



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Tourism and Culture Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	May 4, 2016
SUBJECT/REPORT NO:	Canadian Country Music Week 2018 (PED16117) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Susan Monarch (905) 546-2424 Ext. 4132
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATIONS

- (a) That the proposal for the City of Hamilton to host the annual Canadian Country Music Week on September 6 to 9, 2018, be endorsed.
- (b) That support for the Canadian Country Music Week event, in the form of a cash contribution to an upset limit of \$250,000, to be funded from the Tax Stabilization Reserve (#110046), be approved.
- (c) That staff be directed to work with the Canadian Country Music Association (CCMA) to coordinate the Country Music Week 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 2018 Canadian Country Music Week Host Contract, between Canadian Country Music Association and the City of Hamilton.

EXECUTIVE SUMMARY

For the first time since 2011, Hamilton is being considered as the host city for the Canadian Country Music Week with the proposed dates of September 6 to 9, 2018. This prestigious week-long event and awards show has been held in a number of destinations across Canada. In 2016 Canadian Country Music Week will be held in London, Ontario followed by Saskatoon, Saskatchewan for 2017.

There is an average direct economic benefit of \$5.5 million for the host community which includes over 2,000 room nights, more than 15,000 attendees at multiple events

held at local venues, along with national and international media exposure which is an immeasurable indirect benefit for the City of Hamilton's image.

The direct cost to the City of Hamilton will be \$250,000, to be funded from the Tax Stabilization Reserve (#110046). In order to secure this prestigious event a \$750,000 financial commitment to the Canadian Country Music Association (CCMA) is required as part of the bid proposal from the host community. The remaining \$500,000 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 in partnership with CCMA 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 local corporate sponsorships if required.

In March 2016 Council approved a \$150,000 enhancement to the Tourism Operating Budget. The \$150,000 is fully committed and unavailable to be used for this event.

Alternatives for Consideration – Not Applicable

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Funds in the amount of \$250,000 will be made available from within the Tax Stabilization Reserve (#110046). Should the City of Hamilton be the successful Host Community for the 2018 Canadian Country Music Week, there is an anticipated ask of an additional one-time cost of \$150,000 with a potential source of funding being a Capital request or other potential funding sources to be referred back to Council for consideration. The additional funding will relate to staff costs for administrative services and local event logistics and cannot be absorbed in existing budgets.

Staffing: Existing staff will be seconded, along with an additional temporary staffing resource as required to work with the Host Committee and CCMA on the organization of the 2018 Canadian Country Music Week in Hamilton.

Legal: A Host Contract / Agreement between CCMA and the City of Hamilton will be received and negotiated in the Fall of 2016, to be signed and executed by the Mayor and Clerk's Division, City Manager's Office.

HISTORICAL BACKGROUND

The City of Hamilton was the Host Community for the 2015 JUNO Awards. This prestigious event is presented annually by The Canadian Academy of Recording Arts and Sciences (CARAS) and has become Canada's premier awards show and the Canadian music industry's most prestigious recognition for excellence in recorded music. The 2015 show was a huge success held in Hamilton's FirstOntario Centre, with over 12,000 tickets sold for personal attendance, and CTV broadcasting to 1.6 million

average viewers and 5.3 million unique broadcast viewers. The role the JUNOs played to elevate our reputation as “the ambitious City” has been immeasurable; Hamilton to this day is still identified as the best JUNO Awards Week in CARAS’s more than 40-year history. As a direct result of this great success, staff in the Tourism and Culture Division began working with the President of the Canadian Country Music Association to bring this prestigious week-long event back to Hamilton. Many of the CCMA Board of Directors, country artists, record labels and music industry partners have expressed interest in securing Hamilton as a future host community for the Canadian Country Music Week.

Hamilton last hosted this prestigious event in 2011, since that time the Canadian Country Music Week has been hosted by a number of cities from across Canada. London will be the host community in 2016 and Saskatoon in 2017.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

N/A

RELEVANT CONSULTATION

External Consultation

President, Canadian Country Music Association

President, Sonic Unyon and Supercrawl Organizer

General Manager, Core Entertainment, Sales Department, Hamilton Convention Centre by Carmen’s

Sales Department, Hotels / Accommodation Sector

Sales / Booking Department, Theatre Aquarius

Sales Department, LIUNA Station

Internal Consultation

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

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

Manager, Cultural Development, Tourism and Culture Division, Planning and Economic Development Department

Director, Economic Development Division, Planning and Economic Development Department

Manager, Urban Renewal Section, Economic Development Division, Planning and Economic Development Department

Director, Financial Planning and Policy Division, Corporate Services Department

Manager, Finance and Administration Section, Corporate Services Department

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Canadian Country Music Week continues to be one of Canada's annual hallmark music events. Country music continues to be one of the most popular musical genres in Canada. Over the course of Country Music Week each year there is a multitude of artist showcases, industry information sessions, and three different awards ceremonies that honour our Canadian country talent and celebrate their achievements. CCMA recently announced that Country Music Week 2015, hosted in the City of Halifax, exceeded economic impact estimates, delivering \$11.8 million in economic activity to the Province of Nova Scotia. The event generated a total of \$5.5 million in direct spending in the City of Halifax. More than 14,500 attendees took in one or more of the Country Music Week marquee events. Overall, the event attracted over 3,800 people from outside of the Province. 10,000 attendees enjoyed the 2015 CCMA Awards Show, with a broadcast reach on CBC-TV and CMT (Canada) of over 3.1 million viewers.

Hosting of the Canadian Country Music Week in Hamilton directly aligns with the goals and objectives of the City of Hamilton Music Strategy. 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 Canadian Country Music Week 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 country music awards show in Canada; and,
- Enhance staff and community engagement and boost civic pride.

ALTERNATIVES FOR CONSIDERATION

N/A

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 AND SCHEDULES ATTACHED

N/A

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