

Motion for GPC

Date: February 13th, 2014

Subject: Motion of support for hosting the 2015 Western Canadian Music Awards/BreakOut West

From: Councillor Chris Coleman & Councillor Pamela Madoff

WHEREAS Council exhibited great support for the economic development of the Arts sector by endorsing a bid to host the Juno Music Awards, and, by allocating \$200,000 from the City's 2013 budget surplus to assist with the bid, if successful; and

WHEREAS the Board of Directors of the Western Canadian Music Awards/BreakOut West (WCMA/BOW) were so impressed by the work done by the Capital Region Music Awards Society (CRMAS) that they approached CRMAS, requesting that a bid be put in to host WCMA/BOW in 2015; and,

WHEREAS the WCMA/BOW event is hosted, on a rotating basis, by communities in each of its member provinces/territories, which means 2015 is BC's turn; and,

WHEREAS the Province of British Columbia has confirmed a pledge of \$50,000 to support a Greater Victoria bid to host WCMA/BOW 2015 & the Capital Region District (CRD) Arts Committee has confirmed a pledge of \$25,000, contingent on City support;

THEREFORE BE IT RESOLVED, that Council endorse the bid to host the 2015 Western Canadian Music Awards/ Break Out West & direct staff to allocate the necessary \$25,000 in a manner that does not compromise Council's commitment to keep the annual tax lift below 3.25%.



Councillor Chris Coleman



Councillor Pamela Madoff

Governance & Priorities Committee
FEB 13 2014
Late Item# 3B
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Capital Region Music Awards Society

200-931 Fort Street, Victoria, BC V8V 3K3

December 12, 2013

Mayor Dean Fortin
City of Victoria
1 Centennial Square
Victoria, BC
Via fax and email

Dear Mayor Fortin,

Further to our presentation to Victoria City Council at the end of November, I am pleased to follow-up with some additional information regarding our Society's interest in preparing a bid to host the Western Canada Music Awards and Breakout West industry conference (WCMAs) in Greater Victoria for 2015.

With Council's support, the City of Victoria was a strong supporter of our Society's 2014 JUNO bid to the Canadian Academy of Recording Arts and Sciences (CARAS). With this leadership, we secured support from all Capital Region municipalities, the provincial government, local business and tourism communities and music industry leaders from across Canada and BC.

While disappointed with CARAS' decision to limit the 2014, 2015 and 2016 Awards to arenas with 10,000 seats, we were encouraged by their positive response to the quality of our proposal. We remain prepared to submit a post-2016 bid as we expect CARAS will return to success they enjoyed in other medium markets similar to Greater Victoria.

As presented to Council, our Society and the organizing committee established for the JUNO bid have agreed to consider other opportunities to promote our region's diverse music industry which contributes millions of dollars and hundreds of jobs to our economy.

Thanks in large part to the strength of our JUNO bid, we have been invited to consider preparing a bid to host the Western Canada Music Awards and Breakout West industry conference (WCMAs) in Greater Victoria for 2015.

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The WCMA hosts rotate between provinces and 2015 is "BC's turn". While other BC communities have hosted, our bid would make the festival larger and more appealing by including elements of our JUNO proposal that take advantage of our natural beauty, warm climate and love of music. This will include:

- outdoor stages
- one-year celebration of music in advance of the Awards
- music legacy opportunity
- collaboration opportunities with First Nations, municipalities, Uvic School of Music and federal government

While not the scale of the JUNOs, the WCMAs are a significant event that will have a positive local impact. An overview of opportunities is attached with these highlights:

- 400-500 hotel room nights during shoulder season
- 250-350 delegates and VIPs from across North America
- estimated economic benefit of \$1 million
- 70-100 artists performing at 15-20 locations
- 150-200 volunteer opportunities

There may also be an opportunity to host the 2015 WCMA's in association with Greater Victoria's very successful Rifflandia Music Festival. Combining these two major events will help ensure this opportunity becomes a truly special and memorable event for our city, region and province.

In this light, we are inviting the City of Victoria to support our WCMA bid with a minimum pledge of \$25,000. As was the case with our JUNO bid, we have received pledges from provincial and Capital Region municipalities – conditional upon support from your Council.

In addition to pledging direct funding support, our Society is organizing this project and providing resources to prepare and submit a bid package early in the New Year. We would welcome an opportunity to meet with you and city staff to discuss this opportunity for our regional economy before the end of the year. Please contact me at 250-391-9000 if you have any questions.

Yours truly,



Kyara Kahakauwila, President
Capital Region Music Awards Society

cc. Victoria City Manager
Coun. Chris Coleman

BreakOut West 2015

Supporting information about the event:

- Biggest music industry event in Western Canada
- Victoria is the only provincial capital in Western Canada that has not hosted this event
- The four-day event encompasses a three-day music conference, a multi-genre music festival, the Western Canadian Music Industry Awards and the Western Canadian Music Awards Gala
- The opportunity for BC and Victoria artists to showcase to the broad spectrum of both industry and audience doesn't exist outside of this event
- The event creates city recognition
- Event reinforces Victoria's standing in the national music and concert community.
- There will be major media both national and regional as a result of this event
- The Province of British Columbia has confirmed a pledge to \$50,000 to support a Greater Victoria bid to host BreakOut West 2015
- Capital Region District (CRD) – The CRD Arts Committee has confirmed a pledge of \$25,000
- The Capital Region Music Awards Society will be able to match the provincial contribution of \$50,000, with sponsorship, cash and in-kind donation from numerous local organizations, upon confirmation from the host city
- The provincial and regional contributions are contingent on the City of Victoria's support

What are the opportunities and economic impact associated with the bid?

BreakOut West is a significant annual event that will generate a positive impact on the local economy and promote local BC artists. Here are some highlights to expect:

- 400-500 hotel room nights during shoulder season
- 350-400 delegates and VIPs from across North America
- estimated economic benefit of \$1 million
- 80-100 vehicle, equipment and venue rentals
- 70-100 artists performing at 15-20 locations
- 150-200 volunteer opportunities

The expectations are based on analysis of impacts on the last three BreakOut West hosts and assessment of their bid book requirements:

Regina 2012

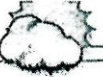
- September 26 to 30, attended by over 50 performers and 340 delegates
- generated a modest economic contribution to the Regina and provincial economies
- 19 new jobs within province, \$735,000 in provincial GDP
- \$455,000 in new wages and salaries in province
- \$270,000 in federal, provincial government revenues

Yukon 2011

- October 20 to 23, attended by over 50 performers and 350 music industry leaders (80% from outside Yukon)
- brought a significant amount of visitors including performers and music industry leaders from across Canada, Europe and USA
- 88 performances over two nights sold 2,000 tickets
- 14 new jobs within territory, \$426,000 in territory GDP
- \$313,000 in new wages and salaries in territory

Kelowna 2010

- October 21 to 24, attended by over 500 delegates
- delegates spent average of 3.38 nights and spent \$605,000
- total economic output was over \$1.8 million
- \$950,000 in provincial GDP
- \$223,000 in federal, provincial government revenues
- benefit to cost ratio was 3.43:1



Thursday, April 22, 2010, Kelowna, B.C.

ARTS & CULTURE

Kelowna to break out in song



GARY NYLANDER/The Daily Courier

Musician Ryan Don performs at Rotary Centre for the Arts on Tuesday during a press conference to announce dates for BreakOut West 2010 in Kelowna. The Western Canadian music awards event takes place Oct. 21 to 24.

By J.P. SQUIRE
The Daily Courier

For a garage band in the Okanagan, this could be it. Western Canada's biggest music industry event is coming to Kelowna from Oct. 21 to 24.

Along for the ride are up to 500 agents, managers, publicists, producers and record company executives from around the world, searching for new talent.

The Western Canadian Music Awards, now rebranded as BreakOut West 2010, has become an important event during the past seven years with a budget that exceeds \$500,000 and economic spinoffs in excess of \$1.2 million for the host community.

For 60 bands, it represents an opportunity to meet people who could sign them to a record deal. Each band can perform in two

showcases with applications due April 30 (www.westerncanadianmusicawards.ca).

For fans, a \$20 wristband buys an opportunity to experience the music from established entertainers to undiscovered talent waiting to burst onto the music scene.

Tickets for the three-day multi-genre festival, Songs and Stories concert and awards show at Kelowna Community Theatre will go on sale Sept. 10 with performers to be announced later.

"We're in the business of creating and maintaining sustainable careers based in the west, exporting music and that expertise to the rest of the world," said Rick Fenton, executive director of the Western Canadian Music Awards.

In addition to discovering new talent, there will also be talk about the state of the industry, its future and discussions on

best practices at the BreakOut West conference. Andrea East of the host committee is organizing a new Mini-BreakOut West Family Festival for children of all ages on Oct. 24.

BreakOut West is halfway to its \$120,000 goal for sponsorships, said Quinn Best, chairman of the host committee. The example of a \$40,000 contribution from the City of Kelowna was used to convince provincial officials to provide \$20,000.

At least 40 per cent of the 60 bands will be from this province "and as many as we hope is possible from this region," he added. The festival usually attracts between 3,000 and 5,000 people, and the awards show 900.

"This will be the biggest cultural event that Kelowna has ever hosted," said Karma Lacoff, head of festival programming.