



## ADMINISTRATIVE REPORT

Report Date: May 20, 2015  
Contact: Richard Newirth  
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RTS No.: 10976  
VanRIMS No.: 08-2000-20  
Meeting Date: June 23, 2015

TO: Vancouver City Council  
FROM: Acting General Manager of Community Services  
SUBJECT: ISCM World New Music 2017 Festival in Vancouver

### **RECOMMENDATION**

- A. THAT, subject to Recommendation B, Council approve a grant of up to \$100,000 to the Music on Main Society (MoM) to host the International Society for Contemporary Music (ISCM) World New Music Days (WNMD) 2017 Festival in Vancouver; source of funds is the Cultural Tourism Reserve Fund.
- B. THAT the grant referred to in Recommendation A be subject to the Music on Main Society (MoM) securing matching funds from other sources, paid in three installments in 2015, 2016 and 2017 and otherwise on terms approved by the General Manager of Community Services and set out in a grant agreement reviewed and approved on behalf of the City by the Director of Legal Services and signed by MoM.

Pursuant to Section 206(1) of the Vancouver Charter, approval of the grant contained in Recommendation A requires a resolution passed by not less than two-thirds of all members of City Council.

### **REPORT SUMMARY**

This report requests approval for a grant to the Music on Main Society (MoM) to host the International Society for Contemporary Music (ISCM) World New Music Days (WNMD) Festival in Vancouver in 2017, in collaboration with the Canadian League of Composers (CLC), subject to MoM securing matching funds from other sources.

MoM and the CLC won the official bid to co-host the ISCM World New Music Days (WNMD) 2017 in Vancouver at the ISCM General Assembly in Wrocław, Poland in October 2014. ISCM WNMD

2017 will bring international attention to our city, and offer the public an engaging and artistically diverse festival that celebrates contemporary music from around the world.

Investing in the creative economy through innovative partnerships is a key strategic direction in Vancouver's Culture Plan. As an international new music marketplace, WNMD 2017 will provide a unique forum to generate exports of Canadian culture to the world, returning economic benefits to Vancouver and increasing the city's profile worldwide. Supporting new initiatives for special one-time opportunities like ISCM WNMD 2017 positions the City to leverage funds and support significant cultural events that celebrate Canada's 150<sup>th</sup> anniversary, further develops our creative ecology, increases public engagement and benefits cultural tourism as well as our economy.

### ***COUNCIL AUTHORITY/PREVIOUS DECISIONS***

In 2007, Council approved the establishment of a Cultural Tourism Reserve Fund of \$1.5 million over five years to support cultural tourism initiatives. In subsequent years, Council approved the use of these funds for projects such as developing the Cultural Tourism Strategic Plan, the Juno Awards and Vancouver's 125<sup>th</sup> Anniversary program.

In 2008, Council approved a Cultural Tourism Strategy with an aim to partner with the cultural and tourism sectors on shared opportunities to support and promote cultural tourism.

In 2015, Council approved \$2 million in the Cultural Tourism Reserve Fund (CTRF) as part of its 2015 Budget. The CTRF is to be used for major one-time arts and cultural city-wide celebrations and events, particularly those which are anticipated to take place over the next three years leading up to Canada's 150<sup>th</sup> Anniversary celebrations in 2017.

Approval of a grant requires eight affirmative votes.

### ***CITY MANAGER'S/GENERAL MANAGER'S COMMENTS***

On the near horizon are several significant city-wide celebrations with arts and cultural activities, some of which will coincide with celebrating Canada's 150<sup>th</sup> Anniversary of Confederation. In addition, our Arts and Culture Policy Council has identified several community-led, one-time arts and cultural events that will showcase Vancouver artists on a provincial, national and international stage that will further strengthen our local creative economy. This report outlines the benefits to Vancouver artists, arts organizations and audiences in hosting the International Society for Contemporary Music (ISCM) General Assembly and the World New Music Days (WNMD) festival in Vancouver in 2017.

The City's support for this event is 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 existing large festivals and events, and on new initiatives like WNMD festival and events leading up to Canada's 150<sup>th</sup> Anniversary Celebrations.

## **REPORT**

### **Background/Context**

Investing in the creative economy through innovative partnerships is a key strategic direction in Vancouver's Culture Plan. With an aim to enhance, promote and support Vancouver's diverse and thriving cultural ecology, the plan converges with other city-wide strategies including Vancouver's Economic Action Strategy, 2013 Tourism Master Plan and the Healthy City Strategy.

As articulated in the Economic Action Strategy, the creative sector is an extremely important part of the knowledge economy and employs over 85,000 people in BC, over a third of which are in Vancouver. Culture is also the heart of any authentic destination planning. The Tourism Master Plan seeks to increase tourism in a way that further builds on Vancouver's energy, reinforces local values and delivers sustainable economic, social, cultural and environmental benefits. Development of cultural tourism products, events and destinations are basic building blocks of the plan.

After more than three years of planning, including comprehensive financial planning and completion of a feasibility study, Music on Main (MoM) and the Canadian League of Composers (CLC) won the official bid to co-host the International Society for Contemporary Music (ISCM) World New Music Days (WNMD) 2017 in Vancouver at the ISCM General Assembly in Wrocław, Poland. There were many comments from those present about the quality and depth of the bid presentation, and enthusiasm for experiencing Vancouver and the Canadian new music scene in 2017. In the event's 91-year history, it has been hosted in Canada only once before (Montreal and Toronto in 1984), and this will be the first time that the WNMD festival will be hosted in Western Canada.

The International Society for Contemporary Music (ISCM) founded in 1922 is the world's leading network for contemporary art music. ISCM represents 50 countries in Europe, Asia, Australia/Oceania, Africa and the Americas, including 52 Sections and 12 Associate Members. ISCM's annual gathering is called "World New Music Days" (WNMD) and is a virtual United Nations of contemporary music that brings together the public from the host country, guest composers from around the world, and members of the ISCM, including presenters, artists, composers, music information centres, academics, and journalists from the 50 member countries. Recent WNMDs were held in Australia, Croatia, Belgium, Slovakia/Austria, and Poland.

Many of the host cities for the ISCM WNMD festivals provided financial support, either directly through municipal budgets and/or through economic development or tourism entities. The City of Wrocław took the lead in the organization of the 2014 World New Music Days as part of a larger cultural tourism strategy to increase their profile internationally as a city of culture and to win the bid as the European Capital of Culture in 2016.

### **ISCM World New Music Days in Vancouver**

Taking place in the fall of 2017, the eight-day ISCM WNMD festival will welcome more than 100 contemporary music specialists from around the world concurrent with the ISCM General Assembly. Shining an international spotlight on local creativity, WNMD will include over 25 public concerts and outreach events by some of Vancouver's, BC's and Canada's most

accomplished professional contemporary music artists and ensembles, connecting international guests with Vancouver audiences and artists. Concerts are planned for the Annex, Roundhouse Community Centre, Vancouver Playhouse, and additional venues selected by the participating Vancouver organizations.

Approximately 20 WNMD concerts will be produced and presented by existing music organizations. Preliminary and positive discussions have taken place with Couloir, Hard Rubber Orchestra, musica intima, NOW Orchestra, Red Chamber, Redshift, Standing Wave Ensemble, Tiresias, Turning Point Ensemble, Vancouver Electronic Ensemble, Vancouver New Music, Vancouver Symphony Orchestra and Western Front. These organizations supported Vancouver's bid for WNMD by providing letters of support attesting to the value of this event in our city. Canada's National Arts Centre Orchestra is planning a rare tour to Vancouver to participate in WNMD 2017 with both the full orchestra and a chamber ensemble.

In addition to formal concerts within the festival, it is anticipated that several of the presenting partners will contribute additional culturally- and aesthetically-diverse programming such as fringe events, installations in public spaces, and presentations focused on community engagement. For additional information about WNMD 2017 see Appendix 'A'.

### ***Strategic Analysis***

With Canada's celebration of the 150<sup>th</sup> anniversary of Confederation soon upon us in 2017, it is essential that the City begin forming innovative partnerships and leveraging new investment opportunities for cultural tourism products and events. Federal programs for supporting 2017 initiatives have just been launched, and thus establishing partnerships and providing funding now will position Vancouver and its arts organizations to lever funding from other levels of government.

The City's Arts and Culture Policy Council (ACPC) supported the strategy of a Cultural Tourism Reserve Fund, noting that in the next four to five years there are several special one-time events that will be hosted in Vancouver that will have a significant tourism and economic impact while strengthening our local arts and cultural ecology. ACPC not only identified Canada's 150<sup>th</sup> Anniversary of Confederation in 2017, but also upcoming events led by local organizations, including MoM and the WNMD festival, that will increase cultural tourism and exchange by giving local artists national and international exposure.

Vancouver's music scene is an important contributor to the City's cultural economy, as well as to our local, national, and international sense of pride. Vancouver is home to many of Canada's most recognized composers, musicians and ensembles, as well as the Vancouver Symphony Orchestra. ISCM WNMD 2017 will bring international attention to our city, offering the public an engaging and artistically diverse festival that celebrates contemporary music from around the world. Its concept, core values, and format offer significant opportunities for Vancouver-based musicians and organizations to play a highly visible and artistically meaningful role in a festival designed to showcase Vancouver's leading composers and performers to a local and international audience. Canadian composers from coast to coast, including those from Vancouver, will be celebrated and featured throughout the festival, which also includes performances of compositions from over 50 countries. The national and international exposure for Vancouver artists, for Vancouver venues and for the City will be significant and bring world attention once again back to Vancouver after this year's FIFA

Women's World Cup and previous signature events such as the 2010 Olympic and Paralympic Winter Games.

The CLC commissioned an economic impact study in 2012 to assess the potential of hosting the WNMD festival in Vancouver in 2017 (See Appendix 'B' for Impact Statement). Author Robert Kerr (Founding Executive Director and Producer of the Vancouver International Jazz Festival, Producer of Vancouver 125 and the 2010 Cultural Program for the 2010 Olympic and Paralympic Winter Games) writes:

WNMD 2017 will provide an unparalleled opportunity to elevate the profile of new music in Vancouver and across Canada...Working with symphonies, choirs, small ensembles and new media, WNMD will draw regional, national and international audiences to this one-of-a-kind festival...a once-in-a-generation cultural experience, and create unique and long lasting benefits for composers, ensembles, and musicians that will enhance the entire Canadian contemporary music scene.

As an international new music marketplace, WNMD 2017 will provide a unique forum to generate exports of Canadian culture to many parts of the world, returning economic benefits to Vancouver in particular, and increasing the city's profile worldwide. A national initiative with an international scope, WNMD 2017 is a project that will provide a west coast centrepiece for the 150<sup>th</sup> anniversary of Confederation, as Canada celebrates its past and looks boldly ahead to the future.

Staff have reviewed MoM's ISCM WNMD proposal and are recommending a grant to support MoM in developing and hosting this international music festival in Vancouver in 2017 in partnership with the CLC. On a projected budget of \$1.3 million, which includes approximately \$441,000 of in-kind contributions from participating concert presenters (PCPs), City funds will be used towards paying core staff (e.g. Artistic Director and Administrative Director), artists' fees for Vancouver events, venue rentals, production fees, marketing and website development, and the Festival program. It is anticipated that both MoM and the PCPs will also apply for civic support through the Theatre Rental Grant program in 2017 to use some of the civic venues during the festival. MoM has estimated that their request would be one use of the Annex and one use of the Playhouse, which has an estimated value of \$8,700 (current rates).

According to Kerr's Impact study it is estimated that the economic benefit in Vancouver will exceed \$3 million. It is anticipated that City funding of this international festival will leverage significant funds through other sources and levels of government, including federal programs in the Department of Canadian Heritage and the Canada Council.

### ***Financial Implications***

The Cultural Tourism Reserve Fund was established in 2007 and currently has a balance of \$2,041,000. Previous funds in the reserve were used for projects such as developing the Cultural Tourism Strategic Plan, the Juno Awards and Vancouver 125.

Staff propose funds of up to \$100,000 be granted to the Music on Main Society (MoM) in phases over the next three years based on matching funds received from other sources. Given the recent launch of federal programs to support significant celebrations in 2017, and the anticipated scope and scale of community led one-time cultural opportunities, staff

anticipate that this grant is a relatively modest and strategic investment that will maximize leveraging opportunities, while providing adequate funding for planning and implementation of the ISCM World New Music Days festival. The source of funds for the grant is the Cultural Tourism Reserve Fund.

### ***CONCLUSION***

Investing in the creative economy through innovative partnerships is a key strategic direction in Vancouver's Culture Plan. Supporting new initiatives for special one-time opportunities like ISCM World New Music Days festival in 2017 positions the City to leverage funds and support significant cultural events that celebrate Canada's 150<sup>th</sup> anniversary, further develop our creative ecology, increase public engagement and have a positive impact on cultural tourism and our economy.

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ISCM World New Music Days 2017  
Proposal for City of Vancouver - March 24, 2015

Festival Dates:	November 2017 (eight days)
Budget:	\$1,317,600
Request from the City of Vancouver:	\$100,000 over three years

**Basis for Request**

After a well-planned campaign and the support of the City of Vancouver in 2014, Music on Main (MoM) and the national organization the Canadian League of Composers (CLC) won the bid to co-host the International Society for Contemporary Music (ISCM) World New Music Days (WNMD) festival in Vancouver in November 2017. This is only the second time in the event's 91-year history that it has been hosted in Canada, previously in Montreal and Toronto in 1984, and will be the first time in Western Canada.

ISCM World New Music Days 2017 will bring unprecedented international attention to our city, offering the public an engaging and artistically diverse eight-day festival that celebrates contemporary music from around the world. Its concept, core values, and format offer significant opportunities for Vancouver-based musicians and organizations to play a highly visible and artistically meaningful role in a festival designed to showcase Vancouver's leading classical performers to a local and international audience. Canadian composers from coast to coast, including those from Vancouver, will be celebrated and featured throughout the festival, which also includes performances of compositions from over 50 countries.

As outlined in Robert Kerr's "2017 Impact Statement" prepared in 2012 at the beginning of the project, WNMD 2017 will provide an unparalleled opportunity to elevate the profile of new music in Vancouver and across Canada and connect audiences to a fascinating form of music that many are unfamiliar with. Working with symphonies, choirs, small ensembles and new media WNMD will draw regional, national and international audiences to this one-of-a-kind festival, creating high-profile buzz, excitement and awareness for new music in Canada." Kerr goes on to clarify "As an international new music marketplace WNMD 2017 will provide a unique forum to generate exports of Canadian culture to many parts of the world, returning economic benefits to Vancouver in particular and increasing the city's profile worldwide. A national initiative with an international scope, WNMD 2017 is a project that will provide a west coast centerpiece for the 150th anniversary of Confederation, as Canada celebrates its past and looks boldly ahead to the future. Working with strong Vancouver partners the CLC plans to produce an outstanding festival that will bring economic and reputational benefits to Vancouver, provide audiences access to a once-in-a-generation cultural experience, and

create unique and long-lasting benefits for composers, ensembles, and musicians that will enhance the entire Canadian contemporary music scene."

To facilitate responsible planning and implementation of this major event, we respectfully request funding to be paid in three installments in July 2015, 2016, and 2017. See Budget and Allocation of City Funding on a. 5 for details on how City funds of \$100,000 will be allocated to costs.

### **Background**

Founded in 1922, the International Society for Contemporary Music (ISCM) is the world's leading network for contemporary art music. ISCM represents 50 countries in Europe, Asia, Australia/Oceania, Africa and the Americas, including 52 Sections and 12 Associate Members. ISCM's annual gathering is called "World New Music Days" (WNMD) and is a virtual United Nations of contemporary music that brings together the public from the host country, guest composers from around the world, and members of the ISCM, including presenters, artists, composers, music information centres, academics, and journalists from the 50 member countries. Recent WNMDs were held in Australia, Croatia, Belgium, Slovakia/Austria, and Poland.

### **Description of Project / Festival Programming**

Inspired by our city's cultural and aesthetic diversity, hosting ISCM World New Music Days 2017 in Vancouver (six days), UBC (one day), and Victoria (one day) is an initiative of MoM, the CLC, and the International Society for Contemporary Music Canadian Section (ISCMCS). Taking place in November 2017, this international festival will welcome more than 100 contemporary music specialists from around the world to the concurrent ISCM General Assembly. Shining an international spotlight on local creativity, WNMD intends to include over 25 public concerts and outreach events by some of BC's and Canada's most accomplished professional contemporary music artists and ensembles, connecting international guests with Vancouver audiences and artists. We expect audiences to engage with the concentrated festival framework and the high level of WNMD events. Publicizing across Canada and internationally will bring other leaders and audience members to Vancouver.

Approximately 20 of the WNMD concerts will be produced and presented by existing music organizations. The revenues and expenses for these concerts are incorporated in the budget as in kind contributions from Participating Concert Presenters (PCPs). Their value totals \$441,000. Preliminary - and positive - discussions have taken place with Couloir, Hard Rubber Orchestra, musica intima, NOW Orchestra, Red Chamber, Redshift, Standing Wave Ensemble, Tiresias, Turning Point Ensemble, Vancouver Electronic Ensemble, Vancouver New Music, the Vancouver Symphony Orchestra, and the Western Front. These organizations supported Vancouver's bid for WNMD by providing compelling letters of intent as to the value of this event in our city. Partners from outside Vancouver's downtown core include the UBC School of Music and the Chan Centre, Victoria-based ensembles Aventa, Emily Carr String Quartet, and the Victoria Symphony. The National Arts Centre Orchestra is planning a rare tour to Vancouver to participate in WNMD 2017 with both the full orchestra and a chamber ensemble. The enclosed budget includes featuring all of these organizations in the WNMD schedule.



In addition to their formal concerts within the festival, we anticipate that several of these partners will contribute additional culturally- and aesthetically-diverse programming such as fringe events, installations in public spaces, and presentations focused on community engagement.

Completing the festival are five concerts programmed and presented by ISCM WNMD 2017 itself. The artists involved will be participating in the international Call for Works, learning and presenting for the first time contemporary music from around the world as well as programming other repertoire. The costs of these concerts (artists' fees, artists' travel and accommodation, production, etc.) are incorporated in the enclosed budget, as are ticket revenues and aid in kind from venues (including Clivio Theatres) and piano suppliers.

ISCM WNMD 2017 Artistic Director David Pay has planned five concerts plus community engagement activities:

1. Ensemble Contemporain de Montréal performing the world premiere of a violin concerto by Canadian composer Ana Sokolovic
2. The National Arts Centre Orchestra chamber ensemble
3. A "piano night" featuring four Canadian pianists specializing in contemporary music, including Eve Egoyan (Ontario), Rachel Iwaasa (BC), Vicky Chow (currently living in New York), and Mogumi Masaki (Manitoba).
4. An international ensemble presenting works from a non-Western tradition (EG: Asian)
5. A leading soloist / new music specialist with a Vancouver-based ensemble

Based on planned revenues from all sources, the ISCM WNMD 2017 Festival will offer afternoon and evening public programming for eight days. Most events will be ticketed, but we are also committed to providing free programming. Concerts are planned for the Orpheum Annex, the Roundhouse Community Centre, the Vancouver Playhouse, and additional Vancouver venues selected by the PCP organizations. One day will be an excursion to Victoria and one to UBC, but the remaining six days, the bulk of the festival's activity, is focused in downtown Vancouver. Public performances will range from one-hour concerts to full evening performances with intermission. Each will feature some works brought forward through the ISCM's international Call for Works selection process, and the balance will be programmed as the ensembles see fit – to showcase their strengths, their specialties, a composer in residence, music performed on instruments from non-Western practices, repertoire that they feel is worthy of an international stage, etc. Strong representation of Canadian and Vancouver composers will be encouraged throughout the festival, ensuring that this is an unprecedented opportunity to showcase both our performers and our creators.

The enclosed budget includes audio recording of all festival performances. Discussions are underway with the Canadian Music Centre (National office in Toronto and Western Regional Office in Vancouver) to use the latest technologies to stream festival concerts online, documenting them at the same time for a meaningful and permanent archive of the work of Canadian performers and composers. Any new initiative undertaken with the CMC will extend and enhance archival opportunities with the help of additional funding yet to be identified or incorporated into the budget.

It is also to be noted that considerable aid in kind is being provided over the 36 months included in this budget by both the Canadian League of Composers and Music on Main. This

takes the form of expertise by music professionals who are involved in planning and implementing strategy to make the project a resounding success.

### **Organizational Preparedness**

After more than three years of planning, including an extensive funding and logistical feasibility study by Robert Kerr, the official bid to host ISCM World New Music Days 2017 in Vancouver and Victoria was made in October 2014, at the ISCM General Assembly in Wrocław, Poland by David Pay and Jim Hiscott. There were many comments from those present about the quality and depth of the bid presentation, and enthusiasm for experiencing Vancouver and the Canadian new music scene in 2017. Vancouver has a strong history of producing extraordinary cultural events, and the goal is to make this a watershed moment for contemporary music in Canada.

### **Leadership**

David Pay, Artistic Director, Music on Main  
Moma Edmundson, Administrative Director, World New Music Days 2017  
Jim Hiscott, President, International Society for Contemporary Music Canadian Section

November 2017 is two-and-a-half years away, yet to ensure the maximum return on the time, energy, and resources of MoM, CLC, and all of the BC-based PCPs, it is critical to invest now. A great deal of visionary planning and solid, thoughtful implementation has gone into bringing this major event to fruition. Many of the PCPs are adjusting their 2017/2018 season programming to participate in WNMD. As the local presenting organization, Music on Main is committed to shining an international spotlight on the breadth and depth of Vancouver talent and ensuring a robust and groundbreaking festival experience for both Vancouver and visiting audiences. To that end, we respectfully request \$100,000 from the City of Vancouver over three years, with a first installment in the summer of 2015. This early investment will be matched by the Canada Council for the Arts and private donors, together covering the expenses of each year.

### **Organizational Timeline**

#### **2014/2015 (Preparation Phase)**

- Formalizing with local performing ensembles their roles in WNMD as Participating Concert Presenters
- Confirming concert venues and other cultural events to set exact Festival dates in November 2017
- Private and public sector fundraising
- Establishing financial and reporting protocols in consultation with funders
- Building list of stakeholders and communication protocols for regular updates
- Establishing reporting protocols with the CLC

#### **2015/2016 (Lead-Up and Presentation Phase – Year 1)**

- Signing outstanding venue and hotel contracts
- Private and public sector fundraising

- Hiring of a Marketing Director to develop the WNMD 2017 logo and contract a web designer
- Building areas of the WNMD 2017 website needed to attract composers, international participants and funding partners
- Developing local marketing plan
- Discussions with CBC Radio re: broadcast of Festival concerts
- Investigating best online tools/apps for public use during Festival
- Official Call for Works and juried process to announce selected works
- Continuing to work with PCPs to develop schedule and outreach programs including engagement with youth and emerging composers

#### 2016/2017 (Lead-Up and Presentation Phase – Year 2)

- Engaging contract workers and volunteers
- Finalizing Festival marketing plan
- Compiling content and design for Festival booklet and website including translation (French, English, and possibly language of origin)
- Engaging international media
- Planning to ensure Festival legacies benefit Vancouverites and Vancouver based organizations

#### 2017/2018 (Lead-Up and Presentation Phase – Year 3)

- Intensive local marketing and publicity
- Printing Festival booklet and posting online all details of programming and performers
- Finalizing plans for community and youth engagement
- Presenting WNMD 2017 (November), recording concerts for archival purposes
- Final reporting and archiving for future access to music and international music networks

### **Budget and Allocation of City Funding**

The projected budget for developing and hosting the WNMD festival is \$1,317,600, of which \$679,840 is cash. City of Vancouver funds will be used as follows:

#### 2015 and 2016 installments:

- Core staff (Artistic Director and Administrative Director) for planning
- Identity Branding, Marketing Plan and Website development (and Marketing Director to direct and oversee branding, website development and marketing campaigns)

#### 2017 installment:

- BC Artists' fees for free and ticketed festival events in Vancouver proper
- Crow costs for concerts in venues in Vancouver proper and venue rentals that are not provided through Vancouver Theatre Rental Grants
- Production fees including Volunteer Coordinator
- Design and printing of the Festival Program book which features Vancouver performers and is available at all concerts
- Festival marketing to Vancouver audience

### **Key Deliverables for the City of Vancouver**

In exchange for the \$100,000 investment by the City of Vancouver, Music on Main commits to present a public contemporary art music festival in Vancouver in the fall of 2017 comprising:

- A minimum of six days and 16 concerts within Vancouver proper of which at least two will be free events
- The participation of at least ten Vancouver-based performing or presenting organizations
- A minimum of 30 international new music ISCM members in attendance
- A well-developed online presence that attracts people to both Vancouver and the Festival

### **Recognition/Benefits for the City of Vancouver**

- Recognition (logo) in all Festival collateral materials as a funder, including concert programs given to the public
- Recognition (logo) on Festival website as a funder
- Recognition (logo) on Festival site signage as a funder
- Verbal recognition from the stage at a minimum of three major Festival events
- Opportunity for Vancouver Mayor or city representative to welcome delegates and audiences at a public event
- Five copies of the official Program Book of the Festival
- A minimum of ten complimentary concert tickets (Note limitation due to some venue capacities)
- Opportunity to host an official Festival reception at City's expense

We would be happy to provide additional information on request. Please do not hesitate to contact **Morna Edmundson** at [mornaedmundson@telus.net](mailto:mornaedmundson@telus.net) (604-454-8000) or **David Pay** at [dp@musiconmain.ca](mailto:dp@musiconmain.ca) (604-879-9888).



## **World New Music Days Festival – Vancouver, October 2017**

Canada has generated a remarkably diverse and imaginative new music scene, including numerous innovative composers and dynamic contemporary ensembles. The groundbreaking nature and unconventional form of new music limits its acceptance by the music industry and dissemination through broadcast media. As a result most Canadians have little or no awareness of this rich creative field and the many fine Canadian composers and ensembles creating world-class, genre-busting music. While Canadian artists are well respected internationally the ability for their work to be heard and seen live by foreign presenters and their audiences has been restricted due to very limited sources of support for international touring initiatives. The World New Music Days Festival offers a rare opportunity to address these challenges.

World New Music Days (WNMD) is one of the leading international festivals of new music on the planet. This prestigious event is held in a different international centre every year, hosted by a national member Section of the International Society for Contemporary Music (ISCM) alongside the annual meeting of the ISCM General Assembly – a virtual United Nations of contemporary music, with 47 member countries in Europe, Asia, Australia/Oceania, Africa and the Americas, including 48 Sections and 10 Associate members around the globe. Canada has been a member Section of the ISCM since the 1950s, with the Canadian Section hosted by the Canadian League of Composers (CLC).

Through the CLC the ISCM Canadian Section will produce WNMD in Vancouver, with satellite events in Victoria, during October of 2017 with a Vancouver-based non-profit music presenter as its primary producing partner. WNMD 2017 will be 10-day festival celebrating exceptional new music from across Canada and around the world through a diverse program of 35 – 40 live performances presented in collaboration with more than 30 Vancouver and Victoria-based arts organizations and academic institutions. Compositions by Canadian artists, including young, emerging artists, will comprise 30 % - 40% of the music featured in this international showcase, performed by the full range of Vancouver's vibrant, culturally diverse music community and select ensembles from other Canadian cities.

WNMD 2017 will provide an unparalleled opportunity to elevate the profile of new music in Vancouver and across Canada and connect audiences to a fascinating form of music that many are unfamiliar with. Working with symphonies, choirs, small ensembles and new media WNMD will draw regional, national and international audiences to this one-of-a-kind festival, creating high-profile buzz, excitement and awareness for new music in Canada.

Presenting WNMD 2017 in Vancouver will create extraordinary opportunities for contemporary Canadian composers, ensembles and individual musicians, at home and abroad. Their work will be showcased for the most knowledgeable and influential network of new music organizations and presenters in the world, leading to invaluable international opportunities. As an international new music marketplace WNMD 2017 will provide a unique forum to generate exports of Canadian culture to many parts of the world, returning economic benefits to Vancouver in particular and increasing the city's profile worldwide.

A national initiative with an international scope, WNMD 2017 is a project of that will provide a west coast centerpiece for the 150<sup>th</sup> anniversary of Confederation, as Canada celebrates its past and looks boldly ahead to the future. Working with strong Vancouver partners the CLC plans to produce an outstanding festival that will bring economic and reputational benefits to Vancouver, provide audiences access to a once-in-a-generation cultural experience, and create unique and long-lasting benefits for composers, ensembles, and musicians that will enhance the entire Canadian contemporary music scene.

**World New Music Days 2017**

**Key Facts**

Projected Budget	\$1,350,000
Economic Impact*	
Vancouver	\$3,041,509
Rest of BC	\$161,734
Total	<u>\$3,203,243</u>
Length of Festival	10 days
Concerts/Performance Events	35 - 40
Projected Attendance	15,000 - 20,000
Projected Tourist Attendance (Visiting specifically for WNMD)	1125 - 1500
Participating Musicians	800
International Presenters & Conference Delegates	200
Co-presenting Partners (collaborating local arts organizations)	30
Content by Canadian Composers	30 - 40%
Performances by Canadian Artists/Ensembles	80 - 85%

\*Economic Impact estimated using Ontario Ministry of Culture's TREIM model, applied to the World New Music Days 2017 operating budget and projected number of visitors.