



FOR IMMEDIATE RELEASE
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**WINDSORESSEX ECONOMIC DEVELOPMENT CORPORATION
AND THE SMALL BUSINESS CENTRE ANNOUNCE RESEARCH FINDINGS FROM THE WINDSORESSEX
MUSIC STRATEGY REPORT**

Windsor-Essex County, Ontario – Friday, March 31, 2017 – At a media conference today, the WindsorEssex Economic Development Corporation (WE EDC) and Small Business Centre (SBC) released their research findings from the Music strategy report recently conducted. As well, the Windsor-Essex Music Advisory Council members, from the local music ecosystem were also introduced.

Last September WE EDC and the SBC brought together individuals from virtually every facet of our local music industry to participate in a live research symposium facilitated by Amy Terrill, Executive Vice President of Music Canada. The data collected from this and other industry roundtables held in 2016 have been analyzed and presented in the report released today. The SWOT analysis was highlighted today and the following was discussed:

- The region's current artist community is vibrant and collaborative with a diverse mix of musical veterans and exciting up and coming acts with incredible careers.
- The region's geographic location provides strategic opportunities for local artists to gain international recognition and our local chapter of the Canadian Federation of Musicians are on hand to help artists navigate the waters of cross-border performances.
- The region is home to award winning events and venues both small and large and host a relatively small but certainly mighty cluster of support businesses that contribute everything from music production to graphic design and marketing.
- Post-secondary institutions in the region have well-respected programs that teach not only music and music theory, but entertainment technology as well.

Walter Riggi, Owner of Riggi Media International Inc. and Advisory Council Member said, "I would like to thank the WindsorEssex Economic Development Corporation for having the foresight to help foster growth in the music industry and for recognizing that we have an abundance of very talented artists in our region that we need to support. I am looking forward to contributing my knowledge of the music industry as a member of the Music Advisory Council or as we call it WEMAC and to collaborate with other members on the committee."

Stephen MacKenzie, CEO of the WindsorEssex Economic Development Corporation added, "Research has shown that music is an economic driver. Stats Canada shows that there are over 2,000 entertainment industry professionals currently at work in the Windsor-Essex region and this number becomes multiplied when we factor in spin-off jobs in technology, media, event management and much more. The Windsor-Essex region has a vibrant music ecosystem, and we want and need to build upon this. Through the Windsor-Essex Music Strategy Report and the introduction of a very talented Advisory Council from the music sector; our goal is to identify economic initiatives and develop strategic recommendations for region-wide collaboration, all for the promotion and growth of the music ecosystem." The Windsor-Essex Strategy Report can be found: <http://www.choosewindsorsex.com/reports>

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