



**The Corporation of Massey Hall
& Roy Thomson Hall**

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Written submission for the pre-budget consultations in advance of the upcoming federal
budget

Submitted by:
The Corporation of Massey Hall & Roy Thomson Hall



Recommendations:

1. That the Government of Canada invest in the protection, preservation, and development of our cultural infrastructure to mitigate the impacts of COVID-19 on artists and organizations, and to ensure the live music sector is positioned to recover, thrive and benefit all Canadians following the impact of the pandemic. The Corporation of Massey Hall & Roy Thomson Hall is seeking a federal investment in the order of \$5 million to support the Massey Hall Revitalization, an ongoing partnership with the Federal Government and Province of Ontario that has been significantly impacted by the crisis and has the potential to be a powerful catalyst for economic activity to help drive the recovery of the music, entertainment, hospitality, and tourism sectors.
2. That the Government of Canada invest in the organizations responsible for driving the economic, cultural, and social benefits of Canada's live music sector as they navigate the profound operational impacts of COVID-19 by:
 - a. Creating a multi-year Canadian Live Music Fund to ensure the survival and sustainability of the sector in the short term, and serve as a catalyst for recovery and growth when it is safe to do so;
 - b. Ensuring that existing programs such as the Canada Emergency Wage Subsidy continue as long as the live music sector is restricted in its ability to generate earned revenues.



The devastating impact of the COVID-19 pandemic on Canada's live music and performance sector is now well-known and documented. The Canadian Live Music Association, CAPACOA and others have documented the substantial job losses and erosion of revenue in Canada's live music sector, placing many organizations at risk of failing.

Massey Hall and Roy Thomson Hall, two of Canada's most iconic performance venues, feel the pain acutely. Our organization has laid off over 150 people and revenue from our core business has dropped to zero. For larger venues like ours, there is no end in sight to this reality.

The impact of additional COVID-related costs incurred on the Massey Hall Revitalization, a multi-phased cultural infrastructure project underway since 2014, compound the difficult financial circumstances in which we find ourselves.

At this time, the impact of COVID-19 on Massey Hall and Roy Thomson Hall is expected to be well in excess of \$10 million.

With no clear idea of when we might return to full operations, it's expected that this amount will grow. This is difficult, if not impossible, for a charitable organization like ours, that does not receive operating support from government, to sustain.

Our cashflow, which was already diminished and being carefully managed due to the Massey Hall Revitalization, is now in deeply-negative territory. This, despite the welcome and appreciated support from programs like the Canada Emergency Wage subsidy.

If cultural venues like Massey Hall and Roy Thomson Hall are not supported during this period, and going forward several years, Canada's music and performance sector will be in jeopardy. More music venues will close. This means that the \$1 billion + economic impact of the sector in Ontario alone will diminish and the development of the music export market will be eroded. Further, investments in artist development to strengthen the development, promotion and presentation of Canada's artists will be almost impossible.

At Massey Hall and Roy Thomson Hall, we know we are not unique or alone. It is only through strong partnerships with the public, private and philanthropic sectors that we have been able to play an important role in Canada's cultural and civic life and undertake a project like the Massey Hall Revitalization.

We urge the Government of Canada to continue playing a leadership role to ensure the stability of music and performance venues, including recognizing the extraordinary circumstances and challenges presented by COVID-19 for projects like the Massey Hall Revitalization.

Without additional federal support, the viability of organizations like ours is tenuous at best.



The recommendations below are aligned with those of organizations like the Canadian Live Music Association and CAPACOA. We fully support them.

Recommendations

1. That the Government of Canada invest in the protection, preservation, and development of our cultural infrastructure to mitigate the impacts of COVID-19 on artists and organizations, and to ensure the live music sector is positioned to recover, thrive and benefit all Canadians following the impact of the pandemic. The Corporation of Massey Hall & Roy Thomson Hall is seeking a federal investment in the order of \$5 million to support the Massey Hall Revitalization, an ongoing partnership with the Federal Government and Province of Ontario that has been significantly impacted by the crisis and has the potential be a powerful catalyst for economic activity to help drive the recovery of the music, entertainment, hospitality, and tourism sectors.

The Massey Hall Revitalization, an important part of our organization's business plan going forward, is central to the development of Canada's music sector. As a focal point of artist development and promotion for artists from across the country, we play a role in supporting, sustaining, and building Canada's live music sector.

Since 2014, the Revitalization has been a partnership between our organization, governments at all levels, and the corporate and philanthropic sectors. At this stage, presented with extenuating costs beyond our control, we need this partnership to continue.

The Corporation of Massey Hall & Roy Thomson Hall is requesting additional investment in the order of \$5 million from the Government of Canada to allow us to complete the Massey Hall Revitalization.

In the spirit of partnership, we are already seeking increased investment from other levels of government and the private and philanthropic sectors. We are encouraged that private supporters continue to step up to help us complete the Massey Hall Revitalization.

2. That the Government of Canada invest in the organizations responsible for driving the economic, cultural, and social benefits of Canada's live music sector as they navigate the profound operational impacts of COVID-19 by:
 - a. Creating a multi-year Canadian Live Music Fund to ensure the survival and sustainability of the sector in the short term, and serve as a catalyst for recovery and growth when it is safe to do so;
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In order for Canada's multi-billion dollar live music sector to survive COVID-19, the organizations and their people must be protected alongside our cultural infrastructure. Ongoing support to avoid the failure of our music companies in the short term must be

followed by investment in the sector through the recovery period and a strategic program to position these culturally and economically critical organizations to thrive in future.



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The Corporation of Massey Hall & Roy Thomson Hall is facing the most significant threat in its history with the complete loss of revenue from core activities with no clear end in sight, at a time when the organization should be growing to prepare for the reopening of Massey Hall and the launch of multiple new venues within the expanded facility. Short to medium-term support to offset the operational impacts of COVID-19 is critical to ensure the sustainability of one of Canada's most important cultural organizations.

About the Corporation of Massey Hall & Roy Thomson Hall

The Corporation of Massey Hall & Roy Thomson Hall, a charitable self-sustaining non-profit organization, is a focal point and engine for Canada's live music sector. We operate two of the country's most storied and iconic music venues and program throughout Toronto and online. Our roots are at Massey Hall: It has a rich history of presenting artists, international leaders and leading thinkers over its 125 years. A designated national historic site, it has helped put Ontario and Canada on the world map and contribute to our cultural economy.

For more information, please contact:

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