

Good morning all - bonjour à tous,

I'm Amie Therrien and I am the executive director of Music Managers Forum Canada. We provide professional development, networking and mentorship opportunities for Canadian music managers and self-managed artists as well as advocating on their behalf.

Thank you to Minister Guilbeault and his team for this time to share the effects of the pandemic and the work of the Department of Canadian Heritage on our sector.

Artists are the core of this industry and it wouldn't exist without them. Managers are an artist's closest partner - strategizing, creating and implementing plans to build a sustainable career, protecting the artist's interests, and acting as their industry voice.

The pandemic has been devastating, financially and mentally, for those working in music management, many of whom manage their small businesses as a team of one. Live performance makes up a significant portion of income for many managers and artists and has been all but eliminated during the pandemic. Without the ability to tour and play shows, our sector has struggled to pay their bills and to find meaning in their work.

Programs like the Emergency Response Benefit and Wage Subsidy, and emergency support funding through the Canada Music Fund via FACTOR and MusicAction have provided a lifeline to those fortunate enough to receive support. However, our

industry continues to be faced with many challenges and the road to recovery will be a long one.

Things are starting to open up, but limited audience sizes, increased health and safety requirements, and the chance that public health restrictions could be implemented again at any time means new and significant financial risks for both venues and performers as we rebuild.

That's why we are thrilled with this announcement of continuing investment in the music industry, including the live sector. This support is crucial to get the industry back on its feet, getting our artists and crews and venues active and working again and providing art and light and opportunities for connection for our community at large!

Thank you again to Minister Guilbeault and his team for the work they've done to support the music industry during these challenging times and to the Department of Canadian Heritage, the Canadian Music Fund, FACTOR and MusicAction for their tireless efforts to build new funding programs to get this support directly to those that need it.

MMF Canada looks forward to continuing to work with the Minister, the Department, our industry colleagues, and our members to rebuild a thriving industry that equitably supports all members, including sovereignty affirming communities and others who have been historically excluded.

Thank you!

## INFO

- budget 2021 investment in CMF next Friday - in person in Montreal at La Tulippe
- 70M to CMF, 50M for this year for live specifically
- Talk about challenges for managers - live focus and other stuff, Emergency Support and how it helped...and how it's needed
- I have up to 3 mins
- 10am start
- Speakers:
  - VP labels (julie fromiere) at adisq classical corp
  - Lisa Zbitnew CLMA english language venues and promoters/agents
  - Amie MMF managers / artists
  - Jon Weiss SMAQ (small venues in Quebec)

Dress - smart casual

Eric Amiotte to greet me - arrive by 9:45am