



ALBERTA MUSIC – STRATEGIC PLANNING 2018-19 SUMMARY

An environmental scan identified these key areas to focus on in 2018-19:

1. Programming after Project WILD wraps up as planned in 2020
2. Sustaining and growing music industry talent within Alberta
3. Develop Alberta's reputation as a music making province

The board decided on these strategies to address the above:

1. a) Design new programs that offer the best of Project WILD to artists and industry across diverse genres
b) Seek multiple funding partners interested in supporting new flagship programs
2. a) Ensure Alberta Music is a hub for artists, venues, studios, and publicists across the province
b) Connect the different sectors of our membership through our programs
c) Grow our membership base
d) Form new partnerships outside the music industry
3. a) Develop our export programs
b) Tell simple, relatable success stories about Alberta music industry talent
c) Stress the economic and social benefits of a strong Albertan music industry

Directors agreed on these new actions in support of the above strategies:

4. a) Review Project WILD (formerly PEAK Performance Project) program offerings and outcomes
b) Assess Alberta Music's membership sectors and their development needs (artists AND industry)
c) Create a sponsorship package to attract and inform prospective funding partners
d) Invite potential funders to our events and programs
5. a) Update Mission / Vision and Values statements
b) Expand our program offerings to new communities
c) Leverage Alberta Music's 35th Anniversary year to advertise our organization and raise additional funds
d) Research partnership opportunities with art, not-for-profit, and private enterprise
6. a) Take export initiatives to new markets
b) Leverage Alberta Music's 35th Anniversary year to involve high profile Albertan artists
c) Give our members stories, data and tools to act as ambassadors for Albertan music

Directors identified these ongoing actions as supporting the above strategies:

7. a) Track and analyze outcomes and feedback from our programs (WILD, Export, Mentoring)
b) Leverage board and membership networks to seek funding partners
8. a) Offer development, export, and mentorship programs to our members
b) Offer benefits packages to our members
9. a) Partnership in West Anthem (formerly Alberta Music Cities Initiative)
b) Partnership with FACTOR and other Music Industry Associations

Outcomes to date:

A number of actions listed above have yielded positive results, including: securing funding for Indigenous and Francophone music programs; partnering with Edmonton Arts Council in the Edmonton Music Prize; updated Mission and Vision; contributing funding to West Anthem for a comprehensive Economic Survey of Alberta's music industry; submitting grant applications to Heritage Canada to produce special content celebrating Alberta Music's 35th anniversary.