



Hamilton

**CITY OF HAMILTON**

**PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT**  
**Tourism and Culture Division**

<b>TO:</b> Mayor and Members General Issues Committee	<b>WARD(S) AFFECTED:</b> CITY WIDE
<b>COMMITTEE DATE:</b> October 16, 2013	
<b>SUBJECT/REPORT NO:</b> JUNO Awards 2015 (PED13173) (City Wide)	
<b>SUBMITTED BY:</b> Tim McCabe General Manager Planning and Economic Development Department	<b>PREPARED BY:</b> Susan Monarch (905) 546-2424 Ext. 4132  Jacqueline Norton (905) 546-2424 Ext. 4122
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- a) That the City of Hamilton host the 44<sup>th</sup> annual JUNO Awards in Hamilton on March 8 to 16, 2015, as set out in Report PED13173.
- b) That financial support for the JUNO Awards event, in the form of a cash contribution to an upset limit of \$250,000, to be funded from the Economic Development Investment Fund (Reserve #112221), be approved.
- c) That staff be directed to work with the Canadian Academy of Recording Arts and Sciences (CARAS) to coordinate the JUNO Awards event logistics and ensure all established guidelines and policies are adhered to.
- d) That the Mayor and City Clerk be authorized and directed to execute the 2015 JUNO Awards Host Contract, between Canadian Academy of Recording Arts and Sciences (CARAS) and the City of Hamilton.

- e) That a 2015 JUNO Awards Host Committee, with representatives from Canadian Academy of Recording Arts and Sciences (CARAS), local industry representatives and staff from the City of Hamilton be established.

### **EXECUTIVE SUMMARY**

For the first time since 2001, Hamilton is being considered as the host city for the JUNO Awards with the proposed dates of March 8 to 16, 2015. This prestigious event has been predominantly held in Toronto, however, over the last ten or more years, the Canadian Academy of Recording Arts and Sciences (CARAS) has shifted the JUNO Awards to a number of destinations across Canada.

There is an average direct economic impact of \$12 M for the host community which includes over 5,200 room nights, multiple events at local venues along with national and international media exposure which has an immeasurable, indirect impact for the City of Hamilton's image. From 2007 to 2013, the JUNO Awards have created a total economic impact of almost \$78 M, as shown in Appendix A to Report PED13173 – "The JUNO Awards Canada's Music Awards 2015 Hamilton, Ontario."

The direct cost to the City of Hamilton will be \$250,000, to be funded from the Economic Development Investment Fund (Reserve #112221) which has a reserve balance as of August 31, 2013 of \$1.61 M. In order to secure this prestigious event, a \$1.5 M financial commitment to CARAS is required as part of the bid proposal from the host community. The remaining \$1.25 M will come from other sources outside of the City of Hamilton. Securing these additional funds will not be the responsibility of the City of Hamilton but will be secured by CARAS as agreed upon and officially documented as part of the Host Contract/Agreement. It is anticipated the Province of Ontario will be a major contributor along with corporate sponsorships, if required.

***Alternatives for Consideration*** – Not Applicable

### **FINANCIAL / STAFFING / LEGAL IMPLICATIONS**

**Financial:** Funds will be made available from the Economic Development Investment Fund, Reserve Account No. 112221. There will be other staff costs for administrative-type services, which will be absorbed in existing budgets.

**Staffing:** Existing staff will be seconded to work with the Host Committee and CARAS on the organization of the JUNO Awards. No additional staffing will be required for this event.

**Legal:** A Host Contract/Agreement between CARAS and the City of Hamilton will be negotiated in the Fall of 2013, to be signed and executed by the Mayor and the City Clerk.

**HISTORICAL BACKGROUND**

City Council, at its meeting held May 22, 2013, approved the following resolution:

“That the appropriate staff be requested to connect with the Canadian Academy of Recording Arts and Sciences (CARAS), Global Spectrum Hamilton and CTV in an effort to host the next available JUNO Awards at Cops Coliseum. *Item 6 of GIC Report 13-011.*”

Staff from the Tourism and Creative Industries Section of the Tourism and Culture Division immediately reached out to CARAS, the lead organization of the JUNO Awards, to determine their criteria for submitting a bid to host the week-long event. Discussions moved very rapidly and it was quickly determined that 2015 would be an excellent fit for Hamilton to host the Awards. At the CARAS Annual General Meeting on September 24, 2013, the Board of Directors endorsed Hamilton as the host community for 2015.

The City of Hamilton hosted the JUNO Awards in 1995, 1996, 1997, 1999 and 2001. Since that time the JUNO Awards have been hosted by a number of cities across Canada including St. Johns, Ottawa, Edmonton, Winnipeg, Halifax, Saskatoon, Calgary, Vancouver, Toronto and Regina (2013). Winnipeg will be the host community in 2014.

**POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS**

N/A

**RELEVANT CONSULTATION**

**External Consultation**

Melanie Berry - President and CEO, Canadian Academy of Recording Arts and Sciences (CARAS)

Tim Potocic - President, Sonic Unyon and Supercrawl Organizer

Paula Perri - Booking Manager, Scott Warren – General Manager, Global Spectrum

Sales Department, Hamilton Convention Centre by Carmen’s

Sales Department, Hotels/Accommodation Sector

Lorna Zaremba, General Manager, Theatre Aquarius

### **Internal Consultation**

Councillors Ward 1, 2 and 13

Recreation Specialist, Recreation Division, Community Services and Emergency Services Department

Director, Economic Development Division, Planning and Economic Development Department

Business Development Consultant, Tourism and Culture Division, Planning and Economic Development Department

Tourism Development Coordinator, Tourism and Culture Division, Planning and Economic Development Department

Manager, Finance and Administration Section, Corporate Services Department

### **ANALYSIS / RATIONALE FOR RECOMMENDATION**

The JUNO Awards are recognized around the world as a major cross genre, awards program for musical artists and professionals from Canada. The economic impact associated with being the host community will include direct spending into the community that averages \$12 M annually and includes over 5,200 room nights with multiple events to be held at local facilities and venues during JUNO Awards week. The City of Hamilton will also see an immeasurable, indirect impact derived from the increased media exposure both nationally and internationally.

Hosting of the JUNO Awards in Hamilton directly aligns with the goals and objectives of the new (draft) Hamilton Music Strategy, to be presented to the General Issues Committee (GIC) and City Council in December 2013. This also aligns with the Provincial mandate to support new digital and record production and distribution of Canadian music. This opportunity will increase partnership opportunities regionally and Provincially supporting not only Hamilton's but Ontario's music industry in Canada and around the globe.

General benefits of hosting the JUNO Awards include:

- Support of Canadian culture;
- Increased exposure and development of the Greater Hamilton music industry and community;
- Creation of jobs in the music industry;
- Increase in tourism visitation;
- Opportunity to demonstrate the vibrancy of the City of Hamilton's Tourism and Creative Industries sectors;

- To be host community to the premier awards show in Canada; and,
- Enhance staff and community engagement and boost civic pride.

#### **ALTERNATIVES FOR CONSIDERATION**

Not Applicable.

#### **ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN:**

##### **Strategic Priority #1**

A Prosperous & Healthy Community

*WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.*

##### **Strategic Objective**

- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.
- 1.5 Support the development and implementation of neighbourhood and City wide strategies that will improve the health and well-being of residents.

##### **Strategic Priority #2**

Valued & Sustainable Services

*WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.*

##### **Strategic Objective**

- 2.3 Enhance customer service satisfaction.

##### **Strategic Priority #3**

Leadership & Governance

*WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.*

##### **Strategic Objective**

- 3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.
- 3.2 Build organizational capacity to ensure the City has a skilled workforce that is capable and enabled to deliver its business objectives.

#### **APPENDICES / SCHEDULES**

Appendix A to Report PED13173 – The JUNO Awards Canada's Music Awards 2015  
Hamilton, Ontario

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# The JUNO Awards

## Canada's Music Awards

### 2015 Hamilton, Ontario

## General Benefits of Hosting the JUNO Awards:

1. Support Canadian culture
2. Increase exposure and development of your music industry and community
3. Create jobs in the music industry
4. Increase tourism
5. Realize an Economic Impact (3 year average of \$11.9 million)
6. Opportunity to demonstrate the vibrancy of your City and Province
7. To be associated with the first event in Canada to comply with the CSA Z2010 sustainability standard
8. To be part of the premier awards show in the country
9. Opportunity for community engagement

## Why Hamilton, Ontario?

### Why Hamilton, Ontario should host the JUNO Awards:

1. Aligns with the Province's Mandate to support new digital and record production and distribution of Canadian music, increase partnership opportunities, and promote Ontario's music industry in Canada and around the globe
2. The majority of Music Canada's proposed recommendations will be realized by supporting the JUNO Awards in terms of Music Education, Digital Innovation, Music Tourism, Music Industry Development and Export Expansion
3. Opportunity to support and develop Hamilton, Ontario's music industry
4. Increase opportunities for the exposure of Hamilton's artists through participation in events like JUNOfest (50% are local artists)
5. Increase media profile of local talent and Hamilton, Ontario based arts, culture and entertainment



## Why Hamilton, Ontario?

6. Highlight Music Education and see the impact on local and provincial schools
7. Develop initiatives to promote, artist development, music education and heritage in conjunction with the JUNO Awards (past, present and future)
8. Create youth education programs and increase knowledge of culture to strengthen the local music industry
9. Implement a legacy program for ongoing educational purposes to support Canadian music
10. Community engagement opportunity (volunteers and also all the events for the fans)
11. MusiCounts programs benefit Hamilton schools (proceeds from JUNO Cup and JUNO Songwriters'Circle go to local schools)

## Overall Economic Impact

### Overall Economic Impact:

#### Key Points:

- ❖ From 2007 to 2013 the JUNO Awards have created a total Economic Impact of almost ***\$ 78 Million***
- ❖ In the past 3 years the Economic Impact has averaged almost ***\$12 Million***

#### Ontario:

- ❖ The 2011 JUNO Awards in Toronto had an Economic Impact of over ***\$14 Million***
- ❖ The 2012 JUNO Awards in Ottawa had an Economic impact of over ***\$11 Million***