

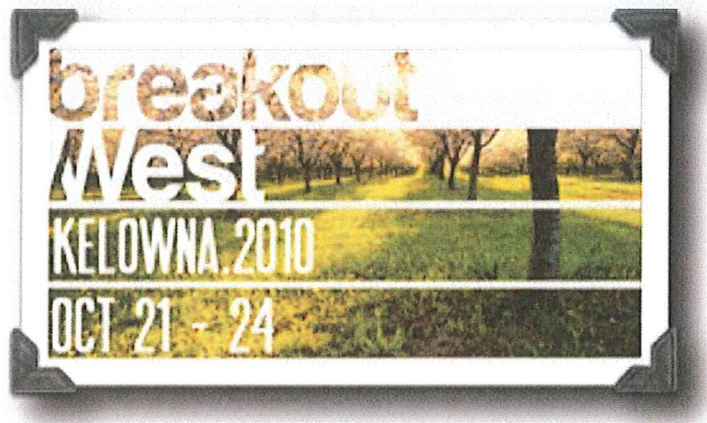
The Western Canadian
Music Alliance presents

breakout West KELOWNA.2010

FOUR DAYS OF MUSIC AND MUSIC BUSINESS
conference/ festival/ western canadian music awards

OCTOBER 21st - 24th





Highlights

Seventy Bands performed, over three nights, in ten downtown Kelowna venues.

1535 wristbands (\$20 per wristband) and 959 single venue tickets (\$10 per ticket) were sold, with participating venues at, or near capacity on each festival night.

Applications from artists to participate in BreakoutWest were up 35%, and Awards Show nominations were up 50% over previous years.

Over 500 National and International delegates attended the conference.

The Awards show was recorded for radio and television broadcast by the CBC for the first time in WCMA's history.

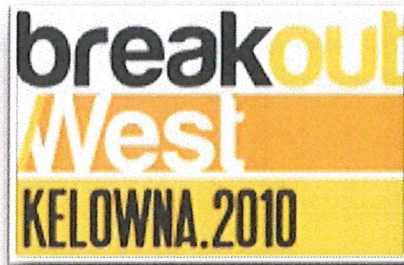
Music for kids and families was featured for the first time at Mini BreakOut West Family Festival.

140 volunteers covering over 330 shifts, for approximately 1718 volunteer hours (not including the numerous hours dedicated by the host committee).

Extensive Local, Provincial and National media coverage leading up to the festival, including several CBC Radio One programs providing coverage of the event. The awards show will be broadcasted on CBC on January 2, 2011! This television broadcast on CBC will highlight the performers, presenters and winners that took part in the amazing event.

National news coverage of winners of the Western Canadian Music Awards.

Estimated direct economic impact of \$1 million, with additional indirect and induced impact to be documented in the Economic Impact Assessment to be delivered next year through Okanagan Collage and the Economic Development Commission.



BreakOut West

Festival · Conference · Awards

Festival.....	4
Conference	7
Awards	7
Mini BreakOut West Family Festival	8
Volunteers	10
Marketing	11
Youth Delegate Program.....	12
Economic Impacts.....	13
Future Directions.....	13
Testimonials	13
Host Committee	14
Awards Recipients	15
Volunteer Hours	17
Press Coverage	18
Web Metrics	20
Testimonials	22



Festival

Background: The festival is a juried event. Applications are submitted and bands are qualified for the process based on residency in Western Canada and music industry association membership. The event is multi genre and in some cases genre specific showcases took place. The festival schedule was created taking in mind the genres best suited to each venue and in this way bands were paired to appropriate rooms. In total 70 bands performed and they represented 14 distinct musical genres with many additional variations and fusions.

The key purpose of this festival is to give artists the opportunity to showcase their talents to national and international delegates that can help them get to the next level of their careers. The exposure to high level event delegates is in essence the compensation for their performances. Secondary to that, but more important to the community, is that bands also have the opportunity to build their fan base in the host community as the events are open to the public. It is this structure which makes the low cost of the festival wristbands possible.

The BreakOut West Music Festival hires locals to produce this event in each host community. Karma Lacoff and Quinn Best were hired as Festival Producers and they were supported by three additional paid individuals for five weeks leading up to the event.

Record numbers of artists applied to participate in BreakOut West Kelowna. Over 650 band submissions we completed which was up 18.5% over the previous year. The festival generated just under \$40,000.00 in ticket sales.

Venues: The festival consisted of three nights of programming. Six venues ran Thursday, nine on Friday and ten on Saturday. Participating venues were:

Gotcha Nightclub
The Habitat
Cush
Streaming Café
Memphis Blues
Doc Willoughby's Pub
The Grateful Fed
The Bohemian Café
The Keg
O'Flannigan's Pub



In addition to these venues, the Rotary Centre for the Arts and the Kelowna Community Theatre were used extensively in addition to performances at the Kelowna International Airport. Through a unique arrangement with YVR, the youth delegates performed in the airport's arrivals area to set the stage for the weekend's festivities and welcome delegates to Kelowna.

The quality and variety of ambiance, service and location of the participating venues provided a unique walkable experience. Patrons noted they had in many cases never stepped foot into several of the participating venues and were impressed with their experience of the different venues.

Award Nominee Showcases: On the Saturday night, a Hip hop showcase featuring nominees for the “Rap/Hip Hop Recording of the Year” ran at Gotcha’s and a Francophone showcase featured the “Francophone Recording of the Year” nominees at The Bohemian Café. The classical showcase was held at the Rotary Centre for the Arts, organized in collaboration with the Canadian Music Centre, Okanagan Symphony and Chamber Music Kelowna. It featured pieces in the Outstanding Classical Composition awards category. Sunday Mini-BreakOut West, at the RCA, featured “Children’s Recording of the Year” nominees.

Sales: 1535 wristbands were sold for the event, which gave patrons access to all festival venues for all festival nights for \$20 per wristband. Mosaic Books and Leo’s Video sold 172 wristbands in advance of the event. 959 “one venue/one night” tickets were purchased, which sold for \$10 per ticket.

Successes: The Host Committee envisioned a walkable festival. It was very important that all of the venues be within walking distance of each other so that patrons could easily move between shows. Having succeeded in delivering this particular component, it is clear how integral it was to the success of the event. Ease of movement and non-existent transportation issues enabled everyone to focus on enjoying the music.

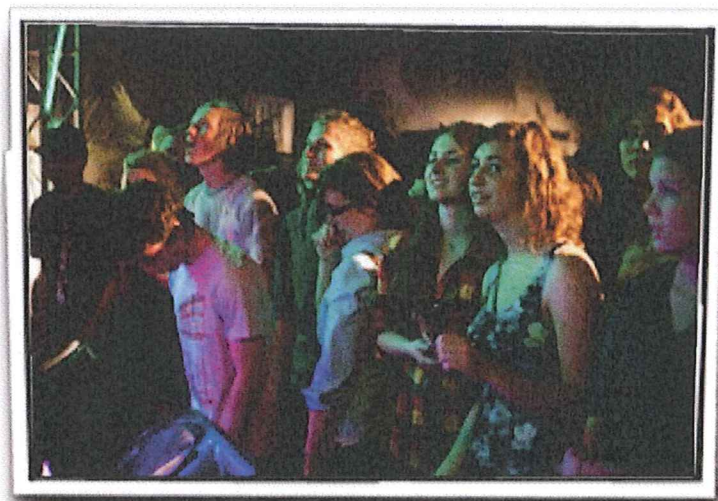


The programming of the festival was done with an eye to having the artist line-up at each venue be strong and able to stand alone, making it possible for part of the audience to stay in the same venue all night. This was balanced with programming venues with music that suited the establishment, encouraging movement between venues, and trying to have bands with similar audiences playing at staggered times enabling the fans to move. Considering there was significant movement around venues, that venues were consistently at capacity, and several had lines at peak times, we believe this philosophy of programming was very successful.



Experience from behind the scenes: Starting on the Thursday night of the festival, all venues had near capacity crowds and at times had line-ups. The community of people coming to the event grew on the Friday, so much so that we had to make trips to restock wristbands at three of the venues. Several venues had line-ups between 10 and 11:30 p.m. On Saturday, lineups continued, particularly at The Streaming Café where Corb Lund was playing at 11 p.m. We encouraged patrons who were waiting to consider taking in Dustin Bentall at O’Flannigan’s as well as some of the other acts. At Doc Willoughby’s, a member of Volcanoless in Canada played to those waiting in line from the patio. Doc’s also had a rope cordoning off the entrance to help with traffic flow, which we were told was a first.

All ages/License Suspensions: We were notified in early October that The Habitat and Cush would be serving liquor license suspensions during the festival. We were confident that the quality of live music programming geared to an all ages crowd would ensure successful shows for these venues, and we were excited to involve local all ages patrons who are some of Kelowna's biggest live music supporters. Further, the license suspensions allowed for increased capacity limits. With minimal deliberation we continued to use these venues; we believe to the festival's advantage.



These all ages venues were truly *all ages* during the festival, with parents bringing children of various ages, youth coming with friends, and patrons of all other ages and stages. We have been advised that the Western Canadian Music Alliance will be considering having a dedicated all ages venue in future festivals, after viewing the enthusiastic way youth and families in our community came out to enjoy music at the all ages venues.

RCMP Feedback: The whole weekend did not produce a single concern for the Kelowna RCMP. "In terms of policing, it was a non-event" said Superintendent Bill McKinnon in a report to council. Overall the crowds were great and no extra RCMP staff were hired to cover for the event.

Planning Challenges: Prior to the event, our biggest challenge was coordinating the venues. We found that many potential venues were hesitant to participate due to previous experiences with local festivals in which they were not impressed with the outcomes. We had to stress the magnitude of this event, particularly with the built-in audience of conference participants. Unfortunately, there were two venues which we had hoped to use that decided not to get involved with the festival. However, we were able to work with an outstanding group of venues that really bought into the concept.

On the Saturday evening, we encountered a unique situation in which the start of the music in two venues needed to be postponed to accommodate the UFC match. In both of these instances, the transition between the crowds went smoothly and many of the patrons in the venues during the match were actually there early waiting to see the performances.

Buzz: The buzz the event generated is still reverberating through the city. Patrons enjoyed themselves and the venues were packed. Dozens of people have asked if we can do it again next year. It was great to see how this event has caused stakeholders to engage in the discussion of a future shoulder season festival. The Host Committee has continued to receive accolades from the events community.



Conference

This year's WCMA Conference was held at The Prestige Hotel from Oct. 22 to 24. The conference included three one-on-one mentoring sessions, three sponsored networking mixers, 10 panels and workshops, and 2 keynote interviews. There was a combination of National and International industry stakeholders.

Themes for the conference were Marketing & Music and Live Performance & Touring, both important to musicians and industry attendees.

The conference format changed from last year, incorporating more opportunities to network for artists. It was viewed to have been a success on all sides from artists to faculty.

BREAKOUT WEST 2010 CONFERENCE SCHEDULE						
TIME	FRIDAY OCT 22		SATURDAY OCT 23		SUNDAY OCT 24	
11:00AM - 11:45AM	OPENING KEYNOTE Marketing & Music		WESTERN CANADIAN MUSIC INDUSTRY AWARDS BRUNCH 10AM - 3:30PM <i>@ THE ROTARY CENTRE</i>		OPENING KEYNOTE Live Performance & Touring	
11:45AM - 1PM	How To Work The Internet So The Internet Can Rock For You!	Marketing Your Music Across The Ocean			S.A.C. Demo Critique <i>(TO BE HELD REGARDLESS - SEE DESCRIPTION)</i>	MMF Touring Management
1:00PM - 2:25PM	TV or Movies: Ad's or Video Games... There's A Place For You!	Step 3: Know Your Market Before You Start Marketing Your Brand!	SOCAL PRESENTS SONGWRITING: THE CRAFT & THE BUSINESS		JAM LIKE EVERYBODY'S WATCHING!	
2:30PM - 4:30PM	ONE ON ONE MENTORING SESSIONS <i>(LIMITED SEATS - SEE DESCRIPTION)</i>	Grant Lawrence Presents: Making Friends With The Media			ONE ON ONE MENTORING SESSIONS <i>(LIMITED SEATS - SEE DESCRIPTION)</i>	ONE ON ONE MENTORING SESSIONS <i>(LIMITED SEATS - SEE DESCRIPTION)</i>
4:30PM - 5:30PM	NETWORKING MIXER		NETWORKING MIXER		NETWORKING MIXER	



Awards Shows

Industry Awards: Excellence in the Western Canadian music industry was celebrated on Saturday morning with the Industry Awards Brunch held at the Rotary Centre for the Arts. Danny McBride and Jim Le Guilloux, Kelowna residents and music industry veterans, hosted the industry awards.

Gala Awards: BreakOut West culminated in a spectacular gala awards show at the Kelowna Community Theatre. Donnelly & Associates of Vancouver produced the show for the fifth year. Grant Lawrence, Vancouver host of CBCRadio3, and Micheline Marchildon, Manitoban bilingual actress, hosted the awards show. For a complete list of award categories and the winners, please see the attached Schedule A.

breakout West FESTIVAL
THURSDAY TO SATURDAY
OCTOBER 21st-23rd
3 days 70 bands \$20
*tickets available at Music Bunks, LiveVibe or at your favourite

Western Canadian MUSIC AWARDS
8PM SUNDAY
OCTOBER 24TH
Kelowna Community Theatre

Hosted by GRANT LAWRENCE and MICHELINE MARCHILDON
PERFORMANCES BY Ben Noland, Edouard, Carl Lund, Dan Walker, Shane Williams & Grapes of Wrath and many more!
Tickets \$42 available at the Rotary Centre for the Arts box office or at selectyourtickets.com

for more information
GO TO breakoutwest.ca

Recorded for TV and Radio: For the first time, CBC and Radio Canada recorded the awards show. CBC Radio broadcasted the audio of the awards show on October 25, 2010. Further, CBC Television will broadcast the show on January 2, 2011 at 3 p.m. (PST) on its English language stations.

Unique Collaborations and Kelowna Connections: The awards show featured performances by 18 artists, including a feature performance by hall of fame inductees, Chilliwack. Many performances featured collaborations between different artists, beginning the show with Kelowna's own Grapes of Wrath and West Kelowna's We Are The City. The following is a complete list of the performers and the collaborations featured at the award show:

Grapes of Wrath and We Are The City -Corb Lund-Anne Louise Genest and Genevieve-Toupin-Said The Whale, Aidan Knight and Jean Paul Maurice-Doc Walker and Shane-Yellowbird -You Say Party and Grand Analog-Bif Naked and Fringe Percussion-Tambura-Rasa, Ariane Mahryke Lemire and Shawn Jobin-Special performance by Hall of Fame inductees Chilliwack.

Mini BreakOut West Family Festival

Mini BreakOut West was the Kelowna Host Committee's new addition to the BreakOut West Festival. This new component of BreakOut West was spearheaded by Andrea East, a local lawyer and proud mom to a two year old daughter. Mini BreakOut West had three components: Musical Performances, an Instrument Petting Zoo and a Musical Craft Activity Room. This was a free event.

Musical Performances: On Sunday, we held a four hour family festival featuring three nominees in the Children's Recording of the Year category and one nominee in the Hip Hop Recording of the Year category. Our performers were: The Kerplunks, Gogo Bonkers!, Norman Foote (winner of the 2010 Award for Children's Recording of the Year) and Grand Analog (winner of the 2010 Award for Hip Hop Recording of the Year). We gratefully thank these artists for generously contributing their performances.



Also, we had over one hundred kids making music at our kids music festival, with Wentworth Music School's Elite and Select Bands performing on our secondary stage. The bands had performers ranging in age from 12-16 years.

Instrument Petting Zoo: The Instrument Petting Zoo was sponsored by Wentworth Music, and gave kids an opportunity to interact with musical instruments. We had a drum station, guitar and bass station, vocal station, keyboard station, and a kindermusik area with bangers and shakers for our youngest musicians. Wentworth brought in their music teachers to help the kids with the instruments.

Musical Crafts: The Musical Craft Activity Room gave an opportunity for kids to make a musical instrument to take home with them. With a choice between paper horns, paper plate tambourines and a miniature washtub bass, the kids were able to make a little music-maker to play along with the performers. Opus Framing & Art supplies kindly donated the paper, crayons, markers, squeeze paint brushes and scissors.

Volunteers: Mini BreakOut West was run by a team of 15 volunteers donating 6 hours of their time, plus an equal number of Wentworth's staff and teachers who contributed their time and talents to the Instrument Petting Zoo and secondary stage. In addition, several volunteers donated more than 8 hours to help load in and strike the event.

Sponsors: In addition to support from the City, the Mini BOW was sponsored by the following organizations:

Pushor Mitchell LLP, festival presenter and cash sponsor

Wentworth Music, Instrument Petting Zoo sponsor

Interior Savings, cash sponsor

Festivals Kelowna, venue management

Opus Framing, art supply sponsor

Sun-Rype, juice and snack sponsor

Okanagan Child, media sponsor

We wish to take this opportunity to thank our sponsors and everyone who helped make Mini BreakOut West a success.



Sponsorship:

Local sponsorship was procured by Quinn Best as Host Committee Chair. Through meetings with local stakeholders, upwards of \$120, 000 was raised to complete the bid requirements. The bid was sponsored by: The City of Kelowna, SW Audio Visual, The Juice 103.9, Pattison Broadcasting Group (Power 104, Q103, The Peak 100.5), K96.3 Kelowna's Classic Rock, The Centre for Arts and Technology, and Astral Media, Castanet, Capital News, CBC.



Volunteers

The volunteers of BreakOut West were truly the backbone of the overall success of the event. The volunteers did an amazing job of showing up for assigned shifts, welcoming visitors to our City, delivering a high level of service, and best of all - many have expressed interest in volunteering at similar events in the future. Sonya Barker was the volunteer coordinator for the event, and she was responsible for coordinating and managing this important aspect of BreakOut West.

Volunteer Numbers: The 140 volunteers covered over 330 shifts from Wednesday October 20th to Monday October 25th. Volunteers contributed approximately 1700 hours over the course of the event (this does not include the host committee's volunteered time). Additional information about the number of volunteer hours contributed to different aspects of BreakOut West is set out in Schedule B.

Volunteer Groups: We created strong partnerships with several community groups. The Volunteer Hostesses covered 50 shifts throughout the event. Thirty-one students from Centre for Arts & Technology programs including events and promotions, digital film, and audio engineering programs were assigned skill specific tasks. We engaged volunteers from the Katimavik program, Canada's youth volunteer service program. Further, over 100 other community members volunteered at BreakOut West.

Duties: Duties included Festival shifts such as door and ticket sales, VIP guest list, stagehand, and venue managers. Conference shifts included delegate registration, conference room assistants, and volunteer check in. Awards shifts included personnel wrangling, stage hand, hospitality, award bearer, and runner. A few other shifts were required such as postering, delegate bag stuffing, transportation for VIPs, and assisting in equipment loading and logistics.

Marketing

Local marketing was a focus of the host committee from early on in the planning of BreakOut West. The host committee created a local blog, engaged local news organizations, and actively used social media to promote the event. Jason Lane was the local marketing coordinator and writer for the local blog.

Local, Provincial and National Media: BreakOut West was mentioned in articles from news organizations locally, provincially, and nationally during the festival weekend and after the awards show. A sampling of the news stories are listed in Schedule C.

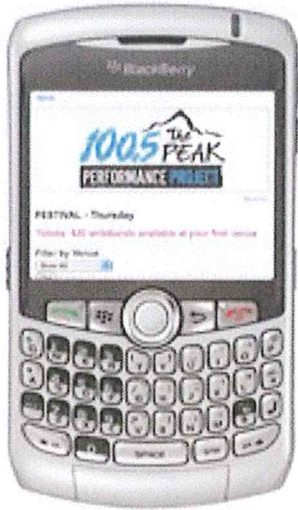
Billboards, Postering: Four full size billboards and 10 transit shelters were activated to promote the 2010 Peak Performance Artists. In addition 200 posters and 1000 handbills were posted and handed out in the downtown core.



Local Blog: The host committee created www.breakoutwestkelowna.com to be the focus of local information about the event. This local blog was in addition to the Western Canadian Music Alliance's main site at www.breakoutwest.ca.

Leading up to the event, the local blog featured interviews with local artists and news of interest to the community. Closer to the event, the blog featured BreakOut West artist spotlights, posts about featured venues and other stories. The local blog had 835 visitors in August, 1,481 in September, and 4,020 in October. Charts showing the number of page views for the local blog, the main site and the web app are set out on Schedule D





Web App: Quinn Best applied for a grant from Factor Canada to develop a festival web application for mobile phones. The grant, and funding from the WCMA paid for development costs. A local company, Artistech Newmedia, was selected to create the web application, which gave users access to the festival schedule, artist bios and other information instantly at their fingertips.



Local Media: For seven weeks leading up to the event, Capital News featured articles regarding BreakOut West by Jennifer Smith and Pyper Geddes. This consistent weekly exposure was an excellent way to spread the news to the local audience. Several members of the host committee gave on air interviews with local radio stations leading up to the event. CBC Daybreak featured interviews relating to BreakOut West on the Wednesday and Thursday before the launch of the festival. During the festival, CBC Daybreak, On the Coast, All Points West and North by North East radio shows broadcasted live from the event. CBC's Hot Air featured music recorded at the festival. Videos were created with highlights from each night of the festival and were posted to Castanet.net.

Social Media: We launched local facebook pages and twitter accounts, which were actively updated from June until the event in October. These social media feeds were in addition to the social media accounts set up and managed by the Western Canadian Music Alliance, who had over 5000 active users accessing their facebook page in October.

For 2 days during BreakOut West, the hashtag we were using to keep track of the conversation thread on Twitter (*#breakoutwest*), trended #1 in Canada. What does that mean? That means for 48 hours we were the busiest discussion thread on Twitter in Canada.

Youth Delegate Program

For the first time in its 8 year history, BreakOut West offered 10 student applicants (19+ years of age) exploring or beginning a career in the music industry an opportunity to attend all three days of the conference as a "Youth Delegate". Chosen applicants were able to take part in all conference workshops and sessions, learn the 'ins and outs' of the industry and 'rub shoulders' with musicians and industry professionals from across Canada.

This program is important as it allows those musicians at the beginning of their career an opportunity to gain the knowledge and understanding to move forward in the music industry.

The best way to summarize this program is to offer a few examples of what this year's youth delegates gained from their experience:



1) A youth delegate from Calgary was looking at spending up wards of \$10,000 on her first demo. She was informed about standard costs, grants, and a Factor demo grant that will save her thousands.

2) Youth delegates who run an online marketing business were given some advice from industry on how to promote and monetize their idea.

3) An upcoming songwriter and youth delegate was given the opportunity to have a meeting with a record label and also with a few music supervisors who pick songs for prime time television.

4) As performers they were able to mingle with booking agents, managers, and others who were all very accessible and informative throughout Breakout West.

The Youth Delegate program provides free access to upcoming musicians who are taking their first steps in the music business. Providing free attendance to the conference makes it easily affordable to those whom cost is one of the biggest barriers.

Economic Impacts

The Central Okanagan Economic Development Commission is preparing an Economic Impact Report describing the effect that BreakOut West had on the local economy. This report is expected in early 2011, and will be delivered directly to the City by the COEDC.

In the lead up to the festival, Robert Fine of the Central Okanagan Economic Development Commission announced it was anticipated that BreakOut West would contribute approximately \$1 million to the local economy.

Future Directions

BreakOut West is a traveling festival, and will be held in Whitehorse, Yukon in 2011. It will be several years before it is BC's turn to host again. The Host Committee will meet in the new year to discuss the viability of another shoulder season event and what that project might look like. The success of the WCMA was largely in part to the structure and funding of the Western Canada Music Alliance. Therefore to create a similar event in future, additional stakeholders would be required. We look forward to securing ongoing support from the City of Kelowna.

Testimonials

We have compiled testimonial letters from festival performers, conference delegates, participating venues, festival patrons, and others. These letters are attached as Schedule E.



Host Committee

The Host Committee began meeting in February 2010 to organize BreakOut West. The Committee met bi-weekly and committee members generously donated many hours of their time to planning and organizing this festival.

Quinn Best (Host Committee Chairman). Owner of local music venue The Habitat, Quinn secured the bid for the 2010 WCMA. He is the Production Manager of the award winning Peak Performance Project and the founder of Music BC's Interior Office . Mr. Best is currently on the Executive Board for Festivals Kelowna and was nominated for the 2009 Kelowna Civic Awards-Honor in the Arts Award.

Sonya Barker (Volunteer Coordinator). Community Relations Coordinator at Interior Savings Credit Union, Sonya has been very involved in producing events in the community for the past 5 years. She has been involved in the 2008 Kelowna BC Summer Games, the 2009 BC Interior Music Awards, the Kelowna 2010 Olympic Torch Relay Celebration and has also programmed for local annual events such as the Parks Alive! program and Celebrate Canada Day Kelowna.

Ryan Donn (Youth Delegate Mentor/Performer). Local Singer/Songwriter, President of Festivals Kelowna, Volunteer at the MusicBC's Interior office, and Artist in Residence for SD#23. His songs have been used by various local organizations including: the 30K club, Terry Fox, City of Kelowna's Centennial , and others.

Andrea East (Mini BreakOut West). Lawyer at Pushor Mitchell., Andrea is a business lawyer and supporter of Canadian Music. She also sits on the board of Community Futures of the Central Okanagan.

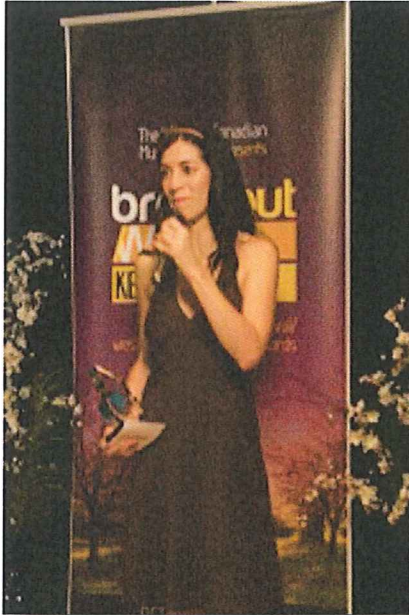
Karma Lacoff (Festival Co-producer). Publication and Event Assistant at Okanagan College, Karma has been producing events for ten years, including large scale orientation programs at Simon Fraser University and the 2008 Wearable Art Gala. She worked for the Firehall Arts Centre in Vancouver prior to moving to Kelowna.

Jason Lane (Regional Marketing). Project Manager at Mediative in Kelowna, Jason has worked in the web marketing field for over 10 years. He has also been running the Kelowna Live Music Blog for five years, helping support local venues and artists.

Sandra Kochan (City of Kelowna representative). Cultural Services Manager for the City of Kelowna, Sandra's career with the city started with the coordination of the thriving public art program and also included strategic planning and community consultations for a Recreation Parks & Culture Master Plan.

Awards Recipients

The Western Canadian Music Award 2010 Winners



Aboriginal Recording of the Year: Leela Gilday – Calling All Warriors – NWT

Blues Recording of the Year: Jim Byrnes – My Walking Stick – B.C.

Children's Recording of the Year: Norman Foote – Love My New Shirt – B.C.

Classical Composition of the Year: Stephen Chatman – Earth Songs – B.C.

Classical Recording of the Year: musica intima – into light – B.C.

Contemporary Christian/Gospel Recording of the Year: Amanda Falk – In Between the Now & Then – MB

Country Recording of the Year: Doc Walker – Go – MB

Album francophone de l'année/ Francophone Recording of the Year: Geneviève Toupin – Geneviève Toupin – MB

Independent Album of the Year: Dan Mangan – Nice, Nice, Very Nice – B.C.

Instrumental Recording of the Year: Hot Club Edmonton – Hot Club Edmonton – AB

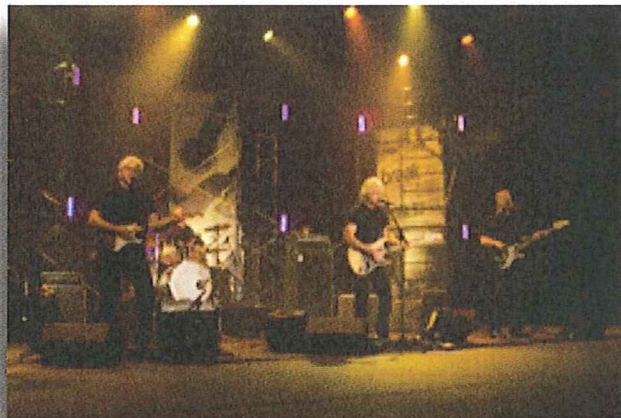
Jazz Recording of the Year: Sandro Dominelli – The Alvo Sessions – AB

Pop Recording of the Year: laurell – Can't Stop Falling – B.C.

Rap/Hip Hop Recording of the Year: Grand Analog – Metropolis Is Burning – MB

Rock Recording of the Year: You Say Party – XXXX – B.C.

Roots Duo/Group Recording of the Year: Carolyn Mark & NQ Arbuckle – Let's Just Stay Here – B.C.



Roots Solo Recording of the Year: Dan Mangan – Nice, Nice, Very Nice – B.C.

Songwriter of the Year: Dan Mangan – Nice, Nice, Very Nice – B.C.

Urban Recording of the Year:
Maiko Watson – Sweet Vibration – MB

World Recording of the Year: Alpha YaYa Diallo – Immé – B.C.

Hall of Fame: Chilliwack

International Achievement: Sarah McLachlan

International Achievement: Tegan and Sara

2010 Western Canadian Music Industry Award Winners

Agency of the Year: Paquin Entertainment – MB

Best Album Design of the Year: Ron Sawchuk – Live at the Mauch Chunk Opera House – MB (The Wailin' Jennys)

Engineer of the Year: Ryan Dahle – B.C.

Independent Record Label of the Year: Mint Records – B.C.

Industry Builder: Robert Kerr

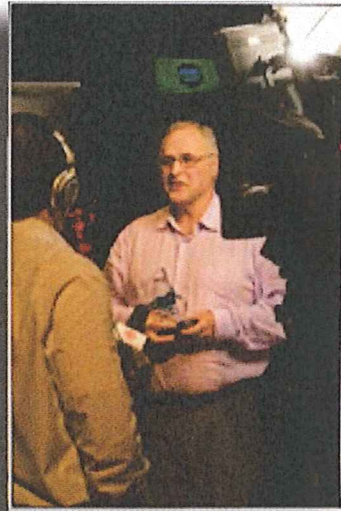
Live Music Venue of the Year: The Commodore Ballroom – B.C.

Manager of the Year: Bruce Allen – B.C.

Multi Media: 'Tungijjuq' video by Isuma Productions – NU (Tanya Tagaq and Jesse Zubot)

Producer of the Year: Ryan Dahle – B.C.

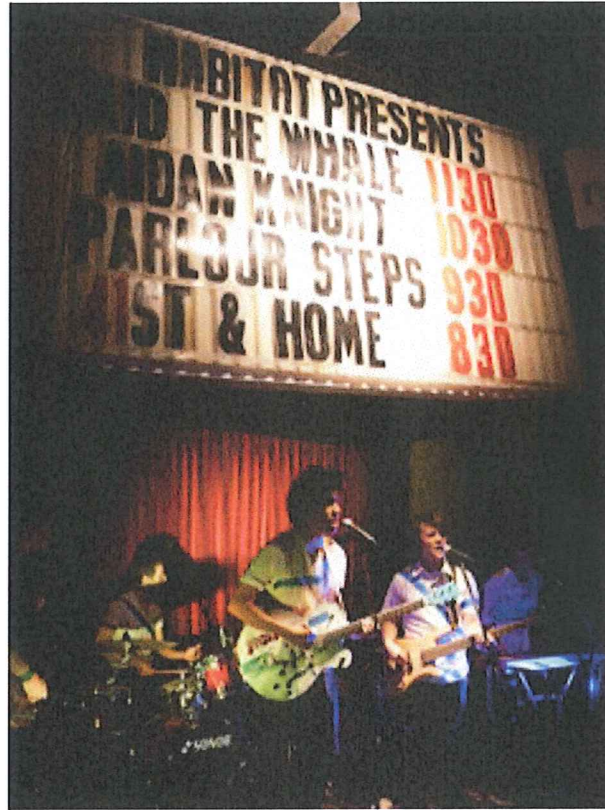
Talent Buyer of the Year: Alex Grigg and Robyn Stewart – VANOC – B.C./MB



Schedule B

Volunteer Hours

Volunteer Hour Allotments	Total Hours
Conference & Delegate Check in	123
Volunteer Check in	68
Festival	725
Awards Show	187
Transportation	196
Mini BreakoutWest	74
Postering	45
Production: Set up	300
Total	1718



Press Coverage

The Province:

[Kelowna just one of the many highlights from the Breakout West festivities](#)

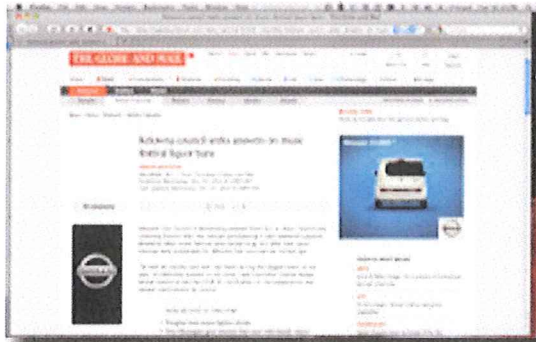
By Stuart Derdeyn, The Province October 25, 2010 Ask anyone nursing a hangover this morning about this past weekend's Breakout West and Western Canadian ...

[Stu's on the beat at Breakout West](#)

They're part of the lineup at Kelowna's Breakout West festival this weekend. Province music reporter Stuart Derdeyn has rolled on down the Okanagan road to ...

[Kelowna band The Grapes of Wrath have ripened on the vine](#)

They returned to Kelowna last weekend to play at Breakout West and make an official return Friday at Venue. Where this could lead — new songs, new album, ...



Globe and Mail:

[Kelowna council seeks answers on music-festival liquor bans](#)

BreakOut West and the accompanying Western Canadian Music Awards brought more than 70 musical acts from across Western Canada to Kelowna for a four-day ...

National Post:

[Dan Mangan wins three at 2010 Western Canadian Music Awards...](#) Roots Solo and Songwriter of the Year — over the weekend at the Western Canadian Music Awards in Kelowna, BC. The awards, part of the BreakOut West ...

CKFR:

[Quiet Breakout West Festival for Kelowna RCMP...](#) got here all weekend it was a non-event." McKinnon was pleased that people were able to have a good time during Breakout West without getting into trouble.

Kelowna Capital News:

[Timing of liquor license suspensions questioned...](#) Licensing Branch put a cap on boozy beverages being served at two BreakOut West venues last weekend. Kelowna's elected officials weren't pleased either, ...

Vancouver Sun:

[You Say Party, Chilliwack honoured at Western Canada Music Awards](#)

The Breakout West 2010 Festival in the Okanagan concluded with the 2010 Western Canadian Music Awards on Sunday. Among the highlights of the event, ...

Winnipeg Sun:

[Manitobans break out at WCMA's](#)

A handful of homegrown talent took home trophies when the prizes were handed out in Kelowna on Sunday night, capping a week of BreakOut West festivities. ...

Exclaim magazine: http://www.exclaim.ca/News/dan_mangan_cleans_house_at_western_canadian_music_awards

Montreal Gazette: <http://www.montrealgazette.com/entertainment/Canada+celebrates+musicians+with+Western+Music+Awards/3705419/story.html>

Ottawa Citizen: <http://www.ottawacitizen.com/entertainment/events-listings/Mangan+scores+trick+Western+Canadian+Music+Awards/3721952/story.html>



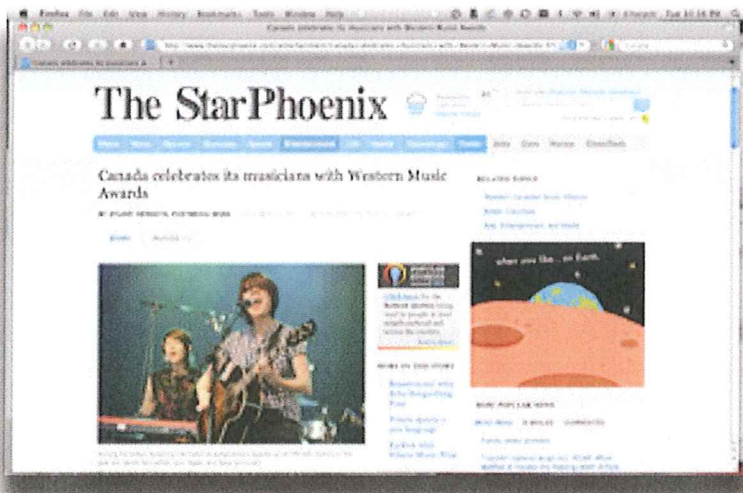
Calgary Herald: http://www.calgaryherald.com/entertainment/Mangan+scores+trick+Western+Canadian+Music+Awards/3720466/story.html?cid=megadrop_story

Winnipeg Free Press: <http://www.winnipegfreepress.com/entertainment/breakingnews/tobans-rake-in-music-awards-105659788.html>

Times Colonist, Victoria: <http://www.timescolonist.com/entertainment/stage/Mangan+scores+trick+Western+Canadian+Music+Awards/3721952/story.html>

Leader Post, Regina: <http://www.leaderpost.com/entertainment/books/Canada+celebrates+musicians+with+Western+Music+Awards/3705419/story.html?id=3705419>

Edmonton Journal: http://www.edmontonjournal.com/entertainment/Mangan+winner+Western+Canada+Music+Awards/3721300/story.html?cid=megadrop_story



Windsor Star: <http://www.windsorstar.com/entertainment/Mangan+scores+trick+Western+Canadian+Music+Awards/3722165/story.html>

Saskatoon: http://www.thestarphoenix.com/entertainment/Canada+celebrates+musicians+with+Western+Music+Awards/3705419/story.html?cid=megadrop_story

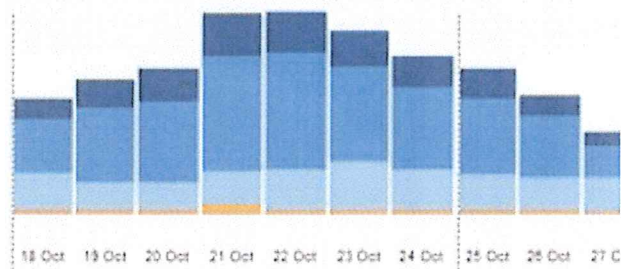
Schedule C

Web Metrics

Breakoutwestkelowna.com

Overview

	Total	Last month Oct, 2010	This month Nov, 2010
Visitors	6110	4020	481 (-88%)
Pageviews	20803	14008	1265 (-91%)
Spiders	13710	7058	1381 (-88.4%)
Feeds	2355	1052	100 (-98.5%)



Breakoutwest.ca

Breakout West *(Dashboard)*



Web App Metrics

designed by <http://www.artistechnewmedia.com/>



These mobile devices sent 2,079 visits via 8 operating systems

Site Usage					
Visits 2,079 % of Site Total 84.97%	Pages/Visit 4.32 Site Avg 4.42 (-2.41%)	Avg. Time on Site 00:04:54 Site Avg 00:04:57 (-0.03%)	% New Visits 31.46% Site Avg 32.53% (-3.29%)	Bounce Rate 23.38% Site Avg 23.80% (-1.70%)	
Operating System	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
iPhone	1,893	4.35	00:04:58	27.76%	23.74%
BlackBerry	189	3.76	00:04:00	37.57%	20.63%
iPod	118	4.53	00:02:26	58.47%	18.64%
Android	58	5.50	00:07:41	42.86%	26.79%
Nokia	16	2.38	00:19:35	100.00%	37.50%
Samsung	3	3.00	00:01:01	33.33%	66.67%



Schedule D

Testimonials

"it was "breakout west" in town this weekend. I'm sure you're asking yourselves: since when does the cultural wasteland known as Kelowna embrace independent music and showcase it in almost every mainstream downtown establishment? since now madames et monsieurs. apparently we're changing!"

– **Kaela Aryn, owner/queen, FROCK Clothing**, Pandosy St, blog excerpt from Sunday Oct. 24, 2010 <http://get-frocked.blogspot.com/2010/10/now-that-im-older-my-heart-is-colder.html>

Mini BreakOut West

Wentworth Music was responsible for putting on the Mini Break Out West musical petting zoo at the RCA. The petting zoo was something that we invested our time into for our community and the future of our industry for getting children involved, interested and excited about music. What we experienced that day was nothing short of amazing. Under rock and roll lighting our Instructors introduced children and parents to the love of music that we all share and are passionate about. With musical stations consisting of Electronic Drums, Guitars, Keyboards, Microphones and Kereoke, African percussion, and Kindermusik (music for young children) we had an impact on what appeared to be thousands of people (between children, parents and grand parents). The entire day not a single Instructor who volunteered their time was without a smile on his or her face. We absolutely need to invest our efforts into more of these cultural activities like this for our community. Without question, Wentworth Music is behind this event to happen again and again!

- **Noel Wentworth, Wentworth Music**

Youth Delegates

Film/TV panel was stellar, totally de-mystified the process. The mentoring sessions were amazing, I couldn't have asked for more. The whole experience was very positive.

- **Angelo Alero**

I really enjoyed and got a lot out of the mentoring groups we did. They were fantastic! Still, nothing could top the shows. I was able to see so many talented acts in just three nights! That doesn't happen very often.

- **Darnell Toth**

Break Out West was an amazing event which left me with a lot of great new relationships as well as industry information that is highly useful to further my career in Music. Probably the sessions on songwriting, publishing and internet marketing were the most useful to me. really understanding the difference between publicist, manager, promoter, booking agent and their relationship and then how to be them all at the same time without loosing your marbles. The "mixers" were a great time to shmooze and network and really get to know some industry professionals. I learned a lot about how the business works and the steps required to make it in the industry. Also lots of confirmation that I was somewhat on the right track which was refreshing.

- **Mark Irving**