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CITY OF KELOWNA

MEMORANDUM

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**Date:** June 24, 2009  
**File No.:** 1853-01  
**To:** City Manager  
**From:** Director of Recreation & Cultural Services  
**Subject:** **Western Canadian Music Awards Bid Support**  
Report prepared by Sandra Kochan, Cultural Services Manager

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**RECOMMENDATIONS:**

THAT the City of Kelowna support a bid prepared by Kelowna members and supporters of Music BC (the 'Host Committee') to designate Kelowna as the Host City for the 2010 Western Canadian Music Awards;

AND THAT the City of Kelowna commit \$40,000 from the Festivals and Community Celebrations Reserve Fund in support of the bid;

AND THAT if the bid is accepted, the Cultural Services Manager will be a City of Kelowna liaison with the Host Committee;

AND FURTHER THAT if the bid is accepted, staff and the Host Committee will deliver a post-event report to City Council to provide information regarding the economic and cultural development impact of the event.

**BACKGROUND:**

**1. General information about the Western Canadian Music Awards**

The Western Canadian Music Awards (WCMA) is the primary event hosted by the Western Canadian Music Alliance – an organization created by the Music Industry Associations of British Columbia, Alberta, Saskatchewan, Manitoba and the Yukon. Each year the event is held in a different region on a rotation basis. The event began in 2003 as a culmination of Prairie Music Week and the West Coast Music Awards. The proposed dates for the event in Kelowna are October 14-17, 2010.

The WCMA mandate is:

- To be a conduit for the music industry to gather to celebrate, develop and support the best of western Canadian music; and
- To support western Canadian artists and industry professionals in developing sustainable careers here in western Canada, and use the west as a home base for careers of national and international scope; and
- To be an integral component of artistic development both in the west and within the Canadian music industry as a whole.

The four-day WCMA is comprised of:

- **A music industry conference** – industry professionals from around the world participate in panels and workshops relating to the business of music. The contacts and knowledge built through this exchange provide a platform for business opportunities and artistic and career development. A SOCAN Songwriters' Circle (up to 200 people at the Mary Irwin Theatre, Rotary Centre for the Arts on Sunday, Oct. 17, 2010) and a Career Day for students and young professionals aged 16-21 are included. *The proposed conference venue is the Delta Grand Okanagan Resort.*
- **A multi-genre music festival** (3 days) – a juried showcase of up to 75 groups/solo artists from across the west, in up to 14 live-music venues throughout the city. Performances are open to conference delegates and to the public with paid admission at modest rates (typically \$20 for a full festival pass). A list of possible local venues is provided in Appendix A. Many of these venues have already been contacted and have expressed interest in participating in the event.
- **Two awards shows** – the artists' Award Show features performances by award winners in 21 categories, selected by a combination of jury and membership voting. The Awards Show is hosted by a well-known personality: at Edmonton WCMA 2008 the host was CBC Radio personality Jian Ghomeshi. *Proposed location: Kelowna Community Theatre, Sunday, Oct. 17, 2010.*

The Industry Awards Brunch honours the work of industry professionals who work behind the scenes as managers, agents, labels, recording engineers and others. The Brunch also includes performances from nominated musicians and a keynote address from a recognized industry professional or artist. In 2009 in Brandon, the keynote address will be delivered by multi Juno and Grammy winner, Loreena McKennitt. *Proposed location: up to 300 people at the Delta Grand Okanagan Resort, Saturday, Oct. 16, 2010.*

Based on the experience of previous host cities, WCMA anticipates that approximately 350 delegates will register for the full conference, and overall attendance for the festival and other events may be as high as 5,000 people.

## **2. Role and benefits of being a WCMA Host City**

2010 will be the second year in which the host city is selected through an open bidding process. The bidding process allows small and medium sized cities to benefit from an event which is typically hosted by much larger centres. As at the date of this report, WCMA has not received a competing bid from another British Columbia city. If Kelowna or another small to medium city does not bid successfully, it is likely that the default location for WCMA 2010 will be Vancouver.

A completed bid will be submitted to WCMA by the end of August, 2009.

In preparation of this report, staff has reviewed information from previous host cities (Brandon 2009, Edmonton 2008).

WCMA has developed templates which are used by all host cities in bid preparation and event planning and management. The templates outline areas of responsibility as follows:

- The Host Committee is responsible for coordinating venues, accommodation and local transportation, securing local sponsorship and promoting community involvement. Approximately 150 local volunteers are needed for delegate registration, box office and other duties at venues, ground transportation, performer support and more. The members of the Kelowna Host Committee are profiled in Appendix A and reflect a representative cross-section of local music industry, venue and performance professionals.
- The Host Committee hosts a 'launch' event at the prior year's WCMA.
- The Host Committee hosts a VIP event at the beginning of the conference.
- Full time staff of the WCMA (based in Winnipeg), with support from contractors and Music BC (which has a Kelowna office) coordinate and execute the inner workings of the conference, awards and festivals. They also handle procurement of national sponsorships and external funding from the private and public sector, and national marketing of the event. Local companies will be engaged to provide goods and services.
- The Host Committee agrees to deliver an economic impact report to WCMA after the event. Past events have documented economic impact of over \$1 million.

Anticipated benefits and impacts for Kelowna as a WCMA host city are:

- **Practical experience:** local performers, performance venues and technical staff throughout the city have an opportunity to work with high-level performers and industry professionals.
- **Tourism related revenue:** transportation, hospitality and accommodation businesses will benefit in a tourism 'shoulder season.'
- **Career development:** local performers, industry workers and event organizers in a wide range of disciplines can network with and learn from top national and international industry professionals and buyers
- **Youth engagement:** students and young/emerging artists and industry workers can meet, mingle and work with top performers and industry professionals through school visits, workshops and direct experience
- **Kelowna's identity as a Creative City:**
  - Engagement, exposure and promotion of Kelowna's arts and culture community
  - Opportunities for new partnerships and collaborations
  - Increased activity and 'buzz' in the Cultural District and downtown entertainment venues
  - Identification of Kelowna as a viable home base for performers and industry professionals
  - Promotion of Kelowna as a profitable and desirable destination for touring performers
- **Permanent legacy:** the potential for a financial legacy which can be used for further event and performance development

#### INTERNAL CIRCULATION TO:

- ✓ General Manager, Community Services
- ✓ Financial Planning Manager
- ✓ Director, Community & Media Relations

**EXISTING POLICY:**

This report is submitted pursuant to Arts & Cultural Policy 274 and Chapter 15.1 of the Official Community Plan.

**FINANCIAL/BUDGETARY CONSIDERATIONS:**

The host committee is required to indicate in its bid that it can secure government support, other sponsorships and in-kind contributions of up to \$120,000. This amount supports the total event budget prepared and managed by WCMA. All financial responsibility and risk for the event is borne by WCMA.

The recommendation is that the City of Kelowna commits to provide \$40,000 as working capital in support of the event. Most of these funds will be spent in the community. The Host Committee has advised that this should be a sufficient investment from local government which can then be used to leverage additional support from the private sector, other levels of government, and a number of specialized music industry support mechanisms such as FACTOR (Foundation to Assist Canadian Talent on Records).

Once the bid is accepted, the Host Committee can then solicit from the community the necessary cash and in kind goods and services necessary to fulfill its commitments. To date, various businesses and agencies (from Kelowna and elsewhere) have expressed their interest in providing support for marketing, audio/visual equipment and services, food and beverage, accommodation, and communications equipment and services but these arrangements cannot be finalized until the bid is accepted.

Funds are drawn from existing Recreation & Cultural Services budget (Festivals and Community Celebrations Reserve and Regatta Funds). There is no anticipated new taxation impact.

The Reserve Fund originated with budget allocations of \$33,000 in 1999, \$66,000 in 2000 and \$100,000 in 2001 into a 'Festivals Fund' for new festivals and events that would support and enhance the City's cultural tourism objectives. The Festivals Fund was administered by an Arts & Cultural Advisory Committee. The Committee's mandate ended in late 2002 and the Fund was eventually absorbed into the Cultural District implementation work and the City's matching contribution for the Cultural Capital of Canada award in 2003. Use of Regatta Funds was approved by Council in September, 2007 in support of the 2008 celebrations for the opening of the W.R. Bennett Bridge. At that time Council asked Festivals Kelowna to propose a plan for future use of these funds for community events.

With the completion of the re-organization and new integration opportunities between Cultural Services and Recreation with regard to community development, it is proposed that staff, rather than Festivals Kelowna, fulfill this request. Staff will accordingly be bringing forward to Council in the future a report with policy, guidelines and recommendations for a renewed and revised approach use of the Festivals and Community Celebrations Reserve and Regatta Funds for community event development grants. Festivals Kelowna, along with other community stakeholders, will be consulted as part of the policy development process.

**PERSONNEL IMPLICATIONS:**

If the bid is accepted, the Cultural Services Manager will be a City of Kelowna liaison with the Kelowna Host Committee. It is anticipated that the same level of staff involvement and support will be

provided for WCMA as is provided for any other large event coming to the city. This could include involvement of the Outdoor Event Committee for special venue or space requirements, technical support from the Kelowna Community Theatre, public and media communications through the Community & Media Relations office, volunteer recruitment through Recreation & Cultural Services avenues and more.

**EXTERNAL AGENCY/PUBLIC COMMENTS:**

The Host Committee has exercised due diligence in sharing information about the event with key stakeholders and venues in the performance community, and has secured written confirmation of support from the agencies, groups and individuals listed in Appendix B.

Considerations that were not applicable to this report:

**LEGAL/STATUTORY AUTHORITY**

**LEGAL/STATUTORY PROCEDURAL REQUIREMENTS**

**TECHNICAL REQUIREMENTS**

**ALTERNATE RECOMMENDATION**

Submitted by:



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J. Gabriel, Director of Recreation & Cultural Services

Approved for Inclusion:



J. Vos, General Manager, Community Services

Cc:

- ✓ General Manager, Community Services
- ✓ Financial Planning Manager
- ✓ Kelowna Community Theatre Manager
- ✓ Director, Community & Media Relations
- ✓ Executive Director, Festivals Kelowna

## APPENDIX A

### WCMA KELOWNA 2010

#### LIST OF POTENTIAL LOCAL VENUES

Note: Other venues may be added to this list as event planning proceeds.

##### Civic Venues:

- Kelowna Community Theatre (main theatre and Black Box theatre)
- Rotary Centre for the Arts (Mary Irwin Theatre)
- Kelowna Art Gallery

##### Private Venues:

- The Habitat
- The Blue Gator Bar & Grill
- Rose's Waterfront Pub
- The Bohemian Bagel
- The Streaming Café
- The Grateful Fed Café
- Doc Willoughby's Pub

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#### MEMBERS OF THE HOST COMMITTEE

Note: these are the members confirmed to date. Discussions with other individuals are proceeding.

- Quinn Best, founder and CEO of 'The Habitat', Interior Director for Music BC
- Karma Lacroff, local event planner and concert promoter
- Shelly Vida, Performing Arts Coordinator, Rotary Centre for the Arts
- Mark Greenhalgh, Production Coordinator, Festivals Kelowna
- Ashley Perry, Event Coordinator, Prospera Place
- Amanda Schweers, Music BC Executive Assistant/ Interior Office Representative
- Robert Fine, Manager, Economic Development, Central Okanagan Economic Development Commission
- Kevin Crookes, Grant Thornton LLP and Past President Kelowna Chamber of Commerce
- Vern Nielsen, entrepreneur and former OSTEC business mentor

## APPENDIX B

### WCMA KELOWNA 2010

#### WRITTEN SUPPORT PROVIDED BY:

- Tourism Kelowna
- Kelowna Capital News
- Quails' Gate Estate Winery
- Wentworth Music
- Scott Cook, touring musician and member of Alberta Music
- David Menzel, Andrew Huculiak and Cayne McKenzie, members of touring BC band 'We Are The City'
- Power 104 and B-103 Radio
- Chad MacDonald, member of local band 'Gorgeous Priceless'
- Festivals Kelowna
- SL Feldman & Associates
- Nat Jay Music
- VRX Studios
  
- SW Audio Visual – *'On behalf of our 60+ employees at SW and Showtime; we are fully committed to support this project at all levels and believe strongly in the legacy it will leave behind for all the stakeholders.'* (C. Calvin McCarthy, President)
  
- Kelowna Chamber of Commerce – *'An event like this would be a great way to support our local music industry and showcase the talents of the Okanagan's musicians, stakeholders, venues and the city as a whole. This in turn will help to raise the profile of our community and enhance our local economy.'* (Weldon LeBlanc, CEO)
  
- Central Okanagan Economic Development Commission – *'The Economic Development Commission...has identified for the past four years the importance of arts and culture as a fundamental building block in the ability to enhance a vibrant community....The event will help shine a light on the talented range of musicians, producers, and songwriters and will allow for the continued development of the arts and cultural industries in the Okanagan Valley. The Region has much to offer the Awards, and vice-versa.'* (Robert Fine, Manager of Economic Development)
  
- Music BC – *'If a smaller city embraces the WCMA's, there is a greater sense of excitement and we believe that the impact that the WCMA's has on the artists, the music industry and the local economy are therefore amplified. While hosting the event in big centers like Vancouver has its advantages, there is also the danger of being 'just another event' in a big city.'* (Bob D'Eith, ED)
  
- Tourism British Columbia – *'Kelowna has demonstrated significant leadership in showcasing authentic, home grown artists and culture, and this event would provide a perfect opportunity to further these efforts.'* (Rod Harris, President & CEO)
  
- Ron Cannan, MP Kelowna Lake Country – *'The professional manner I have seen in the events run by members of the Kelowna Host Committee gives me full confidence in the success of the WCMA's should you choose Kelowna for 2010.... I look forward to seeing the great benefits of what the WCMA could do for our music community.'*
  
- Shaw Television Kelowna – *'Having the opportunity to host the 2010 Western Canadian Music Awards would be a giant step in helping to continue the strong growth of the Kelowna music scene. It*

would also show the country the hard work that has been put in to make this market a thriving musical hot bed.' (Brendan Osborne, Entertainment Director)

- Ryan Donn, local performing songwriter – *'As my career has been climbing I have been spending a lot of time researching the best conferences and events for me to attend in order to assist my careers growth. Of all of the events I have come across the one that is consistently mentioned by all musicians is the West Coast Music Awards. The WCMAs stage an event that unites, promotes, develops and educates independent labels, artists and managers. The information and possible connections made available to upcoming and established artists can help them take the next steps in their career development.'*
- Atkins & Company Entertainment Lawyers – *'My experiences at the WCMA in the past have been very positive. The event really focuses the community's attention on the local talent of the host city and provides an excellent opportunity for exposure, networking and inspiration amongst the community's musicians and music business professionals. I know if there had been an event of this sort in Kelowna when I was growing up, it would have given me a sense that Kelowna was truly 'on-the-map' of the Canadian music business.'* (Patrick Aldous)

