



Toronto Music Library Implementation – Status Report

Date:	October 26, 2015
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to provide the Toronto Public Library Board with a status report on the implementation of the recommendations concerning the Toronto Music Library approved by the Board at its meeting on June 23, 2014.

Staff developed an implementation plan and steady progress has been made on achieving its elements. With the development of Music Library web pages by year end, a significant promotion and marketing plan will be implemented to raise awareness and use of music collections and services.

New programs and service have been developed and staff continue to monitor innovations in music service delivery and public demand for music-related services.

FINANCIAL IMPACT

There is no financial impact arising from this information report beyond what has already been approved in the current year's budget.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

At its meeting on January 20, 2014, the Board considered a Notice of Motion that asked staff to report back on the existing music collections and services at Toronto Public Library and the feasibility of establishing a Toronto Music Library. The Board adopted a motion that:

That the Toronto Public Library Board:

1. *requests the City Librarian to report back to the Board on the existing music collections and services at Toronto Public Library and the feasibility of creating the Toronto Music Library. This report to include a discussion of:*

- a. *the feasibility of designating an existing branch or part of a branch the “Toronto Music Library”;*
- b. *the feasibility of amalgamating some music collections, including music itself and literature on music, and programming under one roof;*
- c. *examples from other jurisdictions, and their applicability to Toronto;*
- d. *a statement on the TPL Foundation’s assessment on the potential for fundraising for this idea.*

The Board received the staff report at its meeting of June 23, 2014 recommending continuing the current service model for delivering music services embedded in all branches and communities. The report also identified opportunities to enhance services and promote them as a virtual music library linked through the development of a new website dedicated to music. <http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jun23/13.pdf>; http://www.torontopubliclibrary.ca/content/about-the-library/pdfs/board/meetings/2014/jun23/13_1.pdf

The Board adopted the following motion at the June 23, 2014 meeting:

That the Toronto Public Library Board:

- 1. *continues the music services centered in the Arts Department at the Toronto Reference Library to serve as a centralized reference and research collection of and about music, with related music services and music-related programs;*
- 2. *continues branch libraries delivering music collections, services and programs to best meet community needs and interests;*
- 3. *requests staff develop and implement a packaging and positioning approach to the promotion and presentation of music services as a Virtual Music Library that would reposition Toronto Reference Library as a centre of music excellence and bring together in print and online a consolidated view of TPL’s music collections, programs and services that will reflect the breadth and depth of the services available to users across the library system;*
- 4. *requests staff investigate options for augmenting and enhancing existing music services that could be supported through Toronto Public Library Foundation fundraising and could include, for example:*
 - a. *digitizing music collections;*
 - b. *options for developing an online local music site that would collect current local music in digital format and promote local musicians, concerts and events;*
 - c. *addition of more concert pianos in branches to support community programming;*
 - d. *music creation tools in more branches;*
- 5. *continues to anticipate future trends and demand for music collections, programs and services and build capacity into future branch renovation and construction projects; and,*

6. *continues to monitor innovative music library services and build on the initial music creation spaces in the Digital Innovation Hubs in order to effectively respond to the changing environment for music creation and use.*
7. *requests staff report back on a proposed implementation plan for recommendations 1 – 6 as soon as possible; and*
8. *forwards the report to the City’s Music Advisory Committee for their comments and feedback.*

COMMENTS

A staff task group with cross divisional representation was struck to develop an implementation plan and to guide the ongoing development of services and fundraising proposals. A summary of progress to date is outlined below.

Continue music services centered in the Arts Department at the Toronto Reference Library (TRL) and the branch libraries

Music is ubiquitous in the Toronto Public Library. Collections are broad and deep, current and retrospective and are distributed across 100 branches. Music-related programs are extensive and popular in all branches. They range from preschool songs to Canadian Opera Company presentations.

New programs continue to be added to the Music Library offerings. For example, one of the first Innovators in Residence at Fort York featured audio and music production. A new audio/video studio will open at TRL in November. The ever popular Museum Arts Pass will see a pilot expansion of a performing arts stream with venues, including Tafelmusik and Royal Conservatory of Music later this year or early next year. The Make Some Noise local music program will celebrate its 10th anniversary in 2016 and a celebratory concert is being planned for TRL.

Digitization of the historic sheet music collection at the TRL has begun and more than 50 scores can be found online in the Digital Archive. This work is now part of the annual digitization work plan and the objective is to complete 400 scores. A plan has also been developed and the necessary equipment acquired to begin the conversion of some aboriginal language and music on cassette to digital format for preservation and online access.

Staff did investigate the creation of an online local music site that would collect current local music in digital format and promote local musicians, concerts and events. However, based on an environmental scan, consultation and lack of local demand, this initiative was abandoned. While there have been a few successful sites developed in other locations, the music industry in Toronto is so well developed and there are so many options available now for musicians to make their music available digitally, a case could not be made to proceed with a Library option.

Promotion and Presentation of Music Services as a Virtual Music Library

A Toronto Music Library Program and Marketing Plan has been developed and is ready for launch. Its primary goal is to create a brand identity that packages and positions the benefits

and the value of the Library's music offerings, and differentiates them from other music offerings in the City. The Library's offerings will be brought together so they can be easily understood, accessed and discovered. The Plan will also raise awareness of music services across a broad and diverse audience and increase usage of the Library's music resources, collections, programs and spaces.

A key component of the marketing strategies is the creation of a centralized online site where all information about music services can be easily presented and accessed by a broad range of audiences and users. The Music Library web pages will present information in four major categories: Library Music & Services; Expert Staff Assistance; Attend Music Programs; and Visit In-Branch Spaces. The popular Arts and Culture blog has been expanded to include music and will be a feature on the website. The pages are currently in a development site with a launch anticipated before the end of the year. Once available, marketing initiatives will commence.

Augmenting Music Collections and Services supported by Toronto Public Library Foundation Fundraising

A number of proposals have been prepared and submitted to the Foundation for potential fundraising. These include:

- a Musician in Residence program that would bring seasoned professional musicians into the Library to work with aspiring young musicians to inspire creativity and provide peer review and advice on succeeding in the music publishing industry;
- soundproofing music practise rooms at TRL and equipping new music practice rooms at North York Central Library with pianos;
- acquiring electronic pianos and peripherals to enhance music programs in a number of branches and augment the number of music practice spaces in the Library; and
- an equipment needs and budget plan for expanding the music capacity for the Digital Innovation Hubs.

The Foundation was successful in securing a gift of \$25,000 over three years from Sonja and Michael Koerner for a Performing Arts Collections Acquisitions Fund. A portion of these funds are being allocated to enhancing music collections.

Future Trends and Demand

Library staff continue to monitor developments and trends in music services at libraries. As a result, new services and programs continue to emerge in the Library's offerings. For example, the Foundation and Library, with the support of a funder, are exploring offering a musical instrument lending service and testing its feasibility and the demand for such a service by conducting a one-year pilot project at a single branch. With the resurgence of interest in and production of vinyl recordings, the Library will be offering a new partner program series Vinyl 101 beginning this fall at TRL and a number of branches.

Monitoring Innovative Music Services and Expanding Music Creation Spaces

Music creation tools have been incorporated in the third Digital Innovation Hub that opened in the Scarborough Civic Centre Branch. Similar music facilities will be included in

upcoming Digital Innovation Hubs to be constructed at North York Central and Albion libraries and others to follow.

Toronto Music Advisory Committee

The June 23, 2014 *Toronto Music Library* report was shared with the Toronto Music Advisory Council as directed. Staff met with Mike Tanner, Music Sector Development Officer, who also visited TRL for a tour. Discussions were helpful in increasing awareness of the two initiatives and ensuring that the Music Library moves ahead in a way that supports the City's vision for the music community in Toronto. The discussions were also useful in identifying some potential partnership program ideas for future application.

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SIGNATURE

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