p> <p>3. Ensure music-friendly City policy and regulatory approaches.</p> <p>4. Diversify grant and funding models to ensure a broad range of support is available to musicians and music businesses no matter their stage of development.</p>	<p>Establish a Music Office—similar to the Surrey Film Office—with a new staff position (e.g., Music Liaison) to act as the contact point between the City and the music industry. The Music Office will have responsibilities that include, but are not limited to:</p> <ul style="list-style-type: none"> Working with the Industry Task Force to implement the Music Strategy; Maintaining the Music in Surrey webpage, musician and music business directories; Coordinating music-related marketing and promotion campaigns; Leading ongoing collaboration between the City, community, and developers; and Providing advice and assistance to the public and industry to navigate policy and regulations on music in Surrey.
<p>5. Support collaborations and partnerships across the music ecosystem that spark cross-disciplinary and cross-sectoral relationships, as well as empowered community-led initiatives.</p>	<p>Expand the Music in Surrey resource page on surrey.ca to act as an online central resource for the musician and music business directories, permit applications, grant information for musicians, permit and funding assistance, and a calendar of events and activities.</p>
	<p>Review regulatory approaches around venue policies at the City in terms of all age shows, parking, noise bylaws, etc.</p>
	<p>Support development of a busking program that is low cost, travels to different town centres, and showcases Surrey’s emerging artists. Consider a centralized payment system for buskers.</p>
	<p>Increase accessibility and availability of grants and funding for musicians by establishing a Surrey Music Fund, as well as providing info sessions for local artists on how to navigate the City’s grant processes.</p>
	<p>Consider an instrument lending library in collaboration with Surrey Public Libraries, Clayton Community Centre and/or potential corporate sponsors.</p>

- Ongoing
- Short-Term: 0-2 years
- Medium-Term: 3-5 years
- Long-Term: 6-10 years



Encourage Music Tourism and Placemaking

Position Surrey as a music destination.

Music stimulates tourism, attracts major events, and improves a city's vibrancy. These are key ingredients for city-building. As Surrey develops its tourism and attraction strategies, there are opportunities to align them with its growing music scene, expand its market capabilities, and promote more music events throughout the year, particularly during peak festival season. For example, music tourism in Austin, Texas—a well-known, longstanding music destination—accounts for almost half of their US\$1.6 billion economic output and contributes US\$38 million in tax revenue to the city.¹¹

Of course, real challenges face Surrey including both a lack of performance spaces and a centralized entertainment district.

However, key pockets of activity are helping to build unique identities within Surrey, including Cloverdale as a destination for country music. As required infrastructure and park spaces improve in terms of functionality and accessibility, Surrey could easily become a city included in West Coast touring circuits, particularly for bands leveraging proximity to American hubs across the Cascadia Corridor in Portland, Oregon and Seattle, Washington.

There exists unique potential in Surrey to advance music tourism and destination events that attract visitors, build local audiences, and provide new platforms to showcase local talent. Along the way, it becomes important to ensure music tourism in Surrey remains authentic to its roots, has meaningful cultural and economic impact, balances the needs of residents, and benefits artists.

¹¹ Angelou Economics and C3 – Economic Impact Study 2019

G Encourage Music Tourism and Placemaking

Recommendations	Proposed Actions
<ol style="list-style-type: none"> 1. Increase attendance at Surrey festivals and events from outside of Surrey, fostering the city's music identity and reputation. 	<p>Engage presenters across Metro Vancouver to consider facilitating regional touring circuits, fostering new partnerships and collaborations, and furthering music sector resilience in the COVID recovery.</p>
<ol style="list-style-type: none"> 2. Make Surrey a welcoming place for regional and global artists to tour. 	<p>Create a streamlined system of collecting ticketing and audience data at Surrey music events to better analyze and identify potential initiatives to increase tourism impacts.</p>
	<p>Work with business and tourism partners (e.g. Business Improvement Associations, Destination BC, Discover Surrey, Music BC, Surrey Board of Trade) to create a Music Tourism Strategy and program music that showcases local talent within retail, destination marketing, transit hubs, visitor experiences, and key attractions.</p>
<ul style="list-style-type: none"> ● Short-Term: 0-2 years ● Medium-Term: 3-5 years ● Long-Term: 6-10 years 	<p>Attract high-visibility, large-scale music industry events to Surrey (e.g., JUNO Week, BreakOut West).</p>





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Surrey Music Strategy



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