
From: Stephen Kukucha <skukucha@wazuku.ca>
Sent: Monday, October 26, 2015 11:22 AM
To: Robbins, Lia CSCD:EX
Subject: Re: Minister Fassbender- Music Canada Event

Thank you.

Stephen Kukucha
Wazuku Advisory Group
skukucha@wazuku.ca
778-688-5857

On Oct 26, 2015, at 11:05 AM, Robbins, Lia CSCD:EX <Lia.Robbins@gov.bc.ca> wrote:

Hi Steve,
Small blurb below for you on what Minister Fassbender will be speaking about tonight. I will send you another note once I confirm which staff member will be accompanying the Minister this evening.

Minister Fassbender will talk about BC's plan to grow the creative economy and the important work Music Canada and Music BC does to promote our incredibly talented music industry.

Thank you!

Lia Robbins | Administrative Coordinator

Minister's Office of Community Sport & Cultural Development

Minister Responsible for Translink

Room 310 – Parliament Buildings

Tel: 250 387-6478

Website: www.gov.cscd.bc.ca

From: Steve Kukucha [<mailto:skukucha@wazuku.ca>]
Sent: Monday, October 26, 2015 9:37 AM
To: Robbins, Lia CSCD:EX
Subject: Re: Minister Fassbender- Music Canada Event
I will call after 11:00 am

Sent from my iPhone
Steve Kukucha
Wazuku Advisory Group
778-688-5857

On Oct 26, 2015, at 9:28 AM, Robbins, Lia CSCD:EX <Lia.Robbins@gov.bc.ca> wrote:

Hello Steve,

I wanted to reach out as I have confirmation that Minister Fassbender will be speaking at your event tonight. I was hoping that you could give me a ring or let me know what time you would like Minister Fassbender to say a few words – towards the beginning of the evening?

I will be in office all day – please give me a ring when you are able to.

Thank you!

Lia Robbins | Administrative Coordinator

Minister's Office of Community Sport & Cultural Development

Minister Responsible for Translink

Room 310 – Parliament Buildings

Tel: 250 387-6478

Website: www.gov.cscd.bc.ca

From: Steve Kukucha <skukucha@wazuku.ca>
Sent: Monday, November 2, 2015 2:05 PM
To: Robbins, Lia CSCD:EX
Cc: Emir Mehinagic; Jennifer Hardy
Subject: Re: Meeting with Minister Fassbender

Adding my colleagues Jennifer and Emir who are coordinating Graham's schedule.

Sent from my iPhone

Steve Kukucha
Wazuku Advisory Group
778-688-5857

On Nov 2, 2015, at 4:17 PM, Robbins, Lia CSCD:EX <Lia.Robbins@gov.bc.ca> wrote:

Hello Stephen,

My Chief of Staff, Joan forwarded me your letter requesting for Graham Henderson to meet with Minister Fassbender in Vancouver towards the end of November. I am pleased to say that Minister Fassbender would be available to meet on **Wednesday, November 25th at 3:30pm** in downtown Vancouver. Would this work well for Graham? The meeting would take place at the Premier's Vancouver office again (999 Canada Place). If this time does not suit Graham well, we can perhaps work out a meeting for the 27th – meeting would take place in Richmond. I look forward to hearing back from you and making further arrangements.

Thank you,

Lia Robbins | Administrative Coordinator
Minister's Office of Community Sport & Cultural Development
Minister Responsible for Translink
Room 310 – Parliament Buildings
Tel: 250 387-6478
Website: www.gov.cscd.bc.ca

Dick, Joan L CSCD:EX

From: Stephen Kukucha <skukucha@wazuku.ca>
Sent: Monday, November 2, 2015 12:53 PM
To: Dick, Joan L CSCD:EX
Subject: Letter to Minister Fassbender
Attachments: Minister Fassbender 2015-11-02.pdf; ATT00001.htm

Joan,

FYI. Call me if you have any questions.

Stephen Kukucha
Wazuku Advisory Group
skukucha@wazuku.ca
778-688-5857

85 Mowat Avenue
Toronto, ON M6K 3E3
T: (416) 967-7272



November 2, 2015

Hon. Peter Fassbender
Minister of Community, Sport and Cultural Development
PO Box 9056, Stn Prov Govt
Victoria, BC V8W 9E2

Greetings Minister!

Over the past two months, we have had the opportunity to meet with you and your staff to discuss the development of a strategy to support the music community in BC. There are many aspects to this and we are very grateful for the input we have received from your office. As you know, we have also now met with the North Shore Caucus.

We believe we are now very close to being in the position to put forward a coherent and detailed music strategy for your review. That plan will be available by the week of November 23rd, and accordingly, we would request a meeting with you and/or your staff at your convenience from November 25 to 27. The prospects for a successful music strategy and partnership between the BC government and the BC music community have never been so great.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Graham Henderson".

Graham Henderson
President & CEO, Music Canada

Dick, Joan L CSCD:EX

From: Stephen Kukucha <skukucha@wazuku.ca>
Sent: Tuesday, November 24, 2015 9:31 AM
To: Dick, Joan L CSCD:EX
Cc: Steve Kukucha
Subject: Music Canada Document
Attachments: BC Music Strategy - FINAL.pdf

Joan,

Attached is the document Graham would like to walk through when he meets the Minister.

Please let me know if you have any questions.

Stephen Kukucha
Wazuku Advisory Group
skukucha@wazuku.ca
778-688-5857



BC Music Strategy

Proposal

British Columbia has a proud music heritage. The Province has produced a disproportionate number of international stars including Bryan Adams, Nelly Furtado, Loverboy, Michael Bublé, Sarah McLachlan, Diana Krall, Bachman-Turner Overdrive, Chilliwack and David Foster, and has a strong pipeline of young and emerging artists. BC also boasts a strong sound recording infrastructure with world-renowned recording studios and a deep inventory of talented professionals. This success story has attracted not only local artists, but also international artists like AC/DC, Aerosmith, Bon Jovi, Heart, REM, and U2, to record in BC. In addition, BC is home to a vibrant and diverse live music sector that contributes to the economic and cultural vitality of communities across BC, and is poised to be a robust tool for future music tourism and economic growth.

However, these assets are currently at risk. Massive changes in the ecology of the music industry over the past decade have put increased pressure on the health of the music economy in BC and elsewhere. Other jurisdictions have responded with new provincial policy initiatives, applying additional stress on BC's industry, and in particular, putting BC's recording studio infrastructure at risk.

A modest investment by the Government of British Columbia coupled with some innovative policy initiatives, will build on the strong foundation created by the province's music industry and repair growing cracks in that foundation.

Such an investment will generate significant dividends, including: job retention and attraction; increased foreign direct investment; economic growth and diversification; increased tourism spending; youth retention and attraction; and spinoff talent attraction for BC's tech industries.

A comprehensive BC Music Strategy would include: Reduced Red Tape and Regulation; a \$15 Million/Year Capped Tax Credit and/or Grant Program; and, Music Education.

1. Reduced Red Tape and Regulation

In order to stimulate the activity of live music events and festivals, which contribute to employment, tourism and community development, the following regulatory barriers in liquor licensing should be addressed in a comprehensive Music Red Tape Reduction Strategy. These recommendations, some of which are currently part of an ongoing pilot project, are in keeping with the Province's commitment to reduce red tape and streamline government services:

- Within the existing policies for large-scale, non-profit based Special Event Liquor Licensing, remove maximum pricing restrictions and exemption protocols for liquor sales (currently \$5 for a 12 oz.) or raise them to current market levels;
- Allow for-profit entities such as festival producers to apply for and hold large scale special event licenses;
- Remove the PST pre-payment requirement;
- Streamline the application process such that one licence can cover an entire event, for a reasonable number of days and venues; and,
- Address barriers faced by promoters and venues holding all-ages events, including temporary de-license restrictions placed on liquor-primary establishments.

2. \$15 Million/Year Capped Tax Credit and/or Grant Program

This investment could be administered by Creative BC with the assistance of Music BC and would be designed to stimulate foreign direct and local private investment in BC's music sector. It would be applied in the following categories:

a) Sound recording

- i. Eligible applicants would include independent record labels domiciled in British Columbia, the major multinational record companies (Sony Music Entertainment Canada, Universal Music Canada and Warner Music Canada) and recording studios domiciled in British Columbia which:
 - Are not exempt from tax;
 - Are not controlled by another person or corporation that is exempt from tax;
 - Conduct 75% or more of their business in sound recording activities; and,
 - Bears the financial risks associated with their business, or are related to a company that bears the risks.

ii. Eligible activities would include:

- Recording production costs which occur in British Columbia (including studio rental costs, artists' royalties, musicians' session fees, remuneration to producers, recording engineers and technical staff, graphics, digital scanning, programming, and testing), for recordings made in a facility in British Columbia;
- Production costs for music videos made in British Columbia;
- Direct marketing and promotion expenditures for sound recordings produced in British Columbia (including direct costs of advertising, creation and production of promotional materials, online and mobile marketing, and event costs for events that are solely intended to market the release of a recording produced in British Columbia);
- Travel and hotel costs for artists and musicians, crews and professionals, required for the above sound recordings and music videos; and,
- Employment costs directly related to the management of the above recording projects and marketing campaigns.

b) Live music performance

i. Eligible applicants would include domestic and foreign-controlled music promoters and presenters, including venues with a permanent establishment in British Columbia.

ii. Eligible activities would include:

- The direct costs associated with developing, programming, and promoting live music experiences in British Columbia.

c) Distant location tour development

In light of the financial burden for BC artists of touring to and from distant locations to build a fan base, tour support would be provided.

i. Eligible applicants would be BC artists, and domestic and foreign-controlled music promoters and presenters.

ii. Eligible activities would include:

- Direct tour costs (including transportation by road, air or ferry) of BC artists, and their supporting crews, within and in close proximity to BC.

d) Program for capital investments in music companies

i. Eligible applicants would include existing or proposed live music venues (where live music is the primary activity), recording and mastering studios and outdoor stages used primarily for live music presentation.

ii. Eligible activities would include

- Sound mitigation measures;
- Improved technology and sound systems; and,
- Redevelopment of unused or underutilized spaces for creative purposes.

e) Music tourism strategy

i. In a program led by the Province, music and tourism stakeholders will be guided in the development of a music tourism strategy that:

- Identifies and catalogues existing music tourism assets and events in order to develop greater audience engagement;
- Develops a music tourism brand for marketing campaigns;
- Incorporates music into tourism marketing campaigns for British Columbia; and,
- Establishes a standard of measurement to capture results.

f) Industry Development

i. Eligible applicants would include BC music industry associations and Artist Management Companies.

ii. Eligible activities would include

- Business development that expands the capacity of these organizations;
- Export development activities;
- Research; and,
- Artist entrepreneur training.

3. Music Education

Acknowledging the extensive evidence of cognitive and social benefits of music education, and the valuable role it can play in assisting at-risk youth, the Province should examine the current state of music education and identify opportunities to ensure access to programs in every region of British Columbia.

This would involve establishing a Blue Ribbon Task Force that will:

- Identify existing community-based music education programs and professional training programs and identify areas of weakness;
- Work with music educators to strengthen music education by identifying public and private sector support; and,
- Assess the level of in-school music education currently offered in the Province and, in coordination with the Ministry of Education, School Boards and music educators, set targets for high quality music education.

Dick, Joan L CSCD:EX

From: Dick, Joan L CSCD:EX
Sent: Tuesday, November 24, 2015 9:45 AM
To: Robbins, Lia CSCD:EX
Subject: Fw: Music Canada Document
Attachments: BC Music Strategy - FINAL.pdf

L:
For the meeting and MPF's iPad .
J.

Sent from my BlackBerry 10 smartphone on the TELUS network.

Original Message

From: Stephen Kukucha <skukucha@wazuku.ca>
Sent: Tuesday, November 24, 2015 9:31 AM
To: Dick, Joan L CSCD:EX
Cc: Steve Kukucha
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Joan,

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Dick, Joan L CSCD:EX

From: Robbins, Lia CSCD:EX
Sent: Tuesday, November 24, 2015 9:47 AM
To: Dick, Joan L CSCD:EX
Subject: RE: Music Canada Document

Done, thanks.

Lia Robbins | Administrative Coordinator Minister's Office of Community Sport & Cultural Development Minister
Responsible for Translink Room 310 – Parliament Buildings
Tel: 250 387-6478
Website: www.gov.cscd.bc.ca

-----Original Message-----

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Please let me know if you have any questions.

Stephen Kukucha
Wazuku Advisory Group
skukucha@wazuku.ca
778-688-5857

Dick, Joan L CSCD:EX

From: O'Brien, Kellie CSCD:EX
Sent: Thursday, November 26, 2015 9:21 AM
To: Dick, Joan L CSCD:EX
Cc: Whitelock, Riley CSCD:EX
Subject: Music Canada Briefing - Today

Joan,

s.22 Is it ok with you if Riley takes the Music Canada briefing and provides me with a de-brief on any takeaways from the meeting tomorrow?

Thanks,
Kellie

Kellie O'Brien
Ministerial Assistant to the Hon. Peter Fassbender
Minister of Community, Sport & Cultural Development
and Minister Responsible for TransLink
T: 250-387-2283
E: Kellie.Obrien@gov.bc.ca