

<b>TO:</b>	<b>CHAIR AND MEMBERS STRATEGIC PRIORITIES AND POLICY COMMITTEE MEETING ON SEPTEMBER 18, 2017</b>
<b>FROM:</b>	<b>JOHN WINSTON, GENERAL MANAGER , TOURISM LONDON AND CHRIS CAMPBELL, DIRECTOR OF CULTURE &amp; ENTERTAINMENT TOURISM</b>
<b>SUBJECT:</b>	<b>2019 JUNO WEEK BID</b>

<b>RECOMMENDATION</b>
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That, on the recommendation of the General Manager of Tourism London and the Director of Culture and Entertainment Tourism,

**a City of London financial contribution of \$500,000 BE APPROVED for submission to The Canadian Academy of Recording Arts and Sciences (CARAS), towards a 2019 JUNO Week bid fee of \$1,700,000; it being noted that Tourism London will leverage the remaining \$1,200,000 from provincial and other sources; it being further noted that the bid fee would only be payable by the successful bidder.**

<b>BACKGROUND</b>
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The JUNO Awards and JUNO Week events represent the largest cultural event in Canada and has evolved from an industry awards event to a weeklong festival that travels city to city across the country. It encompasses both public-facing fan events and industry/networking opportunities featuring a diverse array of Canadian artists and emerging talent.

The Canadian Academy of Recording Arts and Sciences (CARAS) was formed in 1975 as an umbrella not-for-profit organization for The JUNO Awards – Canada’s Music Awards, MusiCounts, Canada’s music education program associated with CARAS and the Canadian Music Hall of Fame.

CARAS’ mandate is to promote and celebrate Canadian music and artists. The JUNO Awards is Canada’s premier awards show, which encompass a week-long celebration of Canadian music, culminating in The JUNO Awards Broadcast where Canadian artists are recognized for excellence of achievement in recorded music.

MusiCounts, Canada’s music education charity associated with CARAS, is dedicated to ensuring that young Canadians, regardless of socio-economic circumstances and cultural background, have the opportunity to experience the joy of music, explore their talent, build self-esteem, and above all dream big.

The Canadian music industry continues to be shaped and influenced by the degree of energy and enthusiasm invested by those who participate in it. The future looks brighter than ever for Canadian music; our star system more impressive than ever.

For several days prior to the weekend award presentations, events are held in the host city as part of a "JUNO Week". Local venues host multiple events throughout the week including events such as JUNO Cup, an ice hockey game that pits a team of musicians against a team of National Hockey League players as a fundraiser for MusiCounts; Juno Fan Fare, a meet and greet where fans can meet their favourite Canadian artists; Juno Songwriters' Circle, a chance for Canada's most talented songwriters to tell their stories and play an intimate set in support of MusiCounts; and JUNOfest, a two-night music celebration that showcases over 100 bands at over a dozen venues throughout in the host city.

Other lead up events include the JUNO Tour of Canadian Art, JUNO Photography Exhibition, Junior JUNOS and many other industry-led events that will take place throughout the host city. There are also many tremendous opportunities for the host city to shine a national spotlight on itself in the year leading up to JUNO Week.

Tourism London, by invitation from CARAS submitted a bid this summer to host the 2019 JUNO Week.

**ADDITIONAL INFORMATION**

Prior to hosting the 2016 CCMA Awards, Tourism London began been working towards securing a future JUNO Week for London. Over the past several years, London has proven itself as a model music city for a secondary market in North America and proved itself to be a tremendous host music city in hosting the 2016 CCMA Awards.

In the spring of 2017, Tourism London, on the invitation of CARAS, began working towards a bid for consideration and review by CARAS.

In September 2017, after a further consultation and site visit with CARAS in London, Tourism London is preparing the resubmission of a final bid for consideration. The chance to host JUNO Week is a much sought-after opportunity, which creates an extremely competitive bid environment. Therefore, no details of London's bid can be provided in order to protect London's competitive position.

As part of the bid process, Tourism London is required to submit a business case outlining the sources of funding for the required JUNO Week bid fee of \$1,700,000. That bid fee would only be payable by the successful bidder

Upon being awarded the event, Tourism London will contribute \$150,000 towards London's Host Committee budget, which will be strategically developed in conjunction with partner organizations, at a later date.

Tourism London would not be making any additional request to London City Council for further funding related to the 2019 JUNO week.

**ALIGNMENT TO LONDON STRATEGIES**


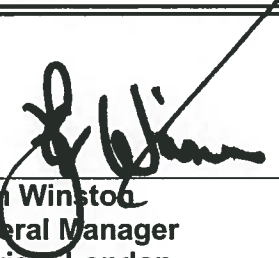
Hosting the largest cultural event in Canada and all events leading up to JUNO Week, aligns with the following strategies:

- *London Economic Road Map*
- *London Music Strategy*
- *London Cultural Prosperity Plan*
- *London's Downtown Plan*
- *The London Plan*

**FINANCIAL IMPACT**

From 2007 to 2015, the JUNO Awards have created a total economic impact of almost \$99 million. This represents an average direct economic impact of \$12 M for the host community, which includes over 5,200 room nights and events that would utilize venues throughout the host city.

In addition to the direct economic impact, hosting JUNO Week attracts national and international media exposure which would substantively strengthen the City of London's already respectable position as an entertainment and cultural destination.

<b>RECOMMENDED BY:</b>	<b>RECOMMENDED BY:</b>
	
<b>Chris Campbell</b> Director of Culture & Entertainment Tourism Tourism London	<b>John Winston</b> General Manager Tourism London

September 8, 2017

London City Council  
314 – 300 Dufferin Ave.  
London, N6A 4L9

To Whom It May Concern,

On behalf of myself and Music Canada, I am pleased to submit this letter in support of the City of London & Tourism London's bid to host the 2019 JUNO Awards.

Hosting the JUNO Awards would bring significant economic benefits to London, increase London's tourism profile, provide the opportunity for legacy projects, and further drive the key goals of the London Music Strategy. London's overwhelming success as host of the Country Music Week and the CCMA Awards Show in 2016 shows that London has all the right ingredients to host a world-class cultural event like the JUNOs.

The JUNOs have been shown to drive approximately \$10 million in economic activity in their host city each year, which sparks job creation and retention in many different sectors of the local economy. From the restaurants and bars that serve attendees, to the thousands of hotel room stays driven over JUNO week, to the additional business to taxi drivers, there are clear economic benefits to the hospitality sector. Additionally, the JUNO Week events will support job retention for technicians, venue staff, local retail staff, and more. London has already seen the tremendous impact that large scale music events can have in the city, as Country Music Week delivered \$8.4 million in economic impact in 2016.

In addition to these economic benefits, the JUNO Awards would also increase London's tourism profile and bolster London's brand as a music city, by putting a national spotlight on the Forest City. In addition to the JUNO Awards broadcast show, which had a total reach of 5.2 million unique viewers in 2017, additional JUNO Week events such as JUNOfest, JUNO Fan Fest, and the JUNO Cup provide tourism opportunities for music fans of all ages.

Hosting the JUNOs also provides opportunity for legacy projects, which can extend the value of London as a host city well beyond JUNO Week. For example, the City of Ottawa announced a Live Music Strategy and Task Force at an event organized by the Ottawa



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**London**  
CANADA

September 8, 2017

To: Members of City Council

The City of London has a unique opportunity to compete for the privilege of securing and hosting the JUNO Awards and JUNO Week, the largest celebration of music in Canada. Normally this annual event is staged in Canada's major markets but London's developing reputation as a "music city" has manifested an acknowledgement that we have the ability and capacity to host this iconic event.

London's music strategy is rapidly progressing and now we have an opportunity to align tactically with key industry players both provincially and nationally to advance London's reputation as a music destination.

From a local perspective, a successful bid for the 2019 JUNO's will cement the importance of London's music sector by directly supporting eight (8 of 12) priorities of the London Music Strategy. This will be done by increasing live music city wide (Priority 3), enhancing audience development and engagement (Priority 4), creating favourable business conditions for the music industry (Priority 5), obtaining investment (Priority 6), developing future presentation spaces (Priority 7), increasing advertising and marketing (Priority 9), supporting music tourism (Priority 10), actively seek and relocate Music /Tech Business to London (Priority 11), and the creation of more music residencies (Priority 12) through 365 days of programming and activities during London's JUNO year!

Presenting the JUNO's will once again reinforce London's standing as a top tier host city that not only has the appropriate ingredients to support an event of this magnitude but the confidence and boldness to assert its rightful place as a salient contributor to music development in Canada.

The Corporation of the City of London  
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The economic benefits and national exposure are self-evident. By every measure, hosting the JUNO Awards and JUNO Week in the Forest City will leave a lasting legacy of accomplishment not only for this Council but for the city as a whole. This process has been four years in the making and will be the single best opportunity to grow London's music industry as it collectively represents all segments of the music business. Unique once in a lifetime opportunities will be available for our artists, studios, venues, music retailers, teachers, production companies, radio stations and students. The networking, business deals, sponsorships, exposure and spotlight cast on London will be second to none!

The JUNO's are the crown jewel of Canada's music industry and I am delighted to voice my support for Tourism London's bid application to host the 2019 JUNO Awards.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Crossman', with a stylized flourish at the end.

Cory Crossman  
Music Industry Development Officer