



Capital Region Music Awards
Society
200-931 Fort Street
Victoria, BC
V8V 3K3

November 26, 2015

Mayor Lisa Helps
City of Victoria
1 Centennial Square
Victoria, BC

Via email

Dear Mayor Helps,

I am writing to thank you and the City of Victoria for supporting our efforts to host the 2015 Western Canada Music Awards and BreakOut West Industry Conference in Victoria September 17-20.

We were very pleased to see such a positive interest in Victoria from artists and industry leaders across the country. The event exceeded expectations with more than 600 delegates attending – which is a new BreakOut West record.

In addition to enhancing the Capital Region's reputation as a music destination, this increase to our attendance projections will have a positive impact on our initial hotel room night forecast. Integrating Victoria's successful Rifflandia Festival with BreakOut West made for an unprecedented weekend of music in the Capital Region. The result was one of most well-attended and dynamic music events on our region's history.

Tourism Victoria is assisting our Society with a post-event analysis of BreakOut West's economic impact. This review will provide the foundation for future discussions regarding other opportunities to host large music events in Victoria. We look forward to sharing the report early in the New Year and working with you in the future to promote the Capital Region as a music destination and creative hub.

While we are very proud of our entire team, we recognize our success would not have been possible without Victoria's significant pledge of support. Please extend our best wishes to Council and city staff that also supported our work.

Yours truly,

Kyara Kahakauwilla, President
Capital Region Music Awards Society