

From: [Lamare, Karen TAC:EX](#)
To: [Bhat, Asha TAC:EX](#)
Subject: FW: TEP - Juno funding request
Date: Friday, January 5, 2018 2:11:52 PM

FYI - K

From: Meadows, Jennifer L TAC:EX
Sent: Friday, January 5, 2018 2:08 PM
To: Ferguson, Suzanne A TAC:EX; Avison, Claire TAC:EX; Lamare, Karen TAC:EX
Subject: RE: TEP - Juno funding request

FYI – Minister has approved the DN recommendation:

- \$150K to the JUNO 2018 Host Committee to support local programs and initiatives supporting the 2018 JUNO Awards in Vancouver

-

s.13,s.17

Karen - I will send the signed DN back to David in eapprovals but wanted to flag for you so you can start working with CreativeBC and GCPE.

From: Ferguson, Suzanne A TAC:EX
Sent: Friday, January 5, 2018 12:23 PM
To: Avison, Claire TAC:EX
Cc: Meadows, Jennifer L TAC:EX; Lamare, Karen TAC:EX
Subject: RE: TEP - Juno funding request

OK – will work with Karen to pull together a quick summary and forward asap.

From: Avison, Claire TAC:EX
Sent: Friday, January 5, 2018 12:22 PM
To: Ferguson, Suzanne A TAC:EX
Cc: Meadows, Jennifer L TAC:EX; Lamare, Karen TAC:EX
Subject: Re: TEP - Juno funding request

Ok - need clarity on what specifically the 2 requests are to support. Thx

Sent from my iPhone

On Jan 5, 2018, at 12:09 PM, Ferguson, Suzanne A TAC:EX <Suzanne.Ferguson@gov.bc.ca> wrote:

Further to the back and forth on this.

Karen has been able to confirm with MUSIC BC that the Host Committee request for \$150K from the BC Music Fund (and included in the DN) is separate from the additional funding that CARAS is requesting.

The \$150K request from the Host Committee will fund Host City and Province-wide initiatives - specifically the Juno Tour, BC Artist Showcase and Juno Celebration Site.

These JUNO initiatives are not being funded by CARAS and CARAS's request for TEP funding are for three different JUNO related CARAS events/initiatives (Juno Fanfare, Juno Fest, and Art is Art).

Given the above,

s.13

Thanks

From: Avison, Claire TAC:EX
Sent: Friday, January 5, 2018 9:07 AM
To: Ferguson, Suzanne A TAC:EX; Meadows, Jennifer L TAC:EX
Cc: Chwist, Tamara TAC:EX; Beck, Adrienne TAC:EX; Schneider, Amy TAC:EX; Poirier, Dorice TAC:EX
Subject: RE: Heads Up - TEP - Juno funding request

Suzanne – plse connect with Jennifer. The BN for the use of the remaining BCMF emerging priorities funds has been amended to include the CARAs funding request for an additional \$150k. Jennifer will be able to confirm

s.13,s.17

I'm heading for Knowledge Network
shortly but you can call me if you want to discuss directly. thanks

Claire Avison | Assistant Deputy Minister | Ministry of Tourism Arts and Culture | Cell:
250-217-9059 | claire.avison@gov.bc.ca

From: Ferguson, Suzanne A TAC:EX
Sent: Thursday, January 4, 2018 2:21 PM
To: Avison, Claire TAC:EX
Cc: Chwist, Tamara TAC:EX; Beck, Adrienne TAC:EX; Schneider, Amy TAC:EX; Poirier, Dorice TAC:EX
Subject: RE: Heads Up - TEP - Juno funding request
Importance: High

Claire, I am hoping that we can catch 10 minutes of your time following our call with PavCo. An issue has come up this am that we are wanting to flag for you.

This morning staff were contacted by Jackie Dean, the organizer of the Juno's. Jackie has contacted the Branch following a recent discussion with the DM regarding funding support for three ancillary events taking place around the Juno's (the Juno Fanfare, Juno Fest, and Art is Art with a cumulative budget of approx. \$150,000).

s.13,s.17,s.21

There are two issues at hand:

s.13,s.17

s.13,s.17

Jackie has specifically asked that staff provide a response on funding availability by end of day. I have asked that Adrienne and Tamara to respond today noting that we are looking into the request and may not be able to respond until tomorrow given the time change etc. (she is back East).

There are a few options that we could consider in terms of a response.

s.13,s.17

Thanks Claire and appreciate your advice on this.

Suzanne

From: Ferguson, Suzanne A TAC:EX
Sent: Friday, January 5, 2018 4:45 PM
To: Avison, Claire TAC:EX
Cc: Venn, Tania GCPE:EX; Lamare, Karen TAC:EX; Beck, Adrienne TAC:EX
Subject: RE: Juno funding initiatives

Claire, as requested. Below is a summary of the two JUNO funding requests and the initiatives each would support:

1. Music Fund – the \$150K in funding will be specifically allocated to the Host Committee's Juno initiatives including:

(Note that these funds are not for CARAS or being used to support any of CARAS's official JUNO related events).

- **BC ARTIST SHOWCASE:** BC Artist Showcases will kick off in January and run through March, highlighting the best in emerging and established. BC-based talent. Unique pop-up experiences and live performances by local artists will take place in a variety of venues throughout the Lower Mainland including, Burnaby, Surrey, Richmond, and the Tri-Cities, fostering inclusivity throughout our region. These events will act as an awareness campaign in early 2018, drawing attention to JUNO Week along with encouraging brand association, participation, tickets sales, and pride in our music community. These unique showcase experiences will be tied into a central JUNO calendar and promoted as part of the larger JUNO's concept.
- **JUNO CELEBRATION SITE:** Centrally located in the heart of Vancouver, the Celebration Site will include two days of diverse and inclusive live music programming. Expect the unexpected with a jam-style stage featuring local talent with out-of-town Canadian collaborations. This free festival site will offer an accessible venue for all of Vancouver to enjoy, celebrating local music and culture. The Celebration Site will incorporate family-focused programming including music for all ages, along with VIP zones for delegates and stakeholders. Partnering with CBC and local media, this event will be highly publicized around the lower mainland and BC markets further amplifying awareness for the JUNOs as a whole.
- **JUNO Tour:** the goal of the tour is to engage communities across the province and celebrate BC's music culture and unique musical experiences in communities throughout B.C. (I have requested additional details/info from Music BC but have not received yet).

2. CARAS Request (value \$130k)

- **JUNO Cup** - \$40,000 cost: JUNO Awards Weekend kicks off with a celebrity fundraising hockey game in support of MusiCounts, Canada's music education charity associated with CARAS. NHL Greats and Canadian musicians will face off in a fun, competitive, non-contact hockey game. This gets hockey and music lovers an opportunity to be involved in JUNO Week and is a great family event.
- **JUNO Fan Fare** - \$50,000 cost: One of the most popular events of JUNO Week, JUNO Fan Fare gives Canadian music fans the opportunity to meet their favourite artists up close. Approximately 2,000 fans attend the event, mostly youth. This gives the public a free opportunity to be involved with the top artists taking part in JUNO Awards Week.

- **JUNO Photography Exhibition** - \$10,000 cost: The JUNO Awards Photography Exhibition (entering its ninth year), features framed photos from past JUNO Awards. This is a free exhibit to the public and an opportunity to show 46 years of JUNO history and the great moments for many Canadian artists that have achieved great success in Canada and internationally.
- **JUNO Art is Art** - \$30,000 cost: Highlighting the synergy between visual art and music, Art is Art showcases the visual art practices of prominent Canadian recording artists (Leonard Cohen, Sarah McLachlan, Buffy Sainte-Marie and more). Commissioned by The Canadian Academy of Recording Arts and Sciences (CARAS), this exhibit debuted at the 2017 JUNO Awards in Ottawa. Featuring a diversity of national talent, the works are a new addition to the building blocks of the JUNO Awards' permanent collection. Whether crafting a song or painting a portrait, the creative core of creating art is similar.

Let me know if you need any further information. As discussed, we will reach out to CARAS

s.13

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claire.avison@gov.bc.ca

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s.13,s.17

Thanks Claire and appreciate your advice on this.

Suzanne

From: [Lamare, Karen TAC:EX](#)
To: ["Prem Gill"](#)
Cc: [Bhat, Asha TAC:EX](#); [Venn, Tania GCPE:EX](#)
Subject: RE: BC Music Fund - Emergent Priorities Funding
Date: Monday, January 8, 2018 9:30:11 AM

Hi Prem,

I just confirmed with the MO

s.13

in

partnership with Creative BC and the Minister's office.

Thanks, Karen

Karen Lamare

Director, Creative Sector Policy
Ministry of Tourism, Arts and Culture
Mobile: 604 506-3520
Email: karen.lamare@gov.bc.ca

From: Prem Gill [<mailto:pgill@creativebc.com>]
Sent: Friday, January 5, 2018 3:08 PM
To: Lamare, Karen TAC:EX
Cc: Bhat, Asha TAC:EX; Venn, Tania GCPE:EX
Subject: RE: BC Music Fund - Emergent Priorities Funding

Thanks Karen!

Great news, can I go ahead and advise the Host Committee?

From: Lamare, Karen TAC:EX [<mailto:Karen.Lamare@gov.bc.ca>]
Sent: Friday, January 05, 2018 3:07 PM
To: Prem Gill <pgill@creativebc.com>
Cc: Bhat, Asha TAC:EX <Asha.Bhat@gov.bc.ca>; Venn, Tania GCPE:EX <Tania.Venn@gov.bc.ca>
Subject: BC Music Fund - Emergent Priorities Funding

Hi Prem,

I wanted to let you know that the Minister has approved \$150,000 in funding for the JUNO Host Committee as well as

s.13,s.17

from the BC Music Fund emergent priorities envelope.

Tania Venn, cc'd here, our new manager of communications with GCPE will follow up with Creative BC early next week to discuss planning for this announcement.

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Please let me know if you have any questions. Thanks, K

Karen Lamare

Director, Creative Sector Policy

Ministry of Tourism, Arts and Culture

Mobile: 604 506-3520

Email: karen.lamare@gov.bc.ca

From: [Schneider, Amy TAC:EX](#)
To: ["jackie@junoawards.ca"](mailto:jackie@junoawards.ca)
Cc: [Hood, Kim DBC:EX](#); [Beck, Adrienne TAC:EX](#); [Chwist, Tamara TAC:EX](#); [Lamare, Karen TAC:EX](#)
Subject: FW: Funding Approval - Tourism Events Program
Date: Tuesday, January 23, 2018 11:31:10 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.jpg](#)
[image004.jpg](#)
[image010.jpg](#)

Hi Jackie,

Thank you for your application to the Tourism Events Program (TEP) for Juno Fest, Juno Cup, Juno Photography Exhibit, Junior Junos and Juno Fan Fare taking place during Junos Week (March 19-25, 2018).

I am pleased to advise you that your event has been approved for **\$70,000** in funding through the TEP for the Juno Cup, Junofest, Juno Fan Fare Junior Junos and the Juno Photography Exhibition.

Funding provided through the TEP must be used to broaden the reach and impact of the event through marketing and communications. As such, your approved TEP funding can only be applied to the activities that were identified in your application: marketing, promotion and marketing contra agreements.

Next steps:

1. Please provide us with a breakdown of which marketing activities outlined in our application will be allocated to the \$70,000 in TEP funding.
2. Destination BC will work with you to develop a contract to transfer the funding. Kim Hood is Destination BC's Manager of Marketing Co-Op Programs - she will work with you to finalize the contract. Destination BC will require the following items:
 - A Certificate of Insurance naming Destination BC as an additionally insured party prior to the start of the events. Destination BC will provide you with the appropriate form.
 - Breakdown on use of TEP funds (#1).
 - A signed contract (Kim will provide you with a contract shortly for your signature).
3. All TEP funding recipients are required to acknowledge Provincial support. This can be done by way of using the BC logo on event materials and the event website. As you already have Provincial approval in place to use the BC logo, please ensure it is applied to any promotional materials for the Juno Cup, Junofest, Juno Fan Fare Junior Junos and the Juno Photography Exhibition.

Kim will be in touch with you soon with the Certificate of Insurance form and then the contract for your signature.

If you have any follow up questions, let Adrienne or I know.

Thank you, Amy

Amy Schneider

Director, Policy and Investment Alignment

Tourism Branch

Ministry of Tourism, Arts and Culture

250.356.7861 (office)

250.889.3397 (cell)

From: Jackie Dean [<mailto:jackie@junoawards.ca>]

Sent: Monday, January 15, 2018 12:41 PM

To: Beck, Adrienne TAC:EX

Cc: Schneider, Amy TAC:EX; Chwist, Tamara TAC:EX; Lamare, Karen TAC:EX; Allegra Swanson

Subject: Re: Request for a call re: Junos and TEP

Hi Adrienne, Amy, Tamara and Karen

Thank you again for all your help with the application.

I have copied Allegra Swanson, our Manager of Planning & Development here as she helped put together the application.

Please find attached the following

- 1) TEP Application s.21
- 2) Overall CARAS/JUNO Budget that shows a spend across all budgets
- 3) Events overview for JUNO Week that explains the events being applied for below
- 4) Detailed budget for the events that we are applying for with s.21

s.21




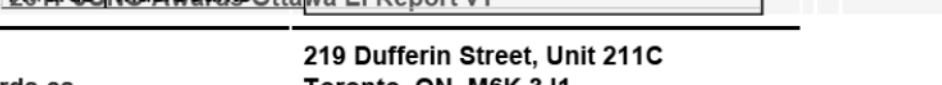
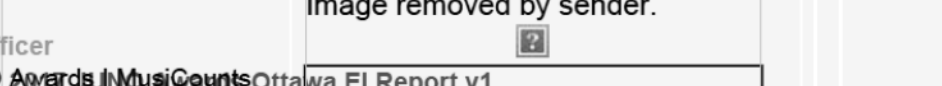
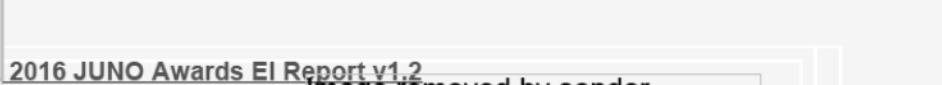
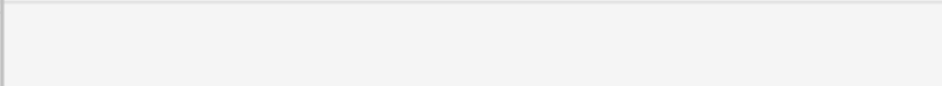
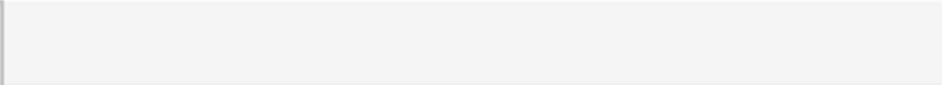
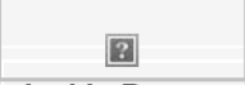
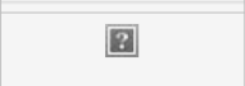
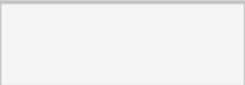
5)

in 4)

above. I hope this makes sense.

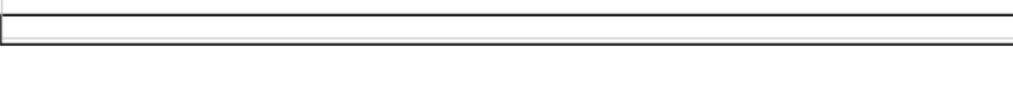


- 6) Examples of s.21
- 7) Economic impact study for 2016 JUNO Awards Calgary and 2017 JUNO Awards Ottawa
- 8) Sponsor/Partner listing

Please let me know if you would like to get on a call the run through all of this and if you need any more information. We really tried to magnify they exposure that a City and Province with our marketing and promotion efforts.



Jackie Dean
Chief Operating Officer
CARAS | The JUNO Awards | MusicCounts Ottawa
2016 JUNO Awards EI Report v1.2
Image removed by sender.
2017 JUNO Awards EI Report v1

t. 647.560.4753
e. jackie@junoawards.ca
219 Dufferin Street, Unit 211C
Toronto, ON, M6K 3J1



On Mon, Jan 15, 2018 at 12:31 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

Hi Jackie,

Just checking back with you. Have you decided against completing the TEP application form I sent you last Monday? If not, we'll need it back from you as soon as possible

s.13

Thanks,

Adrienne

From: Jackie Dean [mailto:jackie@junoawards.ca]

Sent: Monday, January 8, 2018 4:52 PM

To: Beck, Adrienne TAC:EX

Cc: Schneider, Amy TAC:EX; Chwist, Tamara TAC:EX

Subject: Re: Request for a call re: Junos and TEP

Okay. Great! We have all of that information.

Thanks again for all your help on this.

Back to you in the next few days with a completed application.

Jackie Dean

Chief Operating Officer

CARAS | The JUNO Awards | MusiCounts

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t. 647.560.4753

e. jackie@junoawards.ca

219 Dufferin Street, Unit 211C

Toronto, ON, M6K 3J1

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On Mon, Jan 8, 2018 at 7:48 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

That should be fine, perhaps just include a list of which marketing agencies or organizations you've subcontracted with and that activities they are performing.

From: Jackie Dean [mailto:jackie@junoawards.ca]

Sent: Monday, January 8, 2018 4:44 PM

To: Beck, Adrienne TAC:EX

Subject: Re: Request for a call re: Junos and TEP

s.21

I can send you a sample of one if that would help.

Jackie Dean

Chief Operating Officer

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t. 647.560.4753

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219 Dufferin Street, Unit 211C

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Image removed by sender.



On Mon, Jan 8, 2018 at 7:42 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

By "contra" do you mean something other than a contract?

From: Jackie Dean [<mailto:jackie@junoawards.ca>]

Sent: Monday, January 8, 2018 4:29 PM

To: Beck, Adrienne TAC:EX

Cc: Chwist, Tamara TAC:EX; Schneider, Amy TAC:EX

Subject: Re: Request for a call re: Junos and TEP

Thank you for this Adrienne and thank you both for the call.

Just one quick question.

s.21

Jackie

Jackie Dean

Chief Operating Officer

CARAS | The JUNO Awards | MusiCounts

Image removed by sender.



t. [647.560.4753](tel:647.560.4753)

e. jackie@junoawards.ca

219 Dufferin Street, Unit 211C

Toronto, ON, M6K 3J1

Image removed by sender.



On Mon, Jan 8, 2018 at 6:04 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

Hi Jackie,

As discussed, attached is the application form for the Tourism Events Program. Please don't hesitate to give myself or Tamara a call if you have any questions.

Adrienne Beck

Manager, Tourism Policy and Programs

Tourism Policy and Creative Sector Division

Ministry of Tourism, Arts and Culture

Phone | [250.356.2293](tel:250.356.2293) Cell | [250.217.5150](tel:250.217.5150)

From: Chwist, Tamara TAC:EX

Sent: Monday, January 8, 2018 10:52 AM

To: 'jackie@junoawards.ca'

250-356-7975

[illegible]

From: Jackie Dean [mailto:jackie@junoawards.ca]

Sent: Thursday, January 25, 2018 8:45 AM

To: Schneider, Amy TAC:EX

Cc: Hood, Kim DBC:EX; Beck, Adrienne TAC:EX; Chwist, Tamara TAC:EX; Lamare, Karen TAC:EX; Allegra Swanson

Subject: Re: FW: Funding Approval - Tourism Events Program

Thank you again for the support for our events. We really appreciate it.

I have reallocated the marketing spend across the events as per the attached.

Next steps:

1. Please provide us with a breakdown of which marketing activities outlined in our application will be allocated to the \$70,000 in TEP funding. - Please see the attached.
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Please let me know if you have any questions or if you need more information.

Look forward to working with you on this.

Best
Jackie

Jackie Dean
Chief Operating Officer

JUNOS

CARAS | The JUNO Awards | MusiCounts

t. 647.560.4753
e.jackie@junoawards.ca

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On Tue, Jan 23, 2018 at 2:31 PM, Schneider, Amy TAC:EX <Amy.Schneider@gov.bc.ca> wrote:

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Director, Policy and Investment Alignment

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From: Jackie Dean [<mailto:jackie@junoawards.ca>]
Sent: Monday, January 8, 2018 4:52 PM
To: Beck, Adrienne TAC:EX
Cc: Schneider, Amy TAC:EX; Chwist, Tamara TAC:EX
Subject: Re: Request for a call re: Junos and TEP

Okay. Great! We have all of that information.

Thanks again for all your help on this.

Back to you in the next few days with a completed application.

Jackie Dean
Chief Operating Officer

CARAS | The JUNO Awards | MusiCounts

t. 647.560.4753
e. jackie@junoawards.ca

219 Dufferin Street, Unit 211C
Toronto, ON, M6K 3J1

On Mon, Jan 8, 2018 at 7:48 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

That should be fine, perhaps just include a list of which marketing agencies or organizations you've subcontracted with and that activities they are performing.

From: Jackie Dean [<mailto:jackie@junoawards.ca>]
Sent: Monday, January 8, 2018 4:44 PM
To: Beck, Adrienne TAC:EX
Subject: Re: Request for a call re: Junos and TEP

I can send you a sample of one if that would help.

Jackie Dean
Chief Operating Officer

CARAS | The JUNO Awards | MusiCounts

t. 647.560.4753
e. jackie@junoawards.ca

219 Dufferin Street, Unit 211C
Toronto, ON, M6K 3J1

On Mon, Jan 8, 2018 at 7:42 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

By "contra" do you mean something other than a contract?

From: Jackie Dean [<mailto:jackie@junoawards.ca>]
Sent: Monday, January 8, 2018 4:29 PM
To: Beck, Adrienne TAC:EX
Cc: Chwist, Tamara TAC:EX; Schneider, Amy TAC:EX
Subject: Re: Request for a call re: Junos and TEP

Thank you for this Adrienne and thank you both for the call.

Just one quick question.

s.21

s.21

s.21

Jackie

Jackie Dean

Chief Operating Officer

CARAS | The JUNO Awards | MusiCounts

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219 Dufferin Street, Unit 211C

[Toronto, ON, M6K 3J1](#)

On Mon, Jan 8, 2018 at 6:04 PM, Beck, Adrienne TAC:EX <Adrienne.Beck@gov.bc.ca> wrote:

Hi Jackie,

As discussed, attached is the application form for the Tourism Events Program.

Please don't hesitate to give myself or Tamara a call if you have any questions.

Adrienne Beck

Manager, Tourism Policy and Programs

Tourism Policy and Creative Sector Division

Ministry of Tourism, Arts and Culture

Phone | [250.356.2293](tel:250.356.2293) Cell | [250.217.5150](tel:250.217.5150)

From: Chwist, Tamara TAC:EX
Sent: Monday, January 8, 2018 10:52 AM
To: 'jackie@junoawards.ca'
Cc: Beck, Adrienne TAC:EX
Subject: Request for a call re: Junos and TEP

Good morning Jackie,

We have some recent developments we would like to discuss with you over the phone. Would you be available for a call today or tomorrow? Please let me know what is most convenient for you.

Take care,

Tamara Chwist

Policy Analyst

Tourism Branch

Ministry of Tourism, Arts & Culture

Province of British Columbia

Tamara.Chwist@gov.bc.ca

[250-356-7975](tel:250-356-7975)

JUNO Week 2018 | March 19 - 25 | Vancouver, BC | #JUNOS

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s.21;s.17

From: Brenda Grunau [<mailto:bgrunau@creativebc.com>]

Sent: Thursday, February 1, 2018 5:35 PM

To: Carroll, Lora TAC:EX; Hill, Lara TAC:EX

Cc: Lamare, Karen TAC:EX; Karin Watson

Subject: Vancouver JUNO Host Committee agreement

Lora and Lara,

I'm letting you know that there's been a small change to our funding agreement with the JUNO Host Committee.

The \$150,000 was originally intended to fund the BC Artist Showcase, the Juno Tour, and the Celebration Site. For a number of reasons, the Host Committee has chosen to cancel the BC Artist Showcase, and add the budget to grow the Experience Music Program, which awarded small grants to groups across the Province presenting music events leading up to the JUNOs. They have awarded grants to 26 events in a wide variety of locations, representing a wide variety of musical genres.

This change is reflected in the draft contract, which is now being reviewed by the Host Committee. Below are details about the three initiatives we are funding.

Let me know if you have any questions or concerns, or need any additional paperwork.

Brenda

The 2018 JUNO Awards Host Committee will deliver the following three initiatives:

1. Experience Music Program: The 2018 JUNO Awards Host Committee, in partnership with Creative BC and Music BC, launched the 2018 JUNO Experience Music Program, offering grants up to \$1,000 for artists, venues, promoters, music organizers and entrepreneurs to present unique music experiences in the lead up to JUNO Week. These events will celebrate BC's local music community, create opportunities for local musicians to connect with new audiences, present music in a variety of venues across the province, and build excitement for the 2018 JUNO Awards.

Twenty-six unique events were selected to shine the spotlight on BC and the local music scene engaging audiences all across the province. Events vary widely in geography (Nanaimo, Fernie, Williams Lake, Kamloops, Surrey), genre (EDM, Indian classical, world music, hip hop, soul, Indigenous, reggae) and style (concert halls, clubs, pop-up performances) and will occur between February 2 and March 22, 2018.

Originally, funds were budgeted for a BC Artist Showcase, however the significant response from the community for EMP grants resulted in using BC Artist Showcase funds to support additional EMP events.

2. JUNO Tour: Acting as an extension of JUNOFest, the JUNO Tour will take a JUNO nominated/award winning headliner, supported by two local musician or bands, to both Kelowna and Victoria on March 21 & 22, prior to landing in Vancouver on the Friday of JUNO weekend (March 23). Acts will be announced in mid-February 2018. An open call to local bands to participate will go out early February.

3. **Let's Hear it: LIVE! Celebration Site:** In the heart of Vancouver, at the Vancouver Art Gallery, Let's Hear It Live will be two days of diverse and inclusive live music representing various music scenes from across the province. This free festival site will offer an accessible venue for all of Vancouver to enjoy, incorporating family-focused programming including music for all ages, as well as VIP zones for delegates and stakeholders. The site will be active from noon to 9 pm on March 23 & 24.

* [We've moved to our new office! Click to learn more.](#)

BRENDA GRUNAU | MANAGER, BC MUSIC FUND
DIRECT +1 604 730 2251 | CREATIVEBC.COM

creativeBC

Connect with us on



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From: [Avison, Claire TAC:EX](#)
To: [Bhat, Asha TAC:EX](#)
Cc: [McKay, Lora TAC:EX](#)
Subject: RE: Change in use of JUNOs Host Cttee funding.
Date: Monday, February 5, 2018 4:39:36 PM

No concerns – sorry for the delay in response. thanks

Claire Avison | Assistant Deputy Minister | Ministry of Tourism Arts and Culture | Cell: 250-217-9059
| claire.avison@gov.bc.ca

From: Bhat, Asha TAC:EX
Sent: Friday, February 2, 2018 10:39 AM
To: Avison, Claire TAC:EX
Cc: Carroll, Lora TAC:EX
Subject: FYI: Change in use of JUNOs Host Cttee funding.

Hi Claire,

Brenda Grunau from Creative BC sent us a note last night about a proposed change to how the \$150k grant allocation for the Junos Host Committee will be used.

The Committee would like to reallocate \$40k from the originally proposed BC Artist Showcase (as it has been cancelled) and instead expand the Experience Music Program.

No flags on this...The Experience Music Program will award small grants to groups across the Province presenting music events leading up to the JUNOs. The grants will go towards twenty-six events being hosted in a wide variety of locations across the province, representing a wide variety of musical genres; it will lead to a significant regional impact in terms of engagement.

Creative BC is also supportive of the change.

Please do let me know if you have any concerns otherwise we will green light the change.

cheers,
a.

ASHA BHAT
Executive Director, Creative Sectors
250.213.7833
Asha.Bhat@gov.bc.ca



Information Note Advice to Minister

Date: January 10, 2018

Cliff #: 32132

Issue: JUNOs - Ticket Distribution Plan

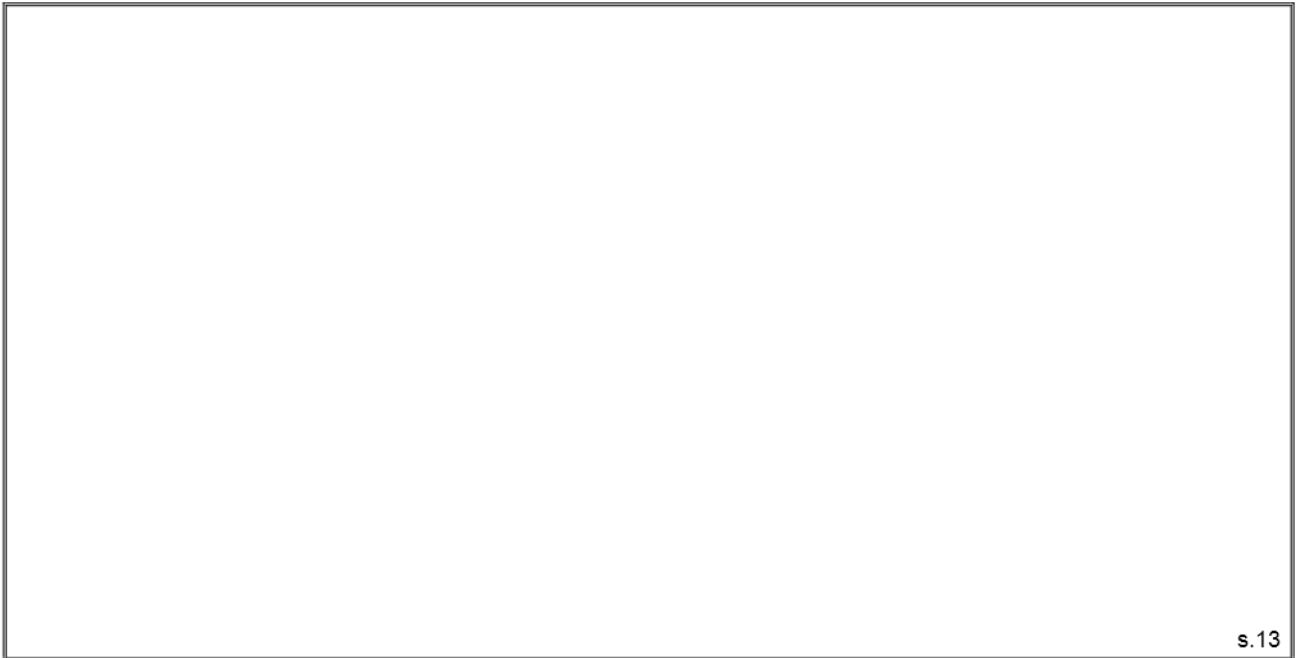
Background / Facts:

- March 2017, the Province committed up to \$1.2 million to secure the 2018 JUNOs. These funds cover the cost of running the primary events associated with the JUNO awards, including the Chairman's Reception, the JUNO Awards Welcome Reception, the JUNO Gala Dinner and Awards, the JUNO Red Carpet and the JUNO Awards Broadcast.
- The 47th annual JUNO Awards and JUNO Week 2018 will be hosted in Vancouver from March 19th through to the JUNO Awards Broadcast on CBC on March 25, 2018.
- The Canadian Academy of Recording Arts and Sciences (CARAS) organizes all primary JUNO Awards events and is supported by a volunteer Host Committee, co-chaired by Catherine Runnals (President of Brand Live Management Group & Tourism Vancouver Board Member) and Nick Blasko (Amelia Artists/Rifflandia Festival). Additional members of the Host Committee include music industry leaders, tourism and corporate partners and local business executives.
- The Host Committee's role is to support the Host City aspect of the 2018 Juno Awards and to execute local initiatives that create excitement and engagement within the community.
- In addition to enhancing BC's thriving music scene, it is anticipated the JUNOS will create significant economic benefit to the hospitality and tourism industry.
- An opportunity is available for the Premier or Minister Beare to speak at the JUNO Gala Dinner & Awards on Saturday, March 24th.

Analysis:



**Ministry of
Tourism, Arts and
Culture**



s.13

Attachment(s):

s.13

Contact: Asha Bhat, Executive Director, Creative Sectors Branch (250 387-0132)

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Information Note Advice to Minister

Date: March 9, 2018

Cliff #: 32552

Issue: 2018 JUNO Awards Host Committee events

Background / Facts:

- The JUNO Host Committee is a volunteer-based group of music industry leaders, tourism and corporate partners, and local business executives.
- The Host Committee's role is to execute local initiatives leading up to and during the 2018 JUNO Awards and to create excitement and engagement across B.C.
- The JUNO Host Committee has delivered eight key initiatives throughout B.C. in the lead up to the JUNOs. A full description of all initiatives is included in Appendix 1.
- In February 2018, the Province awarded \$150,000 to the Host Committee to support three of these initiatives:
 1. **Experience Music Program:** offering grants to artists, venues, promoters, music organizers and entrepreneurs across the province to host unique music experiences.
 2. **JUNO Tour:** JUNO nominated/award winning headliner acts will be featured in Kelowna and Vancouver.
 3. **Let's Hear it Live Celebration site:** a free two-day festival at the Vancouver Art Gallery.

Analysis:

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Attachment(s): Appendix 1:
Appendix 2:

s.13

Contact: Asha Bhat, Executive Director, Creative Sectors Branch (250 387-0132)

Appendix 1: JUNOs Host Committee Initiatives

I.

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1. U19 Songwriters Circle:

March 10th 7:30 pm (Playhouse Theatre Vancouver)

Modeled after the JUNO Songwriters' Circle yet only accessible to those under 19, this evening event will represent diversity of genres and it will feature artists/producers from several musical areas including rock, Indigenous and classical.

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2. Let's Hear it Live JUNO Celebration Site:

March 23rd + March 24th | 12 pm to 9 pm (Vancouver Art Gallery)

Free festival site offering an open and accessible venue for all Vancouverites to celebrate local music and culture. The Celebration Site will incorporate family-focused programming including music for all ages, along with VIP zones for delegates and stakeholders. Partnering with CBC and local media, this event will be highly publicized around the Lower Mainland and BC markets further amplifying awareness for the JUNOs as a whole.

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II. OTHER HOST COMMITTEE EVENTS

1. Music Cities Forum: March 22nd (Venue TBC)

A one-day roundtable session featuring international guest speakers from across the globe.

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2. Experience Music Program February 2 – March 22 in communities across BC

Grants were awarded for artists, venues, promoters, music organizers and entrepreneurs to present unique music experiences in the lead up to JUNO Week. Twenty-six unique events were selected to shine the spotlight on B.C. and the local music scene.

3. JUNO Tour: March 21st (Kelowna) and March 22nd (Victoria)

The JUNO Tour takes a JUNO nominated/award winning headliner, supported by two local musician or bands, to both Kelowna and Victoria prior to landing in Vancouver on the Friday of JUNO weekend (March 23).

4. Learning Resource Development

Three instructional packages, one each for grades 4-7, 8-9 and 10-12, which employ BC's re-designed curriculum to provide a learning experience related to the JUNO Awards, the music industry in Canada, and Canadian musicians.

Appendix 2: JUNOs Logistics and Dress Code

Chairman's Reception

Presented by Music Canada. This VIP reception is an invitation-only gathering of key industry executives, members of Government, JUNO Awards sponsors, and local Host Committee representatives who have contributed financially to make the JUNO Awards possible.

Date: Friday, March 23

Time: 5:00pm - 6:00pm

Venue: Parq Vancouver, Fairview Ballroom & Terrace | 39 Smithe St, Vancouver

Type: Private Event, Invitation-Only, 19+

2018 JUNO Welcome Reception

Presented by Music Canada. This event welcomes up to 1,200 guests each year and is the official kick off to the JUNO Awards Weekend. Traditionally, the reception is a stand up affair where guests are treated to sensational cocktails, delicious hors d'oeuvres, and location-permitting, a live performance.

Date: Friday, March 23

Time: 6:00pm - 8:00pm

Venue: Grand Ballroom, Fairview Ballroom and Fairview Terrace, Parq Vancouver | 39 Smithe St, Vancouver

Type: Private Event, Invitation-Only, 19+

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2018 JUNO Gala Dinner & Awards

Reception presented by SOCAN. Gala Dinner & Awards presented by SOCAN. The JUNO Gala Dinner & Awards is an exclusive industry event that features the presentation of 35 JUNO Awards, the Walt Grealis Special Achievement Award, and the Humanitarian Award. This affair is highlighted by 5-6 electrifying performances from this year's JUNO nominees.

Date: Saturday, March 24

Time: Reception | 4:30pm, Dinner | 6:00pm

Venue: Vancouver Convention Centre, East Building | 999 Canada Place, Vancouver

Type: Private Event, Ticketed, 19+

Host: Tom Power

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The 2018 JUNO Awards Broadcast

Sunday night is the live CBC Broadcast featuring the presentation of 6-7 JUNO Awards, unforgettable performances, special appearances and surprise moments with Canada's hottest artists.

Date: Sunday, March 25

Time: 5:00pm PT

Venue: Rogers Arena | 800 Griffiths Way, Vancouver

Type: Public Event, Ticketed, All Ages

Host: Michael Bublé

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2. Experience Music Program February 2 – March 22 in communities across BC

Grants were awarded for artists, venues, promoters, music organizers and entrepreneurs to present unique music experiences in the lead up to JUNO Week. Twenty-six unique events were selected to shine the spotlight on B.C. and the local music scene.

3. JUNO Tour: March 21st (Kelowna) and March 22nd (Victoria)

The JUNO Tour takes a JUNO nominated/award winning headliner, supported by two local musician or bands, to both Kelowna and Victoria prior to landing in Vancouver on the Friday of JUNO weekend (March 23).

4. Career Days March 10 2pm – 5pm (Playhouse Theatre Vancouver)

Career Days is a combination of a career fair and interactive experience with industry professionals working in studio and live event contexts.

5. Learning Resource Development

Three instructional packages, one each for grades 4-7, 8-9 and 10-12, which employ BC's re-designed curriculum to provide a learning experience related to the JUNO Awards, the music industry in Canada, and Canadian musicians.

6. Battle of the Bands: Through February – March 5 (The Roxy, Vancouver)

Open to audiences of all ages and hosted at The Roxy, one of Vancouver's most vibrant music venues, the Battle of the Bands will be presented as 4 weekly showcases through February 2018, culminating with the finale on March 5, 2018. All participants will receive performance and stage setup coaching and mentorship by Nimbus instructors.

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JUNOs OVERVIEW

Date: March 21, 2018

Background / Facts:

- The JUNO Awards (JUNOs) are Canada's version of the US Grammy Awards organized by the Canadian Academy of Recording Arts & Sciences (CARAS).
 - See CARAS overview – 2018 JUNO EVENTS, MINISTER BEARE in binder.
 - The 47th annual JUNO Awards and JUNO Week 2018 will be hosted in Vancouver from March 19th through to the JUNO Awards Broadcast on CBC on March 25, 2018.
 - March 2017, the Province committed up to \$1.2 million to secure the 2018 JUNOs. These funds cover the cost of running the primary events associated with the JUNO awards, including the Chairman's Reception, the JUNO Awards Welcome Reception, the JUNO Gala Dinner and Awards, the JUNO Red Carpet and the JUNO Awards Broadcast.
 -
- s.13,s.17
- CARAS organizes all primary JUNO Awards events and is supported by a volunteer Host Committee, co-chaired by Catherine Runnals (President of Brand Live Management Group & Tourism Vancouver Board Member) and Nick Blasko (Amelia Artists/Rifflandia Festival). Additional members of the Host Committee include music industry leaders, tourism and corporate partners and local business executives.
 - The Host Committee's role is to support the Host City aspect of the 2018 Juno Awards and to execute local initiatives that create excitement and engagement within the community.
 - The JUNO Host Committee has delivered on eight key initiatives throughout B.C. in the lead up to the JUNOs.
 - In February 2018, the Province awarded \$150,000 to the Host Committee to support three of these initiatives.
 - Host Committee Events (Tab 2 in Binder)
 - In addition to enhancing BC's thriving music scene, it is anticipated the JUNOS will create significant economic benefit to the hospitality and tourism industry.
 - Vancouver hosted the JUNOs in 1991, 1998, and 2009 with an estimated economic benefit of at least \$10 million in 2009.

Contact: Asha Bhat, Executive Director, Creative Sectors Branch (250 213.7833)