

Community Services Report to  
Regular Meeting of Council  
2018 December 17

ISC: UNRESTRICTED  
C2018-1439

## **Canadian Country Music Association (CCMA) Awards**

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### **EXECUTIVE SUMMARY**

The Calgary Hosting Committee (Host Committee) for the national Canadian Country Music Association (CCMA) Awards has requested support from The City of Calgary towards the hosting of the 2019 CCMA Awards. The Host Committee has been working with the CCMA to bring to Calgary this prestigious nationally-televised event that honours Canadian country musicians as part of CCMA Country Music Week. The intent is for the festivities to be held in Calgary on 2019 September 5-8.

Hosting the four-day event provides Calgarians with many free opportunities to connect with their favorite Canadian country musicians. CCMA estimates that 100 musicians and groups will be performing at events staged in venues throughout the city. An estimated 27,000 fans and industry professionals, both local and from across Canada, will benefit and actively take part in CCMA Country Music Week in Calgary.

The CCMA Awards are in a growth trend in viewers across live and encore broadcasts. The projected economic outcomes for this event include: \$3 million in spending from a projected 6,000 out-of-region visitors, a \$5 million boost to the provincial GDP, and \$9 million in total economic activity in Alberta.

To show support for Calgary hosting the CCMA Awards, the provincial government has committed \$700,000 for the 2019 event. The Host Committee is seeking further financial support for this event from The City of Calgary. The Event Advisory Committee (EAC) recommends that \$100,000 be put towards the CCMA Awards from the Council Strategic Initiatives Fund (CSIF) over two years, awarding \$50,000 in 2018 and another \$50,000 in 2019. The request for \$100,000 will be specifically used to showcase Calgary's musical talent and performing arts facilities, including the National Music Centre.

### **ADMINISTRATION RECOMMENDATION:**

That Council approve \$50,000 in 2018 and \$50,000 in 2019 from the Council Strategic Initiatives Fund (CSIF) for The City's contribution to the CCMA Awards to be held in Calgary in 2019. The CSIF resides in the Arts and Culture service line in Recreation Program #426.

### **PREVIOUS COUNCIL DIRECTION / POLICY**

On 2012 May 07, Council approved AOC201218, the transfer of responsibility for the Council Strategic Initiatives Fund (CSIF) allocation intended for 'general stream' CSIF awards to the Culture Division of Recreation on the basis of the transfer agreement. Therefore, the CSIF program was transferred from the Aldermanic Office Coordinating Committee (AOCC) to Culture-Recreation.

On 2010 July 05, Council approved AOC201211, the amendments of the CSIF to be effective with the commencement of the Festival and Events award application process being established by The City of Calgary Recreation business unit.

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On 2004 January 20, Council approved APA200404c, the process and application package for accessing the CSIF.

On 2003 June 19 Council approved, as part of the Shadow Budget discussions, the establishment of the CSIF, a fund that Council could access to fund unexpected ad hoc external funding requests.

### **BACKGROUND**

The CCMA Awards are Canada's premiere country music awards show, which encompasses a four-day celebration of Canadian country music, culminating in the CCMA Awards television broadcast where artists are recognized for excellence of achievement in recorded music in four categories presenting 41 awards. The 2018 CCMA Awards in Hamilton saw Alberta's own Terri Clark inducted into the Hall of Fame right behind Paul Brandt who was inducted in 2017, with a special tribute conducted in the National Music Centre located here in Calgary.

Hosting the CCMA Awards provides an opportunity for destinations to showcase themselves to the rest of Canada while providing enhanced exposure and resources to local artists and generating economic activity for the region. The CCMA Awards are in a growth trend where not only did the 2018 television broadcast see an overall increase of 24 per cent in viewers across live and encore broadcasts on CBC television, the organization's new digital strategy saw the 2018 CCMA Awards' social network reach 15.8 million people directly following the two-hour program, a substantial 13 million increase over 2017.

There are seven elements within the four-day program that require various venues for a wide variety of events. The Host Committee intends to showcase the National Music Centre, home of the Canadian Country Music Hall of Fame collection, East Village and the New Central Library, Arts Commons, the TELUS Convention Centre and the Scotiabank Saddledome. The CCMA Awards will also work with live music venues primarily along the Music Mile to present live performances by many of the CCMA nominees and past winners.

In 2019, it will have been fourteen years since the CCMA Awards have been hosted in Calgary. The Awards were a regularly occurring event in Calgary between 1992 and 2005, with Calgary hosting eight times during this period. Hosting the CCMA Awards provides the opportunity to re-introduce Canadian country music fans to all that Calgary has to offer.

### **INVESTIGATION: ALTERNATIVES AND ANALYSIS**

The external Event Advisory Committee (EAC) has reviewed the proposal and determined it aligns with the Citizen Priorities and Council Directives for 2019-2022 and the Council Strategic Initiatives Fund (CSIF) guidelines, and therefore recommends supporting this request for funding.

The funds will be distributed as \$50,000 in 2018 and another \$50,000 in 2019. The CSIF receives \$360,000 annually, used for one-time events or the first of a regularly occurring event, which encourage innovation and have the potential to support or contribute to the priorities of Council.

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The requested funding of \$100,000 will be specifically used to showcase Calgary's musical talent and performing arts facilities, including the National Music Centre. Working in collaboration with schools in Calgary and rural Alberta, a fan-friendly and highly-shareable video will be created for social media promotion and the national broadcast. This will become a legacy initiative and friendly competition for future host cities to bring country music to a new generation of young fans and their communities.

### **Stakeholder Engagement, Research and Communication**

The Event Advisory Committee (EAC), comprised of representatives from Calgary Arts Development, Calgary Economic Development, the Calgary Sport & Major Events Committee, Calgary Business Improvement Areas, Sport Calgary and Tourism Calgary, advises Arts and Culture - Calgary Recreation on all proposed events and festivals. The EAC provides tremendous expertise from a variety of vantage points, from business, to arts, sport and tourism. This committee meets monthly to oversee the process for evaluation of festival applications and recommends eligible festivals and events for subsidized City of Calgary support and services.

### **Strategic Alignment**

Hosting the CCMA Awards supports Calgary's Citizen Priorities and Council Directives for 2019-2022, in particular the following:

A prosperous city – Calgary continues to grow as a magnet for talent, a place where there is opportunity for all...[where] travel and tourism needs to move to a new level with an enhanced focus on arts, culture, festivals, and winter activities.

This event also aligns with the Council-endorsed strategy developed by Calgary Arts Development Authority (CADA) titled "Living a Creative Life". It further aligns with imagineCALGARY's Plan which includes creative self-expression goals, and highlights the need for a wide range of opportunities for creative expression in Calgary. By 2026, imagineCALGARY's target is that 90 per cent of Calgarians report that participation in creative activities is an important part of their lives.

### **Social, Environmental, Economic (External)**

#### **Social**

Over the past 42 years, since their inception, the CCMA Awards have not only served to recognize professionals in the industry, they also encourage children to get involved in music and recognize music teachers. Hosting the four-day CCMA event provides Calgarians with many free opportunities to connect with their favourite Canadian country musicians. CCMA estimates that 100 musicians and groups will be performing at events staged in venues throughout the city. An estimated 27,000 fans and industry professionals will benefit and actively take part in CCMA Country Music Week in Calgary. Hosting the CCMA Awards also provides the opportunity to promote and position Calgary as a burgeoning cultural epicentre in Canada that engages community spirit and involvement in the arts, while providing significant economic benefit to the city.

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### **Environmental**

The proposed layout for the CCMA Awards in Calgary is based on a hub and spoke model which sets the National Music Centre as the hub of activity in East Village, easily accessible by public transportation. Multiple, walkable locations that span out towards downtown/Stephen Avenue, towards Inglewood and the Music Mile, as well as towards the Saddledome, assist in promoting responsible transportation options including the new bike share program in Calgary.

### **Economic**

Based on economic impact data from the 2016 JUNO Awards in Calgary and the 2017 CCMA Country Music Week in London, ON, we project the following economic outcomes: \$3 million in spending from a projected 6,000 out-of-region visitors, a \$5 million boost to the provincial GDP, and \$9 million in total economic activity in Alberta. To enhance visitation, the Host Committee will develop a marketing and communications strategy to promote Country Music Week and attract out-of-region visitors.

### **Financial Capacity**

#### ***Current and Future Operating Budget:***

CCMA is seeking a financial commitment from The City of Calgary of \$100,000 over two years to be allocated to the local host committee for legacy initiatives, activation and a hosting program. The Government of Alberta and Tourism Calgary will be collectively contributing \$850,000 to support the local host and hosting rights. With private sponsors, the total budget for this event is estimated at \$2.5 million.

#### ***Current and Future Capital Budget:***

Not applicable.

### **Risk Assessment**

The City of Calgary would not be responsible for any losses incurred by the Calgary Host Committee. Any losses arising from the Host Committee will be the responsibility of Tourism Calgary.

#### **REASON(S) FOR RECOMMENDATION(S):**

The CCMA Awards are one of a handful of Canadian events that draw a national television audience for the arts. They serve to promote Canadian country music-makers, and showcase the music venues of each city in which they are held to over three million people, while enlivening the host city with a four-day event attracting local attendees and out-of-region visitors. By allocating \$100,000 to support this event in 2019, the Council Strategic Initiatives Fund will be helping to share with Canadians all that Calgary has to offer, including highlighting the National Music Centre as a premiere attraction for music-lovers.