



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: March 10, 2007
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RTS No.: 06642
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Meeting Date: April 5, 2007

TO: Standing Committee on City Services & Budgets
FROM: Managing Director, Cultural Services
SUBJECT: 2009 Juno Awards - Request for Funding

CONSIDERATION

- A. THAT Council endorse the Pacific Music Industry Association's bid to host the 2009 Juno Awards in Vancouver.

AND

- B. THAT Council approve a "challenge grant" in the amount of \$175,000 to the Pacific Music Industry Association (PMIA), subject to PMIA securing matching funds from other sources; grant funds to be allocated in three instalments - \$75,000 in 2007, \$50,000 in 2008 and \$50,000 in 2009; source of funds to be the 2007 Contingency Reserve and through an increase to the 2008 and 2009 Operating Budget.

OR

- C. THAT Council approve a grant in the amount of \$350,000 to the Pacific Music Industry Association (PMIA), subject to PMIA securing matching funds from other sources; grant funds to be allocated in three instalments - \$100,000 in 2007, \$150,000 in 2008 and \$100,000 in 2009; source of funds to be Contingency Reserve in 2007 and through an increase to the 2008 and 2009 Operating Budget.

CITY MANAGER'S COMMENTS

This report outlines the many benefits to Vancouver artists and audiences in hosting in the Junos as well as the national media attention that could focus on Vancouver, and our artists as a result of hosting the 2009 Juno Awards. The report also outlines a series of funding options should Council choose to support the grant request from the Pacific Music Industry Association.

It would however be prudent to look at the City's support for this event in the context of a Cultural Tourism Strategy which supports the City's longer-term strategic interests in sharing responsibility for large cultural tourism generators with benefiting partners; a strategic framework which builds on the benefits of the existing large festivals and events, and on new initiatives like the Junos and the City's 125th Anniversary Celebration. A companion report (RTS #6634) outlines a planning process to undertake development of this strategy. It is anticipated that the Strategic Plan will be completed by December 2007 and once completed, will inform the City's support for future cultural tourism events and act as a legacy of the 2009 Juno request.

COUNCIL POLICY

Approval of a grant requires eight affirmative votes.

PURPOSE

This report responds to Council's direction to review and report back on a request from Music BC / Pacific Music Industry Association (PMIA) for Host City endorsement and civic funding in support of the proposed 2009 Juno Awards.

BACKGROUND

The Juno Awards are a national telecast celebration of the Canadian music industry. Produced by the Canadian Academy of Recording Arts and Sciences (CARAS), a national non-profit organization, the Juno Awards are hosted in different Canadian cities each year: St. John's, Ottawa - Gatineau, Edmonton, Winnipeg, Halifax, and in 2007, Saskatoon.

The Juno Awards telecast is just one of a range of events and activities programmed over the 3-day weekend. In addition to the Awards event, there are a series of free community events, ticketed concerts, music education fund raising initiatives, an all-star artists hockey game, artist development seminars, and industry events. A copy of the 2009 Juno Awards program proposal is attached to this report as Appendix A.

Recent Juno weekends have attracted national and international television audiences of 1.4 - 2.2 million viewers, generated \$5 - 7 million in economic benefits and attracted attention and awareness of the local and national music scene in each host city.

A committee comprised of local industry leaders is convened in each host city to bid for and host the Junos. As part of the bid, the host committee is required to raise approximately \$1.3 million; of which \$1 million is a fee to CARAS towards the total cost of the Juno events.

The balance, \$300,000 - \$350,000 is used by the host committee for local initiatives such as banners, hosting and marketing. In the past, the \$1.3 million bid fee has been raised from three levels of government.

A review of past Juno Award bids confirms that the Host City has provided financial support, most often through municipal economic development or tourism entities. The City of Calgary has just announced support of \$350,000 (\$250,000 confirmed and a further \$100,000 in principle) for the 2008 Juno Award bid.

DISCUSSION

A Vancouver 2009 Host Committee has been formed, and is chaired by the Executive Directors of the Pacific Music Industry Association (Music BC). Other members include artists and representatives of the music industry, as well as representatives of Tourism Vancouver.

The 2009 Vancouver Juno Award Host Committee has requested a \$350,000 grant from the City of Vancouver. The funding commitment is required by April 15, 2007 in order to secure the bid, although the allocation of funds is not sought until 2008 and 2009. The Host Committee has asked that Council consider this request outside of the City's existing or committed funding for the local non-profit arts and cultural sector.

Staff have reviewed the Juno proposal and support the proposal to bring the Junos to Vancouver in 2009. There is no question that Vancouver's music industry is important to the City's economy, as well as to our local, national, and international sense of pride. Vancouver and BC are home to many of Canada's most recognized recording artists - Sarah McLaughlin, Michael Bubl , Matthew Good, DOA, Diana Krall, Brian Adams, David Foster, Nelly Furtado, Ben Heppner, Lisa Brokop, and Nickelback are some of BC's many established artists, and are among the new and emerging talents who could be celebrated in 2009.

The national television exposure for Vancouver artists, for Vancouver venues and for the City would be significant and important as Vancouver prepares to welcome the world for 2010.

FUNDING OPTIONS

Staff have reviewed funding options for Council's consideration.

- Grant from Cultural Budget
- Grant from other City sources
- In-kind support
- Sponsorship
- Funding from non-City sources

Grant from Cultural Grant Budget

There is currently no civic grant program of support for either large scale cultural hosting requests such as the Junos, nor for funding for cultural industries (sound recording, film production, publishing etc.).

The Opportunities Grant program, a pilot grant program intended to support new festivals, celebrations, and special events would have been the closest program. The pilot program, which concluded in 2006, however had a total annual budget less than the Juno request.

Therefore the only option available would be for Council to reallocate funds from existing or future cultural grants programs including the \$1 million increase to the 2007 Cultural Budget approved in principle in 2005. While staff believe that the cultural community would generally support the Junos, they would find a City grant in the amount of \$350,000 challenging in the context of the amount of support awarded to existing large local signature festivals such as the Jazz Festival (\$57,700), Folk Festival (\$77,500), International Film Festival (\$25,000) or Festival Vancouver (\$20,000).

Further, the City has not in the past supported national service organizations, nor cultural industry organizations (film, sound recording, television, book publishing). The City's ability to provide a meaningful level of support on an ongoing basis for this sector within existing resources would be challenging.

Grant from Other Civic Sources

Council has the ability to fund this initiative through the annual operating budget by reducing spending in other areas or by increasing the budget envelope.

On February 28, 2007, Council approved a \$300,000 increase to the 2007 Operating Budget and directed staff to report back with a planning process to leverage support and develop cultural tourism initiatives such as the Junos and the City's 125th Anniversary. Should council wish to allocate funds as noted above (\$100,000 in 2007, \$150,000 in 2008 and \$100,000 in 2009), staff propose that funding be provided from Contingency Reserve in 2007; while in 2008 and 2009 offsets would need to be generated as part of the annual budget process. If offsets are not desired, then the 2008 and 2009 Operating Budgets would need to be increased accordingly.

In-Kind Support

There are relatively few services which may be provided by the City - permits, street banners, and policing for the Fan Fest event. However all are likely to be relatively modest costs.

The Juno Awards may also seek a Theatre Rental grants for use of the Civic Theatres as part of the ancillary events in the Juno Festival. The major telecast is proposed to be held in General Motors Place. PMIA may be eligible for Theatre Rental (Project) Grants.

In total, civic in-kind support would likely be in the order of \$25,000.

Sponsorship

The Juno Awards are made possible through a combination of earned revenues (ticket and record sales), government support, and sponsorships. CARAS has developed long-term partnership with their broadcast sponsor, CTV, as well as other broadcast, award and event sponsors such as GM, Dorritos, Sony, EMI, Clairol and McDonalds.

Like the Olympics, the success of this event is dependant on exclusive relationships with these sponsors and CARAS closely protects its brand and access to its sponsors. The Host

Committee will be required to work within CARAS parameters as they work to attract additional local sponsors who will be essential to meeting their obligations for the event.

The City is currently developing policy with respect to civic sponsorship. Without any policy context, and in light of the existing CARAS sponsor relationships, staff would recommend against the City seeking sponsors or private sector support to offset the Juno's funding request. If the City is unable to support all or a portion of the PMIA Juno request through a cash grant, then it would be better for the organization to raise the funds themselves through their own sponsorship program than to be in competition in the marketplace with the City.

Council may wish to consider a "challenge grant" which is often a helpful way to stimulate interest from other potential funders.

Funding from Non-City Sources

Clearly the largest beneficiaries of the Junos are the recording artists, audiences, the tourism industry and senior governments, all of which are already contributing to the event.

Artists

The Junos are of benefit to emerging and established artists. Most of the financially successful artists who benefit from the Junos are also active in the many volunteer and fund raising initiatives around the event, giving back to the community through the CARAS music education programs. Clearly artists are already contributing to the artistic and financial success of this event.

Audiences

While the Juno Award weekend provides a free, public event to local audiences, many Juno Award events are ticketed events; the audiences participate through ticket and merchandise purchases.

Tourism Sector

Past Juno Award weekends have brought significant economic benefits to the tourism sector with over 5,000 hotel room-nights, attracting 1,500 visitors, generating restaurant, taxi, limo, shopping and sightseeing revenues. Of the \$5 million in economic benefit generated in Halifax in 2005, \$1.866 million was estimated as hotel revenues. Tourism Vancouver has indicated the importance of the Junos to future convention bookings by assigning two of its senior staff to the 2009 Juno Vancouver Host Committee.

Province

Much of the estimated \$5-7 million in direct revenues will flow to the Province through sales tax related to the Juno Awards. The Province also has a strong interest in the cultural industries as a growing employment and export generator. The Province of British Columbia has committed \$650,000 to the bid-phase of the Juno Awards. The Assistant Deputy Minister of Arts and Culture also sits on the Juno Host City Advisory Committee.

Federal Government

The Federal Government also benefits from a percentage of the economic benefits through sales tax revenues. The Federal Government, through Western Economic Diversification, has supported the bid-phase of the 2007 Saskatoon Juno Awards but

has indicated that no funding is available for the Vancouver bid. CARAS does receive support for its operations as well as the Juno event through FACTOR (The Foundation to Assist Canadian Talent on Records) which is funded in part by the Department of Canadian Heritage.

Cultural Tourism Strategy

Vancouver already hosts major cultural festivals and events that are important tourist events and activities. From the Pacific National Exhibition, Jazz Festival, Folk Festival, Bard on the Beach, Film Festival, Pride Celebration, Celebration of Light, to name but a few - all are important destination events and activities which contribute not just to the quality of the visitor experience, but to the economic vitality of the City.

There is considerable precedent elsewhere for the tourism industry to support cultural product development and the presentation of these important tourist attractions through taxes, levies or surcharges. For example, there are currently 40 + cities across North America including San Diego, Miami, and San Francisco funding cultural tourism initiatives through hotel/motel surcharges.

On February 27, 2007, in recognition that major cultural events bring many positive social, cultural, economic and tourism benefits to the City, Council approved: *"...\$300,000 to the Contingency Reserve... with the intent that this be used as leverage with other agencies and funders, in conjunction with the arts and cultural community to support cultural tourism strategies such as the City's 125th anniversary recognition. Release of funds is subject to staff reporting back in 2007 with a business plan (including funding requirements) and opportunities for joint planning and funding associated with the 2010 Games."*

Staff are recommending the development of a Cultural Tourism Strategy in lieu of the referenced business plan. A companion report, the "Cultural Tourism Strategy - Planning Process" (RTS#6634), proposes the development of a cultural tourism strategy. Such a strategy could begin a process to maximize marketing and cultural tourism development opportunities surrounding major initiatives such as the Juno Awards, the existing major events and activities already taking place in Vancouver as well as the many new opportunities will arise in the future.

FINANCIAL IMPLICATIONS

The financial implications of the various options are outlined above. They range from nominal implications - in kind support through existing programs and services such as street banners and transit shelter advertising, through to support for a cash grant. Should Council choose to provide a cash grant, staff propose that the funding be provided over a period of three years with the 2007 funds provided from the \$300,000 increase to the 2007 Operating Budget associated with the development of a cultural tourism strategy and that in 2008 and 2009, offsets would need to be generated as part of the annual budget process. If offsets are not desired, then the 2008 and 2009 Operating Budgets would need to be increased accordingly.

CONCLUSION

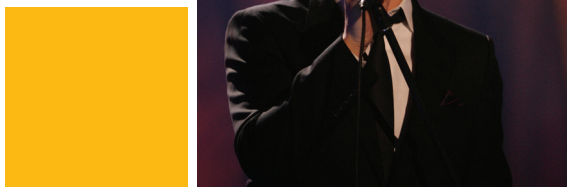
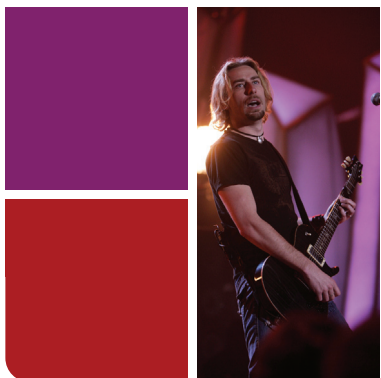
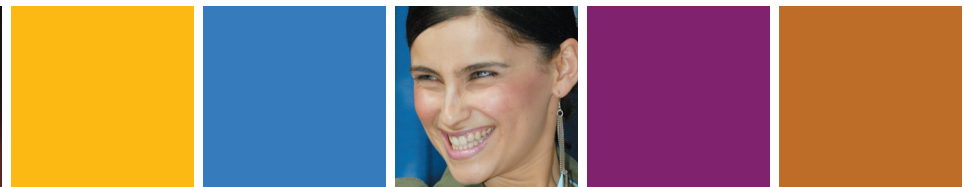
Staff have reviewed the Juno Award proposal and support the many benefits that this event could bring to Vancouver, the region and the Province. Should Council wish to support the event, staff have provided a series of options for Council's consideration including City and non-City sources of support.

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It's All About the Music

The Canadian Academy of Recording Arts and Sciences (CARAS): An Overview



CARAS is dedicated to celebrating, promoting and honouring Canadian music and the achievements of Canadian artists.

The mandate of the Canadian Academy of Recording Arts and Sciences (CARAS) is the exploration and development of opportunities to showcase and promote Canadian artists and music. CARAS is dedicated to celebrating, promoting and honouring the achievements of Canadian artists. CARAS serves as an umbrella organization to the Juno Awards – Canada's Music Awards, MusiCan – the CARAS Music Education Program and the Canadian Music Hall of Fame.

Juno Awards

The Juno Awards were created in 1971 to recognize, celebrate, and promote Canadian music. 2006 marked our 35th year and the fifth telecast with our broadcast partner CTV. Within that time the Juno Awards has established itself as the highest honour of achievement in the Canadian music industry. The 2006 Juno Awards attracted 1.7 million viewers becoming the most watched awards show in Canada - eclipsing the Grammy Awards!

What a fascinating history it has been as the Juno Awards have both reflected and encouraged the full coming of age of the Canadian music industry.

The origins of the awards date back to 1970. In that year, Stan Klees and Walt Grealis, publishers of weekly trade publication RPM, organized the Gold Leaf Awards, held at the St. Lawrence Hall in Toronto.

A year later, the name was changed to the Juno Awards in honour of Pierre Juneau, then head of the CRTC and responsible for the implementation of the Canadian Content Regulations. When it was discovered that Juno had been the chief Goddess of the Roman Pantheon, the spelling was changed and the awards permanently named.



The Juno Awards have traveled to Newfoundland, Ontario, Alberta, Manitoba, Nova Scotia – and in 2007, the festivities will take place in Saskatchewan.

The Juno Awards operated as an exclusive industry event in the early years. In 1975, they assumed a much higher profile, being broadcast nationally for the first time. The Canadian Academy of Recording Arts and Sciences (CARAS) was established that year to manage the event, working with all segments of the Canadian music industry.

The show was based in Toronto from 1975 to 1994, with the exception of 1991, when it was hosted in Vancouver (it returned there in 1998). Hamilton's Coppins Coliseum was the Juno Awards venue for 1995-97, 1999 and 2001, with Toronto serving as the Host City once again in 2000.

The Juno Awards have traveled to Newfoundland, Ontario, Alberta, Manitoba, Nova Scotia – and in 2007, the festivities will take place in Saskatchewan.

The year 2002 was a monumental turning point for the Juno Awards as the decision was made to move the annual celebration across the country, establishing its claim as a coast-to-coast event and allowing it the opportunity to be enhanced with the diversity and distinctiveness that exists across this country. The Juno Awards have already traveled to Newfoundland, Ontario, Alberta, Manitoba, Nova Scotia - and in 2007, the festivities will take place in Saskatchewan.

As a result, the Juno Awards has been the beneficiary of incredible vitality and enthusiasm as new cities inject their own brand of excitement and make each year a new and unique event. In return, Host Cities derive a substantial national profile as well as significant economic impact as the Juno Awards celebration and the CTV national television audience delivers tangible value.

Any major Canadian urban centre – with the necessary infrastructure in place rendering it capable of promoting and coordinating the broad range of Juno Weekend events and programs – is now encouraged to bid for the opportunity to host Canada's premier music awards show.



MusiCan

Enlighten. Empower. Elevate.

To date, CARAS has donated almost two million dollars to music programs, impacting close to 100,000 young Canadians from coast to coast.

MusiCan

MusiCan – the CARAS Music Education Program – was created in 1997 to help address the erosion of music education in Canadian schools.

In partnership with Canada's music industry, media and business communities, our mission is to ensure that every Canadian child has access to a comprehensive music program through their school system.

MusiCan includes Band Aid musical instrument grants, Scholarships to exceptional graduates of Music Industry Arts Programs, the MusiCan Teacher of the Year Award and funding of various affiliated programs.

To date, CARAS has donated almost two million dollars to music programs, impacting close to 100,000 young Canadians, their schools, families and communities from Labrador to Vancouver Island.

The Juno Awards provides a unique opportunity for the Host City to recognize and raise awareness about the importance of music education and the incredibly positive impact it has on young Canadians.

With this in mind, CARAS would like to suggest that the Host City considers and includes in its Bid, a proposal regarding any music education initiative(s) it would like to undertake.

CARAS would like to recommend that this proposal:

- has considerable outreach – not just in the Host City, but across the Province
- involves as many young Canadians, schools and communities as possible
- is developed as more of a "Legacy" program, engaging different and relevant representatives of Government, educational and cultural institutions and corporate partners
- includes the participation of local artists and is launched in the month(s) before the Juno Awards
- considers one special 'finale' / culmination event – on either the Thursday or Friday (during day) of Juno Awards weekend



The Canadian Music
Hall of Fame

Each year, CARAS selects three deserving recipients to be awarded for their special achievements – an artist/producer, an industry developer and an advocate for human rights.

Special Achievement Awards

Each year, CARAS selects three deserving recipients to be awarded for their special achievements – an artist/producer, an industry developer and an advocate for human rights. Since 1978, a total of 62 artists and industry professionals have been inducted.

Canadian Music Hall of Fame

The Canadian Music Hall of Fame recognizes Canadian artists that have attained commercial success while having a positive impact on the Canadian music scene here at home and around the world.

Walt Grealis Special Achievement Award

The Walt Grealis Special Achievement Award acknowledges individuals who have contributed to the growth and development of the Canadian music industry.

The Humanitarian Award

The Humanitarian Award, introduced in 2006, recognizes an individual in the music industry that has made great strides to enhance humanitarian efforts around the world.



“Juno Weekend” The Sequence Of Events

The Juno Awards weekend is a diverse and dynamic celebration of Canadian music – from the intimate Songwriters' Circle to Juno Fan Fare that attracts thousands of die-hard fans; from JunoFest – a musical smorgasbord of over 100 acts to Juno Cup, a one-of-a-kind charity event where musicians and NHL Greats come together to help raise money for music education. From the elegant Saturday Night Gala to the grand finale event – the Juno Awards broadcast – it is all about the music!



Friday

1. **Chairman’s Reception** – an invitation only, elite industry function hosted prior to the Juno Awards Welcome Reception. Private, ticketed event. **150+ guests**
2. **Juno Awards Welcome Reception** – the official kick-off to the Juno Awards weekend. This private, ticketed reception is attended by Government (Federal, Provincial and Local) representatives, members of corporate and cultural communities, music industry executives, artists and sponsors. Private, ticketed event. **1,200 - 1,500 attendees**
3. **Juno Cup** – what's more Canadian, eh? Musicians trade in their guitars for hockey sticks and face-off against NHL Greats in a fun, competitive, non-contact hockey game that raises money for MusiCan - CARAS' music education program. Public, ticketed event. **2,000 - 5,000 attendees**
4. **JunoFest** – over 100 local, regional and national artists take to the stage at 12-15 local venues showcasing music of all genres. It is an exciting chance for fans to get a closer look at the talented artists who make our country's music scene so unique and vital as well as a great opportunity for the bands to get together and have fun playing shows in a relaxed club setting. Public, ticketed event. **12 - 15 local venues with a 10,000 person capacity**



Saturday

1. **Juno Fan Fare** – a star-studded line up of artists and dynamic hosts, featuring interviews, photo opportunities, autograph signings and lots more to entertain thousands of die-hard fans and allow them to get up close and personal with Juno nominees and special guests. Free, public event. **5,000 - 8,000 attendees**
2. **Juno Gala Dinner & Awards** – an elegant, exclusive event hosted by a high profile celebrity from the music industry. Exquisite cuisine, great performances by Juno Award nominees and the presentation of approximately 30 Juno Awards make this an evening to remember! Private, ticketed event. **1,400 attendees**
3. **JunoFest** (continues on Night Two)

Sunday

1. **Songwriters' Circle** – an intimate, afternoon concert where Canadian artists come together to reminisce about the creative process and share a rare glimpse at the stories behind their songs. Proceeds from this event benefit MusiCan. Public, ticketed event. **1,200 - 2,000 attendees**
2. **'eTalk at the Junos'** – the glitter, the glamour, the hype, the hoopla - the eTalk Red Carpet gives media the opportunity to interview the stars, and fans the chance to interact with their favourite musical celebrities. This show is broadcast live on CTV prior to the Juno Awards telecast. Limited access event.
3. **Juno Awards** – is a musical celebration which includes approximately 8 awards and 10 performances. Public, ticketed event. **10,000+ people in attendance and broadcast nationally on CTV.**



Host Cities are encouraged to partner with CARAS to take full advantage of all available synergies through local marketing and tourism promotions as well as broadening economic development initiatives.

Local Profile Opportunities and Economic Impact

The Juno Awards has been the beneficiary of incredible vitality and enthusiasm as new cities inject their own brand of excitement and make each year a new and unique event. In turn, Host Cities have gained both national and international profile and benefit from significant economic impact.

2002 Juno Awards – St. John's, Newfoundland & Labrador

The 2002 Juno Awards marked the first CTV Network broadcast of the show and saw the expansion from a 2.5 hour live broadcast to a comprehensive weekend of activities celebrating Canadian music in the Host City. Approximately 1.4 million viewers watched the St. John's 2002 Juno Awards while at least 5.5 million Canadians tuned in for parts of the CTV broadcast. The province of Newfoundland and Labrador mounted a major advertising and promotional campaign throughout Juno Weekend that resulted in an incremental economic impact in excess of \$29 million on the region.

2003 Juno Awards – Canada's Capital Region: Ottawa-Gatineau, Ontario & Quebec

The 2003 Juno Awards featured a weekend series of industry and public events including local and regional talent. The presence of Shania Twain and Avril Lavigne sparked a 53% increase in Sunday night viewership. More than 2.2 million viewers watched the broadcast eclipsing the 2003 Grammy Awards viewing audience. The National Capital Commission coordinated the hosting of the 2003 Juno Awards Weekend with the Provinces of Ontario and Quebec, the Cities of Ottawa and Gatineau and a variety of private sector partners. VIA Rail donated a 'JUNO' train that transported music industry professionals, artists, staff and media from Toronto to Ottawa for the weekend.



2004 Juno Awards – Edmonton, Alberta

Spotlight on Edmonton

The 2004 Juno Awards Weekend continued to grow with the introduction of the Juno Cup, a celebrity hockey game featuring NHL Greats and Canadian artists who faced off in support of the CARAS Music Education program, MusiCan. Highlights of the weekend also included Juno Fan Fare at the West Edmonton Mall that attracted 15,000+ fans to the world's largest mall seeking the opportunity to meet and receive autographs from some of their favourite Canadian artists. The Sunday night Juno Awards broadcast featured a record number of 15 live performances and, with more than 16,700 in attendance, the largest live audience in Juno Awards history. The broadcast hosted by Alanis Morissette attracted 1.51 million viewers and 5.2 million tuned in for a portion of the show. Economic impact on the Edmonton region was estimated to be in excess of \$5 million.

2005 Juno Awards – Winnipeg, Manitoba

The Flatter the Land, The Harder the Rock

The 2005 Juno Awards had a record number of official events occurring in Winnipeg during the days leading up to the 34th annual broadcast. Eight official events, including Juno Cup, JunoFest, Juno Fan Fare and Songwriters' Circle among others, took place giving the Canadian music industry and Winnipeg's music-loving community a variety of opportunities to celebrate the amazing music that Canadian artists had produced over the previous year. The Winnipeg Host City Committee organized a local event for the fans; a Winnipeg Social, which featured live performances by a number of artists. The CTV broadcast from Winnipeg's MTS Centre drew 1.7 million viewers to the 2 1/2 hour live show – tickets for which had sold out 16 minutes after they went on sale! For the first time ever 500 Juno ValuPak packages offering entry to several Juno events for one special price were made available to the public, selling out in two minutes! The economic impact of the 2005 Juno Awards on the Winnipeg region surpassed \$5.5 million.

Economic impact on the Winnipeg region surpassed \$5.5 million.



2006 Juno Awards – Halifax, Nova Scotia

The CTV broadcast from the Halifax Metro Centre drew 30% higher viewership than 2005, and once again eclipsed the 2006 Grammy Awards.

Play Hard

The 2006 Juno Awards sold out in a record time of 15 minutes confirming the Halifax Regional Municipality was ready to “Play Hard”. The CTV broadcast from the Halifax Metro Centre drew 30% higher viewership than 2005, and once again eclipsed the 2006 Grammy Awards, with many internationally acclaimed musicians and one incomparable host, by the name of Pamela Anderson. The Halifax Regional Municipality shone throughout the weekend and exhibited their local talent at various JunoFest venues. The Juno Awards Welcome Reception flaunted a new look and honoured music legend Bruce Cockburn with the inaugural Humanitarian Award. The 2006 Juno Awards weekend was a diverse and dynamic celebration of Canadian music. The Host City Committee hosted a kickoff event in Parade Square on the Thursday night of Juno Weekend, which featured many local artists, including Juno nominees.

2007 Juno Awards – Saskatoon, Saskatchewan

Get in Tune

The 2007 Juno Awards is amazing, as four cities in Saskatchewan have come together as a group to deliver the weekend of events. The synergies that this unique process has created have not only increased awareness of the Juno Awards across the province but have also increased awareness of Saskatchewan at a national level. Under the banner of YESK (for Yes to Saskatchewan) the people of the province look forward to what they know will be the most exciting Juno Awards to date.



Host City Staffing, Resource and Venue Requirements

The net effect of a well-managed process and a Host City Committee's efforts will be the enhanced perception of, and increased awareness of the city.

Host City Committee

CARAS believes that the most essential element in ensuring a successful outcome on the part of any potential Juno Awards Host City is the establishment of a finely tuned, dedicated and responsible Host City Committee. This Committee performs a vital role in assisting and supporting CARAS and its production team. In developing a versatile, effective team, the Host City Committee should be representative of the local community as well as relevant industry sectors and sponsors. Ultimately, the net effect of a well-managed process and a Host City Committee's efforts will be the enhanced perception of, and increased awareness of the city. The potential economic impact and business development benefits are substantial.

Financial Requirements

- A commitment to CARAS of \$1 million is to be provided by the Host City Committee, likely originating from four key sponsors including the Federal, Provincial and Municipal governments plus a corporate sponsor if required.
- An additional \$300,000+ is recommended for Host City initiatives of pageantry, events, tourism, marketing and promotions and economic development on behalf of the municipality/region related to the Juno Awards. This is your opportunity to shine!
- Host City to share financing and production of three press conferences with CARAS. These press conferences include an initial announcement that the Host City will be hosting the Juno Awards, a Fall Host City press conference and a March local initiatives press conference.
- Host City to execute a post-Juno Awards municipal/provincial Economic Impact Study.



Venue Requirements

Chairman's Reception

- An elite "invitation-only" event held on Friday night, the Chairman's Reception requires a venue to accommodate 150+ persons for a stand-up event in a separate area, but preferably at the same location as the Juno Awards Welcome Reception

JUNO Awards Welcome Reception

- The kick-off to a fabulous weekend takes place Friday night and requires a venue accommodating 1,200-1,500 persons for a stand-up reception with cocktails and hors d'oeuvres

Juno Cup

- This annual charity hockey game, benefiting MusiCan, pitting Canadian musicians against NHL Greats is held on Friday evening and requires a local arena with minimum seating capacity of 2,000-5,000

JunoFest

- 100+ local and other well known artists across the nation showcase their talent on both Friday and Saturday nights at 12-15 local bars and clubs usually in close proximity to one another and featuring a combined capacity of 10,000 persons

Juno Fan Fare

- This is an opportunity for fans to get autographs, see live interviews and have pictures taken with some of their favourite stars is held on Saturday in a large, open public space, such as a warehouse, convention centre or mall, and must accommodate 5,000-8,000 people with an additional holding area for wrist banding participants

JUNO Gala Dinner & Awards

- Glitter and glamour make this private ticketed Saturday night event a major headliner in a venue that should accommodate 1,200-1,400 people for a reception and dinner. A staging area for awards is required along with a production office media rooms and talent dressing rooms



Songwriters' Circle

- At this up close and personal concert held on Sunday afternoon, artists reflect on the creative process, and discuss the challenges and successes of songwriting. It requires a good acoustic theatre which accommodates 1,200-2,000 people

Media Centres

- Required for the duration of Juno Weekend and accommodating up to 350 media in varied rooms. Two Media Centres are set up in the same venues as the Juno Gala Dinner & Awards as well as the Juno Awards broadcast

JUNO Awards Broadcast Show

- Held Sunday night, it requires a large arena with minimum seating capacity of 10,000 after stage set-up. This venue will need to be available a minimum of nine days in total: seven days prior for set-up and rehearsals; day of event; one day after event for tear-down

Hotel Requirements

- A minimum of approximately 1,500 rooms per night for the three nights of the Juno Awards weekend with a total hotel capacity of approximately 4,500 room nights.
- Included in the above is:
 - Primary hotel for key production personnel and the majority of guests should be very close to the Sunday night telecast venue. CARAS production teams will require 100-150 rooms per night for 9 nights (approximately 1,000 total room nights)
 - The CARAS VIP Block will require approximately 40 suites plus 120 regular rooms for a minimum of 3 nights and up to 9 nights (approximately 700 total room nights)
 - The CARAS Industry Block, which is approximately 500 rooms per night (approximately 1500 total room nights)



Transportation Requirements

- A minimum of 100 luxury vehicles/limousines are required during Juno Weekend to provide transportation for CARAS, various music labels and industry professionals
- Depending on the distances, transportation may be required between the nearest major airport and train station to and from hotels, as well as between event venues for attendees and media

Volunteer Requirements

- Approximately 1,000 volunteers are needed to ensure the Juno Awards run effectively for both CARAS and the Host Committee
- CARAS requires approximately 200 volunteers for event and publicity assistance and then the majority of the volunteers will be deployed by the Host Committee
- The TV production company may require approximately 500-800 seat-fillers over and above, based on the stage design and set-up



Summary of Requirements for the Bid:

- Section 1 **Introduction and Key Letters of Support**
- Section 2 **Host Committee details** – include short biographies
- Section 3 **Host City information** – size, population, attractions, unique characteristics
- Section 4 **Letter(s) stating fulfillment of financial obligations**
- Section 5 **Venue Requirements** – provide details on all venues, including photos, capacities, dimensions and descriptions
- Section 6 **Hotel Requirements** – provide details on each property with address, capacity, suite breakdown and descriptions; also provide a summary of rooms and suites
- Section 7 **Transportation** – provide details on all relevant flights, schedules, limousine and taxi companies
- Section 8 **Maps** – provide various maps – overview, downtown core, main streets with hotels and venues marked
- Section 9 **Additional Letters of Support**
- Section 10 **Financials** – upon submission of the bid, a non-refundable deposit of \$50,000 is required to secure commitment. This will be held in trust and applied against the funding if a Host City Contract is signed

DEADLINE: April 15th – 2 years prior to the bid year

Please send 25 Copies to: Melanie Berry
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Tel: 416-485-3135 x234
www.junoawards.ca
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2006/2007 CARAS Executive

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*Chair of CARAS,
 Executive Producer of the Juno Awards
 Executive Vice-President, Epitele Pictures*

Melanie Berry
*President of CARAS
 Executive Producer of the Juno Awards*

Deane Cameron
*1st Vice-President of CARAS
 President, EMI Music Canada*

Steve Kane
*2nd Vice-President of CARAS
 President, Warner Music Canada*

Darren Throop
*Secretary/Treasurer of CARAS
 COO, President, Entertainment One*

Jully Black
 Artist

Kim Cooke
 General Manager
 Maple Music Recordings Inc.

Vinny Cinquemani
 President (Toronto Office)
 SL Feldman & Associates

Jim Cuddy
 Artist

Denise Donlon, C.M.

Rob Farina
 Program Director
 104.5 CHUM FM

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