



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

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	October 4, 2017
<b>SUBJECT/REPORT NO:</b>	2019 JUNO Awards (PED17183) (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Carrie Brooks-Joiner (905) 546-2424 Ext. 4132
<b>SUBMITTED BY:</b>	Anna M. Bradford Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

**RECOMMENDATION**

- (a) That the proposal for the City of Hamilton to host the 2019 JUNO Awards, April 4-7, 2019, be endorsed;
- (b) That support for the 2019 JUNO Awards, 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 support for the 2019 JUNO Awards, in the form of a cash contribution to an upset limit of \$300,000 to be funded from the Economic Development Investment Fund (Reserve #112221), be approved;
- (d) That the Mayor and City Clerk be authorized and directed to execute the 2019 JUNO Awards Contract, between the Canadian Academy of Recording Arts and Sciences (CARAS) and the City of Hamilton.

**EXECUTIVE SUMMARY**

The City of Hamilton is well positioned to host the 2019 JUNO Awards, April 4-7, 2019. This opportunity aligns with the stretch target “to attract five major events that generate a total combined economic impact of at least \$50M” in the Economic Development Action Plan 2016-2020.

Tourism Hamilton planned to bid on the 2020 JUNO Awards and did not submit a proposal for 2019. Over the last few weeks, Canadian Academy of Recording Arts and Sciences (CARAS) staff approached Tourism Hamilton and asked that the City consider hosting in 2019. The requirement of a formal bid has been waived. Tourism staff has confirmed Hamilton has the required venue and hotel room capacity to meet the requirements of this major event.

If awarded, this will mark the 6<sup>th</sup> time hosting this event in Hamilton. This prestigious week-long event and awards show moves annually across Canada. Hamilton last hosted in 2015; Ottawa hosted in 2017 (as part of Canada 150 celebrations), and Vancouver has been awarded the 2018 event.

Based on the performance of the last few years, the economic benefit is approximately \$11M 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.

The cost to the City of Hamilton will be \$550,000, to be funded from the Tax Stabilization Reserve (#110046); and \$300,000 from the Economic Development Investment Fund (Reserve #112221). As an enticement to participate in the bid process, CARAS has reduced the bid fee for Hamilton to \$1.5M from \$1.7M (bid fee is payable only if awarded). The balance of funding required will be secured in collaboration with CARAS from sources outside of the City of Hamilton. It is anticipated the Province of Ontario will be a major contributor along with local corporate sponsorships.

The role the JUNOs played to elevate our reputation as a “Music City” and outstanding host of major events has been immeasurable. As a direct result of this hosting success, Hamilton was approached and awarded as host city for the 2018 Canadian Country Music Awards. Other music related hosting opportunities are under discussion.

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

**FINANCIAL – STAFFING – LEGAL IMPLICATIONS**

Financial: Funds up to \$250,000 are available from within the Tax Stabilization Reserve (#110046) and up to \$300,000 from the Economic Development Investment Fund (Reserve #112221). In March 2017, Council approved a \$100,000 enhancement to the Tourism Operating Budget. The \$100,000 is fully committed and unavailable to be used for this event.

Staffing: Temporary short-term staff will be contracted within the allocated budget as required to work with staff, the volunteer Host Committee and CARAS on the planning and delivery of the 2019 JUNO Awards in Hamilton.

Legal: If awarded, Legal Services will review and advise on the Host Contract / Agreement between CARAS and the City of Hamilton.

## **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 considered very successful by CARAS; the awards show held in Hamilton's FirstOntario Centre had over 12,000 tickets sold; CTV broadcasted to 1.6 million average viewers and 5.3 million unique broadcast viewers and sponsorship targets were met.

## **POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS**

N/A

## **RELEVANT CONSULTATION**

### **External Consultation**

President, Canadian Academy of Recording Arts and Sciences

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, James Street Armouries

Sales Department, LIUNA Station

### **Internal Consultation**

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

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

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*OUR Vision: To be the best place to raise a child and age successfully.*

*OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.*

*OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.*

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

General Manager, Planning and Economic Development Department

General Manager, Finance and Corporate Services Department

City Manager, City of Hamilton

## **ANALYSIS AND RATIONALE FOR RECOMMENDATION**

The JUNO Awards is Canada's hallmark music event and features Canadian artists of all music genres. Over the course of JUNO Week each year there is a multitude of artist showcases, fanfares, and two different awards ceremonies that honour our Canadian talent and celebrate their achievements. In 2016 Calgary hosted the JUNO Awards and recorded a \$9M Economic Impact into the city, with an average of 1.4M viewers with CTV. In 2017 Ottawa hosted this event and recorded \$10.8M Economic Impact.

Hosting of the 2019 JUNO Awards directly aligns with the goals and objectives of the City of Hamilton's Tourism Strategy, Economic Development Action Plan and 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 JUNO Awards include:

- Increase in tourism visitation to Hamilton;
- Profile of Hamilton as host community of the premier music awards show in Canada;
- Opportunity to demonstrate the vibrancy of the City of Hamilton's Tourism and Creative Industries sectors;
- Support to jobs in the music industry and tourism;
- Increased exposure and development of the Greater Hamilton music industry and community;
- Provide residents and visitors with access to music products; and,
- Support of Canadian Culture.

## **ALTERNATIVES FOR CONSIDERATION**

N/A

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**ALIGNMENT TO THE 2016 – 2025 STRATEGIC PLAN**

**Community Engagement & Participation**

*Hamilton has an open, transparent and accessible approach to City government that engages with and empowers all citizens to be involved in their community.*

**Economic Prosperity and Growth**

*Hamilton has a prosperous and diverse local economy where people have opportunities to grow and develop.*

**Culture and Diversity**

*Hamilton is a thriving, vibrant place for arts, culture, and heritage where diversity and inclusivity are embraced and celebrated.*

**APPENDICES AND SCHEDULES ATTACHED**

N/A

CBJ:ro