



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

OMIC Membership

Instrumental in Connecting Ottawa Music



Hello from OMIC's Executive Director



Hi! I'm Mélanie, Executive Director of OMIC and former touring singer-songwriter.

Whether you're a musician just starting out, a seasoned show promoter, or a business interested in embedding music into your brand's culture, OMIC is here to be your first point of contact for music opportunities and resources in Ottawa.

We're excited to connect with you as we build Ottawa's music legacy together! We hope you'll join us in cementing Ottawa's reputation as a Music City.

- Mélanie Brulée, Executive Director

Our Leadership

Board of Directors 2025-2026

Collin Mills | President

Kwende Kefentse | Vice President

Dan Sauv e | Secretary

Chris Saracino | Treasurer

Kevin Ford | Director

Erin Coyle | Director

Georgina Varelas-Stapper | Director

Joel Elliott | Director

黄SHY Huang | Director

Andrew Vincent | Director

Learn more about OMIC:

[Read our Roadmap
2024-2027](#)

Who is OMIC?



OMIC: More Than A Music Office

The Ottawa Music Industry Coalition (OMIC) is a member-driven non-profit organization working to empower and strengthen the local music ecosystem.

We are musicians, sound technicians, music entrepreneurs, venue workers and more. You can call us OMIC (oh-Mike!), we're the spectrum of individuals behind Ottawa's vibrant music sector.

OMIC is committed to offering fairly paid performance opportunities, connecting all players within the music industry, and collaborating to make Ottawa a thriving Music City.

We're motivated to work with you to shine a light on Ottawa's reputation as music destination, to assist in developing new audiences, and to help everyone make a living in the industry.

OMIC's Outlook



Our Goals

- **Engage** in advocacy and research on behalf of the local music industry
- **Center** inclusion and accessibility in the music industry ecosystem
- **Support** the growth and development of aspiring, emerging, and established music industry professionals
- **Build** industry networks within and outside of Ottawa
- **Develop** new audiences for Ottawa venues and artists
- **Make** Ottawa a **Music City**

How We Achieve Them

- **Redistributing** funding to artists and music workers through opportunities and grants
- **Facilitating** professional development, programming, and education through workshops, mentorships, and events
- **Representing** the local music sector within municipal government policy
- **Disseminating** industry-related resources and knowledge through communications campaigns
- **Promoting** and assist in exporting local talent through industry events

What We Do

PROGRAMMING



OMIC facilitates **hundreds** of performance opportunities per year

- Outdoor, free, all ages programming
- Partnerships with festivals, events, corporate sponsors & BIAs
- Capital Music Awards
- Radio and television promotion
- Connecting artists to new fans

PROFESSIONAL DEVELOPMENT



OMIC launches and supports music careers

- Workshops, mentorships, panels, webinars
- Networking events and town hall meetings
- Music industry resources
- Funding and grant programs
- Showcasing opportunities
- Partnerships and collaborations
- Volunteering, internships

ADVOCACY



OMIC embeds music into the fabric of the City of Ottawa

- Ensuring the prioritization of music in municipal policy
- Developing cross-sectoral partnerships for the benefit of the local music sector
- Working with City of Ottawa to implement Nightlife Economy Action Plan
- Expanding Music City reputation

How We Are Funded in 2025

- 40% City of Ottawa Ec Dev
- 32% Private Sponsorships
- 23% Partnerships & Events
- 9% Fed & Prov Funding
- 3% Ticket Sales
- 3% Membership Fees



Where the Funds Go

- 35% Artists & Technicians Fees
- 34% Industry Job Creation & Program Coordination
- 11% Outreach & Partnerships
- 10% Marketing & Promotion
- 5% Taxes, Insurance, Rent
- 5% Travel (Artists and Staff)

INVESTING IN OMIC MEANS:

Powering the local music ecosystem, **supporting** paid opportunities for artists, sound technicians, and aspiring music entrepreneurs, and actively **participating** in Ottawa's economy

Becoming a Member

OMIC Music Industry Memberships are open to individuals, bands, groups and organization working in the sector. Choose this option if you're an artist, music worker, a music entrepreneur or business, collective, or non-profit in Ottawa or the surrounding regions (within 150km).

Music Industry Memberships

- **Student | \$25**
- **Individual | \$50**
- **Group/Band | \$75**
- **Music Fan | \$ Pay What You Can** (non-voting)
- **Small Business / Organization | \$100**
Annual income/budget <\$150,000
- **Medium Business / Organization | \$150**
Annual income/budget \$150,000 - \$500,000
- **Large Business / Organization | \$300**
Annual income/budget >\$500,000

Please note: We want to welcome you as an OMIC member regardless of your financial situation. If membership fees are ever a barrier for you, please reach out to our staff.

Corporate Memberships, Sponsorships & Partnerships are ways for businesses to connect with the music industry, embed music into your company and support creativity within your brand's culture. See page 8 for more detail on offerings or get in touch anytime to discuss!

Organization Memberships

- **Corporate Champion | \$1,000**
- **Corporate Amplifier | \$3,000**
- **Corporate Rockstar | \$5,000**

Sponsorships/Partnerships

Prices vary. See our Sponsor deck for details.

Let's discuss how we can tailor a package to suit your needs, contact our Executive Director Melanie at melanie@ottawamic.com.

**Unsure which membership is right for you?
Contact natalie@ottawamic.com to discuss.**

OMIC Music Industry Membership Offerings



Opportunities

Paid and accessible opportunities for music workers

- ✓ **Fairly paid work opportunities**
Consideration to play or work at OMIC shows and events
- ✓ **Funding eligibility**
Apply to our member-exclusive grant programs
- ✓ **Professional development**
Access industry workshops, panels and events at a discounted rate



Insider Access

Build and sustain a career in the music industry

- 👍 **Member Directory**
Feature and use our industry database
- 👍 **Knowledge and Discounts**
Weekly resources, discounts, industry news and opportunities (both local and beyond)
- 👍 **Industry networking**
Attend exclusive OMIC Member Meetups, Town Halls and industry events



OMIC Perks

Create connections in the Ottawa music community

- ▶ **Promotion**
Opportunities to be featured on OMIC's website, socials and newsletter
- ▶ **Recognition**
Only OMIC members can nominate themselves and their peers for the annual Capital Music Awards
- ▶ **Grow your contacts**
Connect with mentors and leaders in the industry through OMIC

OMIC Organization Membership Offerings



Rockstar - \$5,000

Logo on OMIC website
+ Your choice of (3):



Amplifier - \$3,000

Logo on OMIC website
+ Your choice of (2):



Champion - \$1,000

Logo on OMIC website
+ Your choice of (1):



Fund free memberships

For new members during high-visibility periods (e.g. Capital Music Awards Nomination season)



Live Music

We'll bring a live performance to the space of your choice and waive the admin fee



Power OMIC's weekly newsletter

40K+ readers annually & growing



Power City Sounds Live

Reach up to 30K+ people as our presenting partner for this summer concert series



Power OMIC's Member Directory

Fund OMIC's new public-facing music resource directory



Power OMIC events

Sponsor OMIC event listings webpage (25K+ hits annually)

Interested in sponsoring Capital Music Week or the Capital Music Awards?
See our Sponsor Deck or
contact Mélanie Brulée
melanie@ottawamic.com



OTTAWA MUSIC
INDUSTRY COALITION
COALITION DE L'INDUSTRIE
MUSICALE D'OTTAWA

Join OMIC!
ottawamic.com

[Sign up now](#)

Amanda Rheume at the 2024 Capital Music Awards, photo by Laura Collins