

Subject: #ForTheLoveOfLIVE

Dear MP Simms,

I am writing to you today to express our support #FORTHELOVEOFLIVE, an awareness campaign bringing attention to the damage COVID-19 shutdowns have caused Canada's live music industry. I am writing on behalf of our 375 members and the music sector made up of artists, festivals, venues, promoters, clubs, concert halls, arenas, talent agencies, unions and many others working in the supply chain that connect Canadians with extraordinary live music experiences.

MusicNL is a member of the live music industry, which has been extremely hard hit by the pandemic and will not recover any time soon.

Live music is a major economic driver across the country, creating a \$3billion impact and 72,000 jobs pre-pandemic. We know that Canadians will want to return to live music venues when it is safe to do so. To protect our vital cultural infrastructure, Canada's live music industry needs additional **targeted, sector-specific** Government relief so that it will be there when Canadians are ready to return. It's crucial that we keep live music at the forefront of recovery conversations, for fans and for artists.

We are asking the Federal Government to please support the following requests (below) from our industry. While we welcome the latest announcements from Canadian Heritage, we fear that it is simply not enough to see our sector over the finish line.

- Innovating on initial Canadian Heritage Phases, a "Phase 3" should seek to protect all venues, festivals, production/sound + lights/supply companies, others whose core business is live music and self-employed people working in live music who continue to fall through the cracks; targeted, EMERGENCY support should be provided quickly, and qualifying expenditures should be expanded.
- Ensure continued extension of vital programs such as CEWS, CRB, and CERS programs for as long as necessary; and
- support the [UNISON Benevolent Fund](#) – Canada's leading music industry charity, so that the music industry can have access to emergency funds and mental health aid.

For more information please visit the Canadian Live Music Association at [Live Music Recovery Plan](#).

Sincerely,



Amy House
Chair
MusicNL