



ADMINISTRATIVE REPORT

Report Date: February 20, 2017
Contact: Kathleen Llewellyn-Thomas
Contact No.: 604.871.6858
RTS No.: 12003
VanRIMS No.: 08-2000-20
Meeting Date: May 2, 2017

TO: Vancouver City Council
FROM: General Manager of Community Services
SUBJECT: 2018 Juno Awards - Request for Funding

RECOMMENDATIONS

A. THAT Council approve a one-time 2018 grant of \$250,000 to Music BC Industry Association to host the 2018 Juno Awards in Vancouver; subject to confirmation of the following, all to the satisfaction of the General Manager of Community Services:

- i. final implementation plans including Host City events, procurement processes, final budget and confirmed funding from other sources; and,
- ii. governance and membership of the Host City Committee.

Funding for this 2018 grant will be brought forward through the 2018 budget process.

B. THAT Council authorize the General Manager of Community Services to negotiate and execute an agreement to disperse the grant described in Recommendation A on the terms and conditions set out herein and such other terms and conditions as are satisfactory to the General Manager of Community Services and Director of Legal Services; and

C. THAT no legal rights or obligations will arise or be created by Council's adoption of Recommendations A and B unless and until all legal documentation has been executed and delivered by the respective parties.

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

REPORT SUMMARY

This report seeks Council approval for a grant up to \$250,000 to Music BC Industry Association to support the host city obligations for the 2018 Juno Awards in Vancouver.

COUNCIL AUTHORITY/PREVIOUS DECISIONS

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 building on Council's 2007 approval of the Cultural Tourism Reserve Fund (CTRF).

In 2016, Council passed a Council Music Motion to explore and report back on options for leveraging support for local musicians and the local music industry.

CITY MANAGER'S/GENERAL MANAGER'S COMMENTS

Supporting the 2018 Juno Awards is an opportunity to invest in Vancouver's vibrant and diverse music industry by providing national exposure to the local sector. It aligns with Council's 2016 music motion to support local musicians and the local music industry by leveraging significant funds from the Province of BC, as well as the private sector, for this seminal national music event.

REPORT

Background/Context

As of April 2, 2017, Vancouver has been confirmed to host the 2018 Juno Awards. An important aspect of every Juno Awards week is a series of unique events led by the community, to celebrate and promote the local music industry. Earlier this year, staff received a proposal and grant request for \$250,000 for funding from a volunteer committee, sponsored by the Music BC Industry Association, to support the Host City aspect of the 2018 Juno Awards (see Appendix A for the Proposal). This report provides the strategic context used for evaluating this request and a recommendation to support these activities.

Culture Plan and Music Motion

Investing in the creative economy through innovative partnerships is a key strategic direction in Vancouver's *Culture Plan: Strategic Directions, 2013* and the *2008 Cultural Tourism Strategy*. These policy directions have led to City support for the 2009 Juno Awards, the 2010 Olympic and Paralympic Games, the Cultural Olympiad, Vancouver 125 Celebrations, the 2013 Walk for Reconciliation, and the Fan Zone at the FIFA 2015 Women's World Cup. In 2017, the City is supporting World New Music Days and the City's *Strengthening our Relations: Canada 150+*.

The recent Council Music Motion also directs staff to identify opportunities to support Vancouver's music scene as well as music tourism opportunities. In response to the motion, Community Services staff are working with a steering committee from both, not-for-profit and

commercial sectors to consider a strategy, leading to recognition of Vancouver as a thriving Music City. Staff are expecting to report back in late 2017.

Citywide Economic and Tourism Strategies

This project aligns with other city-wide strategies, including Vancouver's Economic Action Strategy and the 2013 Tourism Master Plan. The Economic Action Strategy identifies the creative sector as an extremely important part of the knowledge economy, employing over 85,000 people in BC, over a third of which are in Vancouver. The 2013 Tourism Master Plan identifies that culture is at the heart of any authentic destination planning. The 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.

Previous Juno Awards Hosted by Vancouver

Vancouver has hosted the Juno Awards on three occasions:

- 1991 with Paul Shaffer as the host, honoring artists such as Leonard Cohen, Tragically Hip, Blue Rodeo and Celine Dion;
- 1998 at General Motors Place with Jason Priestly as the host;
- 2009 Juno Awards showcased local talent to a national audience and featured over 100 artists and groups in over 10 venues with two outdoor stages in the Granville Street Entertainment District. The Juno Awards telecast was just one of a range of events and activities that was part of the programming. The Host Committee, led by Music BC Industry Association, programmed a series of free community events, ticketed concerts, music education fundraising initiatives, an all-star artist hockey game, artist development seminars, and industry events.

In 2009, the City support of \$350,000 leveraged \$650,000 from the Province of BC, and \$355,000 in sponsorships. Over 35,000 people attended the events resulting in an overall economic impact of \$9.2 million. Recent Juno weekends have attracted national and international television audiences of 1.4-2.2 million viewers, promoting both the local and national music scene.

Strategic Analysis

Who runs the Junos?

The Juno Awards are run by the Canadian Academy of Recording Arts & Sciences (CARAS) a Toronto based not-for-profit organization which has a mandate to preserve, enhance and celebrate the Canadian music industry. CARAS requires a bid fee of \$1.45 million to host the Juno Awards broadcast program and the following events:

- Chairman's Reception (150 attendees)
- JUNO Awards Welcome Reception (1,000+ attendees)
- JUNO Cup Hockey Game - (arena capacity)
- JUNO Fest (10-15 local bars & nightclubs)
- JUNO Fan Fare (1,000 - 2,500 attendees)
- JUNO Gala Dinner & Awards (1,400+ attendees)

- JUNO Songwriters' Circle (1,200-2,000 attendees)
- JUNO Red Carpet

Host City Obligations

In conjunction with the CARAS events, the Host City is expected to convene a Host City Committee, responsible for planning, events and local presence of Juno Awards. The proposal (see Appendix A) recommends a Host City budget of \$750,000 to:

- Organize all local events such as free concerts, a music lounge, indigenous artist showcase, and music education initiatives;
- Engage local residents and businesses to participate;
- Serve as the welcome and tourism committee and raising Vancouver's profile;
- Liaise with CARAS and local suppliers and sponsors;
- Enhance marketing and local event logistics; and,
- Deliver an Economic Impact Study of the event.

Vancouver 2018 Juno Awards Host City Objectives

The proposal for the 2018 Juno Awards outlines the Host City Committee objectives:

- Provide educational platforms for the local music community;
- Reach out to culturally diverse artists and music professionals, including Indigenous artists, and provide them with showcase opportunities;
- Provide artists opportunities to perform in front of industry leaders and the public;
- Provide artists with opportunities to expand touring pre/post-showcase events;
- Connect music industry professionals with international delegates; and,
- Connect related sectors (film, TV, Tech) with delegates to expand business opportunities.

A key piece of the current proposal is to develop a new annual event "Vancouver Music Week" to showcase Vancouver artists, brand Vancouver as a music hub, and showcase the uniqueness and diversity of the region, breaking down barriers between local artists and the music industry.

Budget

The proposed 2018 Juno Awards budget amounts to \$2.2 million, and includes \$1.45 million for the CARAS bid fee and \$750,000 for the Host City events. CARAS has confirmed funding from the Province of BC for \$1.45 million bid fee, including: \$1.2 million from the Ministry of Jobs Tourism, Training and Labour, and \$250,000 from the BC Music Fund. Administered through Creative BC, one-time provincial \$15-million Music BC Fund is intended to support the growth of BC's music industry and is available until 2018.

The request to the City for the amount of \$250,000 is specifically for the \$750,000 Host City obligations. The remaining \$500,000 will be fundraised from sources such as Music BC Fund, Tourism Vancouver and Vancouver Hotel Destination Association. Table 1 compares the budgets of the 2009 and proposed 2018 Juno Awards.

Table 1: Budget Comparison (\$) 2009 and 2018 Vancouver Juno Awards

	2009 (\$)	2018 (\$)	Status
Total Budget	1,309,100	2,200,000	
CARAS Bid Fee	1,000,000	1,450,000	
Host City Budget	300,000	750,000	
Total Revenues	1,309,100	2,200,000	
City	350,000	250,000	<i>requested</i>
Province	650,000	1,450,000	<i>confirmed</i>
Sponsorship & Fundraising	300,000	500,000	
Leveraged Funds	3.70	8.80	

Juno Awards 2009 budget totalled \$1,309,100 of which \$300,000 was allocated to Host City events. The City provided a grant of \$350,000 towards 2009 Juno Awards.

While the budget for Host City events has more than doubled since 2009 (from \$300,000 to \$750,000), the current request to the City, in the amount of \$250,000, is 28% (\$100,000) less than the City's contribution in 2009. This is largely due to the commitment by the government of BC for provincial funding which includes the BC Music Fund. With this investment the City would leverage \$8.80 for each City dollar invested.

Table 2 provides a comparison of two other recent Juno Awards Host City budgets and City contributions. Last year Calgary provided \$500,000 for a total Host City budget of \$700,000, and in 2015 Hamilton provided \$250,000 for a total Host City budget of \$395,000. It is important to note that, while both CARAS representatives and members of the volunteer committee consider Vancouver an ideal location to host the 2018 Juno Awards, they appreciate that the expenses for the production in Vancouver will be higher compared to other locations.

Table 2: Comparison of other Juno Awards Host City Funding

Year	City	Total Budget	Host City Budget (\$)	City Funding Contribution (\$)
2018	Vancouver	2,200,000	750,000	250,000
2016	Calgary	na	700,000	500,000
2015	Hamilton	na	395,000	250,000
2009	Vancouver	1,309,100	300,000	350,000

Governance Structure Proposed by Volunteer Committee

The Host City Committee will include representatives from both levels of government, music industry leads, tourism and corporate partners and local businesses. Staff recommend appointment of the Managing Director of Cultural Services, and a second City representative to assist with logistics, on the Host City Committee.

Implications

Financial

This report seeks approval for a one-time grant of \$250,000 to Music BC Industry Association to host the 2018 Juno Awards in Vancouver. Funding for this 2018 grant will be brought forward through the 2018 budget process.

CONCLUSION

Supporting the Host City activities for the 2018 Juno Awards is an opportunity for the City to continue to partner and leverage funds for important major one-time arts and cultural tourism events that strengthen Vancouver's cultural economy, promote Vancouver as a thriving Music City and present the City's artists on a national and international stage.

* * * * *

Appendix A

JUNO

A W A R D S

FUNDING REQUEST
2018 JUNO AWARDS

MARCH 19-25

JUNO HIGHLIGHTS



JUNO Nominee Press Conference

The largest and most impactful event outside of JUNO Week. Nominees in all 41 JUNO Award categories, as well as exciting JUNO Award Broadcast performers, are announced. Features special guest presenters and performances.



Juno Awards Broadcast

Canada's Premiere Awards Show, this two-hour broadcast on CTV features unforgettable performances, special appearances and surprise moments with Canada's hottest artists.



JUNO Welcome Reception

The music industry's official kickoff to JUNO Weekend. Attended by the music industry, artists, sponsors, government officials, host committee members and VIP's.



JUNO Cup

A celebrity benefit hockey game for MusiCounts, Canada's music education charity. An unforgettable combination of hockey and music for the whole family.



JUNOfest

A two-night, multi-genre live music festival featuring 100+ regional and national artists playing on stages throughout Vancouver. **With funds from City of Vancouver we hope to significantly amp up this festival!**



JUNO Fan Fair

A public event welcoming over 1,500 attendees, music fans meet their favourite artists for autographs and photos.



JUNO Gala Dinner & Awards

This is where the music industry honours artists and their achievements of the past year. 35 JUNO Awards are presented on this night which includes multiple performances.



JUNO Songwriters' Circle

The 'Jewel of JUNO Week' is an intimate and memorable concert celebrating some of Canada's finest songwriters. Broadcast to listeners via CBC Radio and cbcmusic.ca.

JUNO HISTORY

The JUNO Awards have evolved from an industry awards event to a **weeklong festival** that travels city-to-city across the country. It encompasses both public-facing fan events and industry/networking opportunities featuring a diverse array of Canadian artists and emerging talent.

Showcasing a new host city and their music scene each year, the JUNO Awards “On The Road” has been an enormous success with **measurable economic**, public relations and artist development **impact** in all of the markets visited to date.

This will be the third time that Vancouver has hosted the JUNO Awards following successful events in 1998 and 2009.



JUNO BY THE NUMBERS

32,000+ JUNO Week Event Attendees

225 Participating Artists

178 JUNO Award Nominees

1.8 Billion Twitter Impressions

1.2 Million Facebook Impressions From The JUNO Awards Posts Only

400,000 Live Stream Views

5.4 Million Unique Broadcast Viewers

\$3 Million+ in Marketing Value

\$10+ Million in Economic Impact



An aerial photograph of Vancouver, British Columbia, Canada, showing the city's dense urban landscape, the waterfront, and the surrounding mountains. The image is split into two halves by a diagonal line. The left half shows a bright, clear view of the city and water, while the right half is a darker, semi-transparent overlay containing text.

BENEFITS

TO THE CITY OF VANCOUVER

The JUNO Awards is an opportunity for the City of Vancouver to align with the **Music Cities Strategy**, supporting and developing the destination through a vibrant music scene.

- Increased tourism and media profile by aligning with JUNO brand
- Nationwide marketing
- Community engagement
- Supporting Canadian culture and musical education
- Creation of jobs in the music industry and tourism sectors
- Opportunity to demonstrate cultural vibrancy and diversity
- National broadcast with Vancouver as the host city!

BENEFITS TO THE ECONOMY

Vancouver last hosted the JUNO Awards in 2009, where the economic impact was assessed at over **\$12 million** dollars.

Held in March, during Vancouver's "shoulder season", the average room nights required of the host city are twice that of a Grey Cup Festival and will drive considerable benefit to the hotel and restaurant industries.

The Vancouver Trade and Convention Centre, Rogers Arena, Vancouver Civic Theatres, the Commodore, the Vogue Theatre, the Biltmore and many more venues will be active on multiple nights hosting JUNO Week events and therefore **generating jobs and revenue** for the city.



BENEFITS TO THE PUBLIC

As part of the Host City Committee's desire to expand JUNOfest into a city-wide celebration, Vancouverites will have the chance to see myriad events, many of them for free.

The ticketed JUNO Awards Broadcast is an opportunity for up to 12,000 to see the show live from Roger's Arena. Some iconic JUNO Week events that are open to the public include:

- Songwriters' Circle
- Autograph Signings
- The JUNO Tour of Canadian Art
- Junior JUNOS
- The JUNO Awards Broadcast

BENEFITS

TO THE VANCOUVER MUSIC INDUSTRY

From performance opportunities through JUNOfest and lead-up events, to **national exposure**, recognition and networking opportunities, Vancouver's artists, musicians, and the local industry that supports them, will be elevated and in the spotlight throughout.

These important opportunities will be made available to individuals and entities beyond that of only popular musical genres and industry roles, reinforcing the importance of **diversity and inclusion** when celebrating arts and industry.

The JUNO Awards will also provide Music BC the opportunity for increased leadership and **stewardship**, as the main voice, advocate and resource provider for Vancouver's Music Industry.





BENEFITS

TO EDUCATION

MusiCounts was created in 1997 and is dedicated to making sure that children in Canada, regardless of socioeconomic circumstances, cultural background, or geographical location have **access to** a comprehensive **music** program through their schools and communities.

As a host city, Vancouver will have the opportunity to partner with CARAS to contribute **grants or scholarships** that will stay in our community as proceeds from both JUNO Cup and JUNO Songwriters' Circle go to local schools.

To date, MusiCounts has awarded over \$1,400,000 in musical instruments to schools and communities throughout the province of BC.

HOST COMMITTEE EXPECTATIONS



The Host Committee and subcommittees will provide CARAS with a local perspective, act as the local liaison between CARAS and various local suppliers and sponsors, as well as being the local presence representing the JUNO Awards.

The expectations of the Host City Committee are to:

- Enhance predictability, timeliness and efficiency of marketing & local event logistics
- Serve as the welcome and tourism committee for the City of Vancouver
- Work in collaboration with CARAS to enhance the quality and success of the JUNO experience
- Raise Vancouver's profile across the country
- Encourage local residents and businesses to participate
- Execute an Economic Impact Study

HOST COMMITTEE GOVERNANCE

The **volunteer** Host City Committee, co-chaired by **Catherine Runnals** (President of Brand Live Management Group & Tourism Vancouver Board Member) and **Nick Blasko** (Amelia Artists/Rifflandia Festival), has a **mandate** to Extend, Include and Incubate.

Nick and Catherine will be joined on the Host Committee by representatives from both levels of government, music industry leaders, tourism and corporate partners and local business executives. The day to day management of the project will be lead by **Jamie Pitblado**, a local event management expert, who oversaw the Vancouver Sun Run for over 17 years and the most recent, very successful 2014 Grey Cup.

Extend the footprint beyond Rogers Arena and the Vancouver Trade and Convention Centre to include all of Vancouver's iconic music venues, as well as to create a central celebration site where the general public can engage in the celebrations and performances of Junofest.

Include means to ensure opportunities for all artists including the LBGTQ, ethnic and minority communities and audiences alike to engage in JUNO Week Celebrations as well as to showcase some of Vancouver's most exciting culturally diverse artists.

Incubate a new festival by creating the industry lead Vancouver Music Week (working title); which will be held in multiple venues around Vancouver.

HOST COMMITTEE OBJECTIVES

The Host Committee will be developing a strategy for the event that will allow it to attain significant goals and objectives. Much of what will be developed will be all about **inclusion** and finding ways to engage other key sectors including film, television and technology.

These include but are not limited to:

- Provide the music community with relevant and present-day **educational** platforms that will ensure they are prepared for the modern day, ever-evolving music industry trends
- Outreach, participation & inclusion of **culturally diverse** music professionals and artists and similar creative associations
- Establish sustainable programs that provide the necessary tools for BC music industry growth and expansion
- Provide artists and industry a platform and environment that is conducive to encourage creativity
- Provide artists the opportunity to play in front of a large number of people (industry and fans) that they would not normally have the resources or leverage to do on their own

HOST COMMITTEE CONT'D

- Provide artists the opportunity to expand touring pre-showcase and post-showcase events, thus maximizing the return on investment and **creating more opportunities** to increase fans, record sales (digital & other), ancillary revenue, employment, awareness
- Provide a more **culturally diverse** set of BC artists showcase platforms to international delegates for whom such artists would not normally have the opportunity to showcase
- Connect music industry professionals with international delegates in focused **business-to-business** meetings
- Connect other related sectors (Film, TV, Tech) with delegates to expand business opportunities at home and abroad
- Provide artists with **showcase platforms** for which they would not normally have the resources to utilize
- To deliver a program that is inclusive of all and provides for outreach, accessibility, diversification, sustainability, and makes every effort to ensure that the events are as “carbon free” as possible by encouraging public transit etc.

FUNDING & STEWARDSHIP

The responsibility of good governance of the Committee as a whole resides at the executive level. Executives are accountable for the overall integration of activities between the Executive Committee, CARAS, major sponsors and associated agencies, and the major venues that host both CARAS and Host Committee events. Co-Chairs and Executive Committee responsibilities include acting as direct liaison with CARAS, monitoring the Critical Path, both from CARAS and those designed by the committees, developing and executing the strategic planning processes, creating communication strategies that include integration with CARAS event staff for Executive Meetings, and assisting CARAS in planning of site visits to the Host City.

All funds collected by the Host City Committee will be **administered by Music BC**. Music BC is a non-profit society serving the British Columbia music industry through providing essential information, education, funding, advocacy, showcasing, and networking opportunities. Music BC is dedicated to **developing the spirit, growth and sustainability** of the BC music community by supporting artists of all genres and music professionals throughout the industry.

Society Number: S-0026612

Business Number: 1308681169BC0001

The Host City Committee respectfully requests that the City of Vancouver match funds raised up to a ceiling of \$250,000.

SOME BIG IDEAS

In collaboration with Music BC and the Music Cities Strategy, the Host City Committee intends to create a new conference/event property tentatively called VANCOUVER MUSIC WEEK.

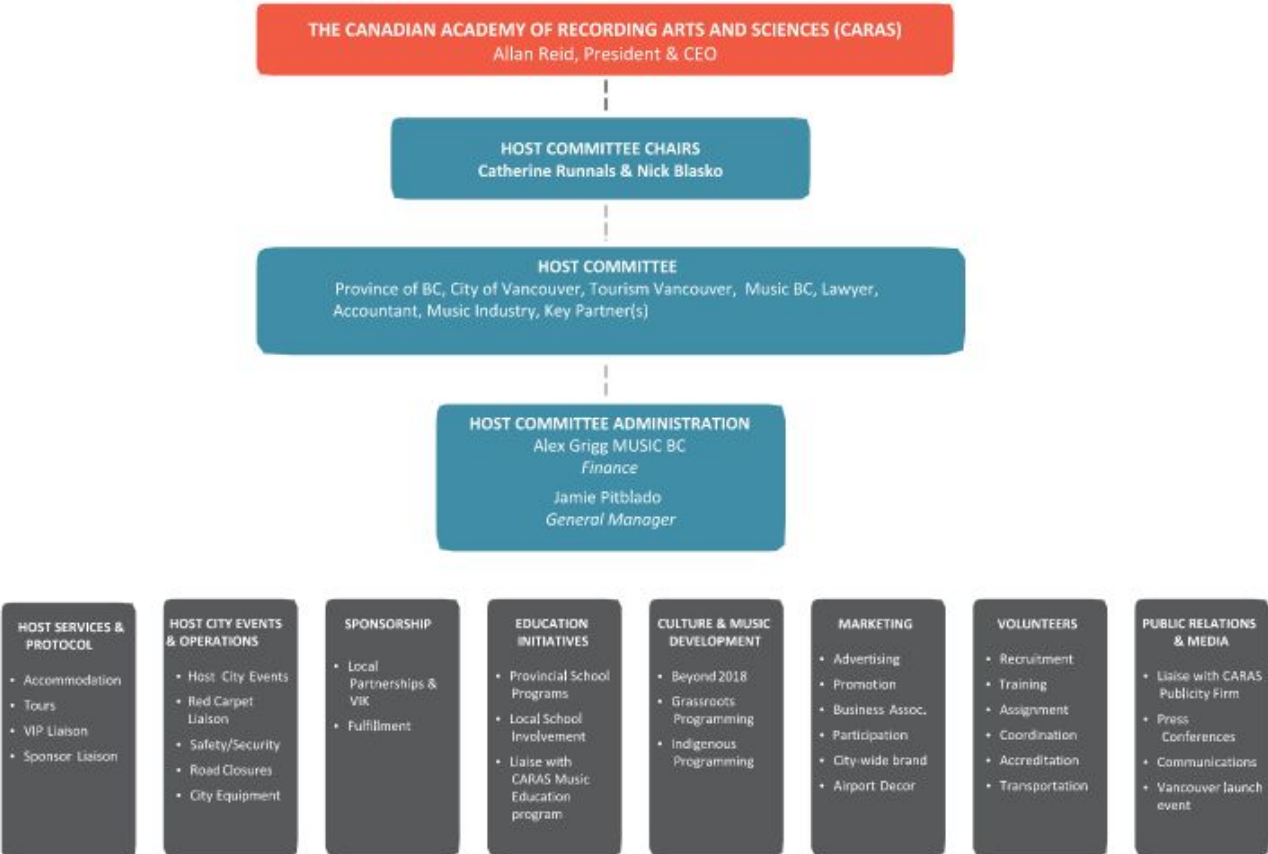
Capitalizing on the JUNO brand, VANCOUVER MUSIC WEEK be an **annual** opportunity to:

- Showcase Vancouver artists to local and visiting fans and industry. (Since the demise of Music West, there is no annual industry showcase festival for Vancouver artists.)
- Aid in the market development and export goals of the BC Music Fund.
- Amplify local artists and industry + brand and market Vancouver as music forward and friendly destination.
- **Host a Summit with partners from the Music Cities Network like Hamburg and Sydney**

Other tactics:

- Create Vancouver focused social media campaigns that generate content around green or music cities
- Apprentice Programmes
- Create pop up micro concerts in metro neighbourhoods

2018 JUNO HOST COMMITTEE ORGANIZATIONAL CHART



2018 JUNO HOST COMMITTEE BUDGET

Revenue

Province of BC - CARAS Host City Bid Fee	\$	1,450,000.00
City of Vancouver - Host Committee Funding	\$	250,000.00
VHDA, TVAV, Music BC, BC Music Fund - Host City Sponsors - Host Committee Funding	\$	500,000.00
Total	\$	2,200,000.00

Projected Expenses

CARAS Host City Bid Fee	\$	1,450,000.00
2016 Announcement and Hand-Off Event (Ottawa)	\$	10,000.00
Staffing and Administration (General Manager, Creative Director, Volunteer Coordinator)	\$	175,000.00
Legal, Consulting, and Insurance	\$	15,000.00
Marketing and Communications	\$	40,000.00
Branding and Pageantry	\$	50,000.00
Volunteer Program	\$	20,000.00
Travel and Host City Committee expenses	\$	15,000.00
Legacy Pieces (permanent civic performance spaces, grant programs and annual events)	\$	175,000.00
Host Committee Reception 2018	\$	15,000.00
Press Conferences	\$	10,000.00
Juno Fest Expansion (central celebration site, province wide activations and performances)	\$	175,000.00
Contingency	\$	50,000.00
Total	\$	2,200,000.00

LETTERS OF SUPPORT





2018 JUNO Awards Vancouver

February, 16, 2017

To whom it may concern,

Re: JUNO Awards bid – Vancouver, 2018

As the advocate and voice of the British Columbia music industry, Music BC is committed to the long-term viability of the music sector in Vancouver and throughout the province of British Columbia. Vancouver has a storied history of creating, developing and presenting music from a collection of world class studios, live music venues, festivals, industry professionals and companies. Our vibrant and diverse cultural landscape has produced some of the world's greatest and most successful musical talents including Michael Bublé, Bryan Adams, Sarah McLachlan and the New Pornographers, among many others. In recent years, Vancouver, one of the founding cities of electronic and industrial music (e.g. Skinny Puppy, Delerium) has also re-emerged as a world leader in electronic music, having produced artists such as Bob Moses and internationally recognized companies such as Monstercat Records and The District.

Having spent the last 25 years working in the music industry in Vancouver, including in my current roles as Executive Director of Music BC and Co-Chair of the Vancouver Music Steering Committee, I personally recognize the high value the JUNO Awards would bring to the music community in Vancouver and throughout the province of British Columbia.

The opportunity to hold the JUNO Awards in Vancouver will not only further advance the common goals of Music BC's membership, and the BC music community at large, by continuing to develop Vancouver as a thriving and viable Music City through the multitude of opportunities to showcase our artists and venues to the Canadian and international fans and delegates, it will give our community the opportunity demonstrate how much Vancouver has grown as a music centre since the 2009 JUNO Awards. It will also provide a platform on which the BC music community can build for future generations of creators through education, inspiring entrepreneurship, and innovation.



2018 JUNO Awards Vancouver

Therefore, on behalf of the entire staff and Board of Directors of Music BC, I fully endorse the present bid for the 2018 JUNO Awards in Vancouver.

Please don't hesitate to contact me or any member of Music BC's Board of Directors should you require any other information.

Best,

Alex Grigg
Executive Director
Music BC Industry Association
#100 – 938 Howe St. Vancouver, BC
P: 604-873-1914
E: alex@musicbc.org
W: www.musicbc.org

To whom it may concern,

My name is Matthew Lyall and I'm the founder of Ritual, a music-tech company based in Vancouver & Los Angeles. I'm writing this letter in support of Vancouver's bid to host the Junos in 2018.

Ten years ago, I began my music career playing very modest shows in very small rooms across British Columbia. That's likely where my career would have stayed were it not for the incredible support network that defines the BC music community. Thanks to the hard work of those who empower BC musicians every day, I was fortunate enough to sign a record deal, play internationally renowned music festivals and tour four continents with my band Gold & Youth. At every level, from small club owners to artist managers to world class festival promoters, I've experienced and benefited from the amazing growth and cross-pollination of BC's music scene, which I would now pit against any in the world.

In 2015, I started a small music licensing service that has now transitioned into a burgeoning music-tech company employing over 80 music producers, software developers, designers and marketers. Although our initial plan was to base the company solely in Los Angeles, my experiences and relationships within the BC music community were so formative that we decided to put our head office in Vancouver instead. That decision has worked out better than we could have ever imagined. We are now helping to spearhead the intersection of Vancouver's music and technology worlds at an incredibly exciting time, and the next decade will undoubtedly see Vancouver cement it's status as a world leader in both sectors.

For these reasons, I can't strongly advocate enough for Vancouver's bid to host our nation's most iconic celebration of music in 2018.

Kind regards,



Matthew Lyall
Co-Founder Ritual Media Inc.
www.ritualmusic.com
matthew@ritualmusic.com
+1 778 867 5449

February 17, 2017

To Whom it May Concern

RE: JUNO Awards bid - Vancouver 2018

I am pleased to write in support of the 2018 Juno Awards in the City of Vancouver. Hosting this high-profile event in Vancouver is an incredible opportunity for the city and the community to showcase and share our spectacular city with both locals and visitors.

Tourism Vancouver shares the city's strong desire to offer more experiences for locals and visitors, and we believe events such as the Juno Awards are an engaging platform to promote Vancouver and the destination globally.

I understand that the Host City Committee will feature a week-long celebration that will include concerts at multiple venues throughout the city and a central celebration site for everyone to experience and enjoy. The Gala event, which would be held at the Vancouver Convention Centre and the Awards Ceremony held at Roger's Arena, will also be highlights of the festivities.

Tourism Vancouver recognizes and appreciates both the economic and cultural benefit to hosting this event and will work with the Host City Committee to support funding this initiative.

Sincerely,



Ty Speer
President & CEO
Tourism Vancouver



Allan Reid
President & CEO
Canadian Academy of Recording Arts & Sciences (CARAS)
345 Adelaide Street West, 2nd Floor
Toronto, Ontario M5V 1R5
Email: allan@junoawards.ca

Dear Mr. Reid: *Allan*

I write with respect to the current proposal being considered to host the 2018 JUNO Awards in Vancouver. Holding this prestigious event in British Columbia would provide a tremendous opportunity to showcase the province's music and cultural scene, as well as an opportunity to complement the provincial government's support for, and investment in, our music community.

The Province of British Columbia is committed to providing up to a maximum of \$1.2 million to support the bid fee in securing Vancouver as the Host City for the JUNOs in 2018. It is the Province's expectation that any additional costs associated with the JUNOs, including costs associated with the bid and host committee fees, are the responsibility of either CARAS, the host city and/or corporate sponsors.

I understand the 47th JUNO Awards and related activities are confirmed for March 18 – 26, 2018 and that you are hoping to announce the location by early April 2017. In the coming weeks, please feel free to contact me directly if you have any questions.

Sincerely,

Okenge Yuma Morisho
Associate Deputy Minister
Ministry of Jobs, Tourism, Skills Training and Labour



THANK YOU!

Catherine Runnals
Volunteer Co-Chair 2018 Host City Committee
crunnals@brandlivegroup.com
604.733.7171