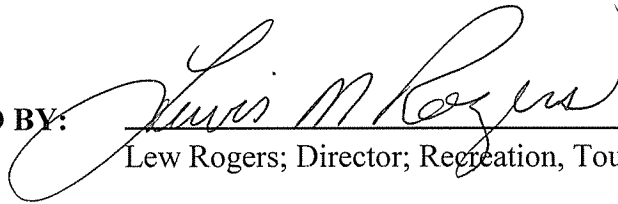


9.

Halifax Regional Council
September 28, 2004

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:



Lew Rogers; Director; Recreation, Tourism, & Culture

DATE: September 14, 2004

SUBJECT: 2006 Juno Awards

INFORMATION REPORT

ORIGIN

Halifax Regional Council meeting of June 17, 2003, Item 10.4.2

BACKGROUND

At the January meeting it was moved by Councillor Warshick that Recreation, Tourism and Culture staff be requested to provide a report regarding the feasibility of supporting a bid to bring the 2006 Juno Awards to Halifax.

DISCUSSION

The Juno Awards is an annual showcase for the music industry in Canada and is the responsibility of the Canadian Academy of Recording Arts and Sciences (CARAS). This event has existed for thirty-three years and until recently has been held in Toronto. However, since 1991 the event has travelled to Vancouver (1998), Hamilton (2002), St. John's (2003), Ottawa (2004) and will be hosted by Winnipeg in 2005. CARAS works with a local host committee to produce a three day event that includes the "JunoFest" and opening reception, FanFare, Song Writer's Circle and the Awards Gala which includes Pre and Post Event receptions along with the live national telecast of the Awards show. In addition, the local host committee usually enhances the event with a festival that engages the city along with the music industry to promote increased awareness and legacy building. An

estimated 1.4 million viewers watched the 2002 Awards and 2.2 million watched the 2003 Juno Awards.

Events Halifax, in conjunction with Trade Centre Limited, the Music Industry Association of Nova Scotia and Destination Halifax have been actively pursuing the opportunity of hosting the 2006 Juno Awards. In June 2004, Recreation Tourism and Culture staff received a formal proposal from Events Halifax requesting funding from HRM to support a bid for the 2006 Junos. The proposal meets the criteria for funding from the HRM Special Events Reserve and, as such, will be recommended to Council during budget deliberations as a 2005/06 expenditure from the reserve.

BUDGET IMPLICATIONS

The amount requested from HRM by Events Halifax to support the Juno bid is \$200,000. This represents one quarter of the total \$800,000 cost to develop the bid and obtain a rights holder fee to host the event. The \$200,000 will be put forth as a proposed expenditure from the HRM Special Events Reserve during the 2005/06 budget and business planning review by Council. Events Halifax has requested the remainder of the \$800,000 from ACOA and the Province.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipalities Multi-Year Financial Strategy, the approved Operating Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

Determined upon Council direction.

ATTACHMENTS

None

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by:

Paul Johnston, Business Services Coordinator, 490-5623

