



## Council Member Motion

**For the Committee of the Whole meeting on September 4, 2025**

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**To:** Committee Of The Whole **Date:** August 29, 2025  
**From:** Councillor Matt Dell  
**Subject:** BreakOut West: Canadian Music Festival and Conference – 2026 in Victoria, BC

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### BACKGROUND

The BreakOut West: Canadian Music Festival and Conference is the largest music industry event in Western Canada. It consists of a three-day music festival focused on artist discovery, an intensive business development conference, and the Western Canadian Music Awards.

The festival is a multi-genre, multi-venue festival that presents 50+ western Canadian artists alongside select national and international artists. Previous editions have included artists from Iceland, Sweden, Wales, Hong Kong, Ireland, and more. Each artist performs twice and with multiple venues running simultaneously, which creates a vibrant and dynamic experience that sees audiences moving between venues.

The conference provides industry leading programming on artist development, marketing, export initiatives, business strategies, and production. It also includes keynote speakers, networking receptions, and approximately 1000 one-on-one meetings between artists and industry.

The Western Canadian Music Awards (distributed at BreakOut West), exist in parallel to the East Coast Music Awards, and feed into The Juno award stream, helping introduce Western Canadian artists/groups to the industry and national audience for the first time.

Host cities can expect 55+ artists (more than 110 performances) across multiple genres including rock, hip hop, electronic, folks, and more. 4000+ music fans at venues throughout the city. 250+ international and national music industry professionals. 600+ Music industry delegates and artists

Breakout West last took place in BC in Kelowna in 2023. An EI survey conducted following the event notes the following summary.

- \$1.4 million of initial expenditures
- \$658,576 of visitor spending
- \$1.97 million overall economic activity in the province
- 11 local jobs supported the event



- 756 out of town visitors in Kelowna
- \$626,442 of wages and salaries supported locally
- \$1.1 million boost to provincial GDP
- \$441,227 in taxes supported across Canada

Breakout West is presented by the Western Canadian Music Alliance, an organization that includes the music industry associations of British Columbia, Alberta, Saskatchewan, Manitoba, Yukon, and NWT.

The City of Victoria last hosted the BreakOut West Festival in 2015, and the festival has hosted numerous Victoria bands, including Jesse Roper, Current Swell and Jon and Roy.

Other well-known music alumni include 54-40, Spirit Of The West, Chilliwack, Tegan & Sara, Jane Arden, NoMeans No, and more.

Currently, the Western Canadian Music Alliance is planning to host the BreakOut West Festival in the City of Victoria in September 2026. The organizers have already received financial commitments from the Province of British Columbia and Destination Greater Victoria, in addition to many other sponsors and supporters.

## **RECOMMENDATION**

- Direct staff to provide the Western Canadian Music Alliance with up to \$25,000 of in-kind donations, in the form of space at the Victoria Conference Centre, to help support the September 2026 BreakOut West: Music Festival and Conference

A handwritten signature in black ink, appearing to read "Matt Dell", written over a horizontal line.

Coun. Matt Dell