

2011 40TH ANNIVERSARY JUNO AWARDS



PRESENTED TO:

Economic Development Committee



BY:

Melanie Berry, President & CEO, CARAS & MusiCounts



The Canadian Academy
of Recording Arts
and Sciences

L'Académie canadienne
des arts et des sciences
de l'enregistrement



June 1, 2010



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of Recording Arts
and Sciences

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- CARAS is The Canadian Academy of Recording Arts and Sciences.
- CARAS is a not-for-profit organization that was created to preserve and enhance the Canadian music and recording industries and to contribute towards higher artistic standards.
- CARAS' main focus is the exploration and development of opportunities to showcase and promote Canadian artists and music primarily through the JUNO Awards national broadcast.

CARAS is associated with...





- MusiCounts is Canada's music education charity.
- MusiCounts' mission is to ensure that children in Canada have access to a comprehensive music program through their school.
- MusiCounts includes Band Aid Musical Instrument Grants, the MusiCounts Teacher of the Year Award, The Fred Sherratt Award, our scholarship programs (in conjunction with 12 institutions nationally) and other music education initiatives.
- To date, MusiCounts has provided over \$3.5 million in grants and scholarships for music education in schools across the country.





Some of the Band Aid Grant Recipient Schools from the Greater Toronto Area since program inception

- Alexander Muir/Gladstone Avenue Jr. & Sr. Public School
- Blacksmith Public School
- Chalkfarm Public School
- Chaminade College School
- Driftwood Public School
- Firgrove Public School
- Harbord Street Collegiate
- Jarvis Collegiate Institute
- Lamberton Public School
- Shoreham Public School
- Smithfield Middle School
- Yorkwoods Public School

Ontario – 38.2%

Toronto – 17.7%



The Canadian Music Hall of Fame

The Canadian Music Hall of Fame recognizes individuals or groups who have made an outstanding contribution toward the greater international recognition of Canadian artists and musicians.

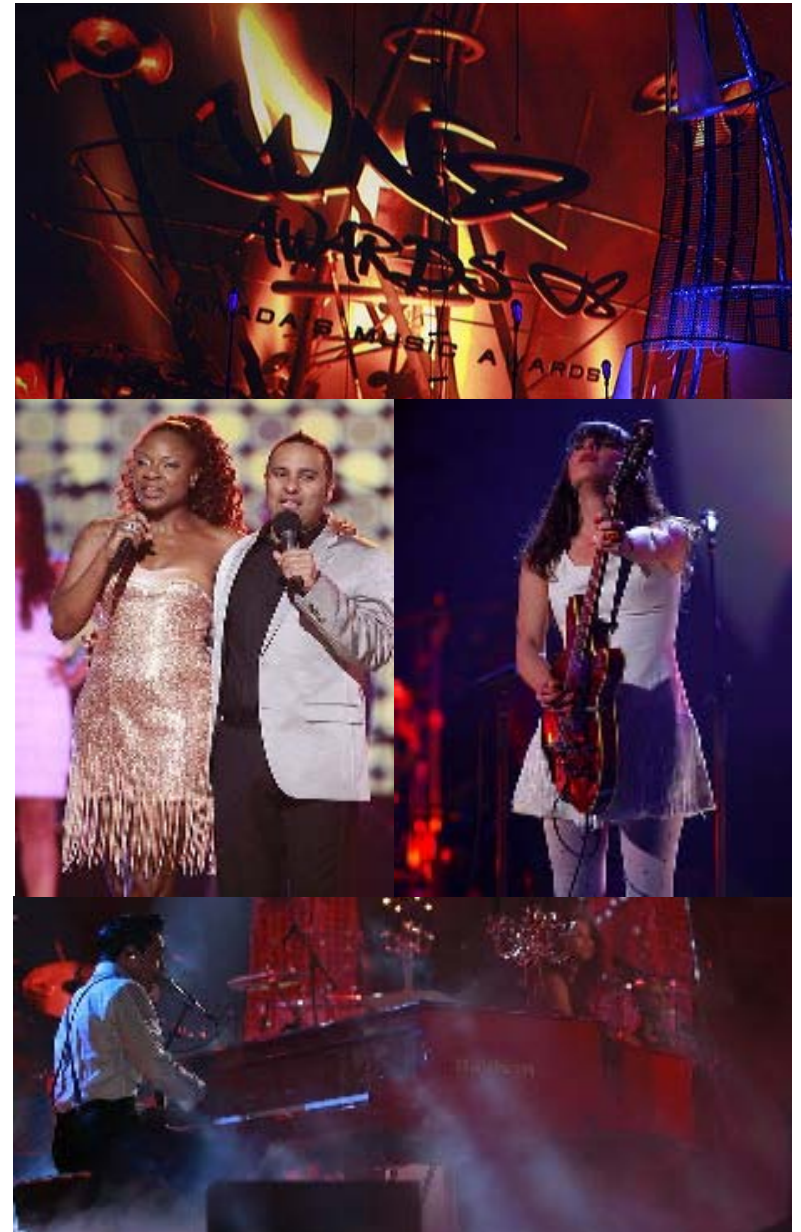




The origin of the **JUNO Awards** dates back to 1970. The JUNO Awards were named in honour of Pierre Juneau, then head of the CRTC.

In 1975, the **JUNO Awards** were broadcast nationally for the first time. To date, they have been watched by over 55 million viewers.

The **JUNO Awards** broadcast has witnessed a dramatic increase in international exposure with the addition of a one hour special being broadcast on MTV and VH1 in 2006 on 5 continents, reaching over a quarter billion households!



JUNO Weekend Private Events

Chairman's Reception (Venue TBC) is held on the Friday night of JUNO Weekend and is invitation only. It is a VIP gathering of key industry executives, members of Government, sponsors and local Host Committee representatives who have contributed financially to make the JUNO Awards possible.

Welcome Reception (Venue TBC) is a private ticketed reception, and the official kick-off event to JUNO Weekend. Occurring on the Friday Night of JUNO Weekend this two hour reception is a great gathering place for the Canadian music industry to come together and reconnect with friends and colleagues.

JUNO Gala Dinner & Awards (Allstream Centre TBC) is an elegant black tie affair in which CARAS and the music industry honour the artists. On this Saturday evening, JUNO Award nominees enjoy an intimate, private night among their friends and family while being rewarded for their tireless efforts by their peers within the Canadian music industry.

Thirty-two of the thirty-nine JUNO Awards are presented on this night. This event also honors the Allan Waters Humanitarian Award recipient and the Walt Grealis Special Achievement Award recipient.



JUNO Weekend Public Events



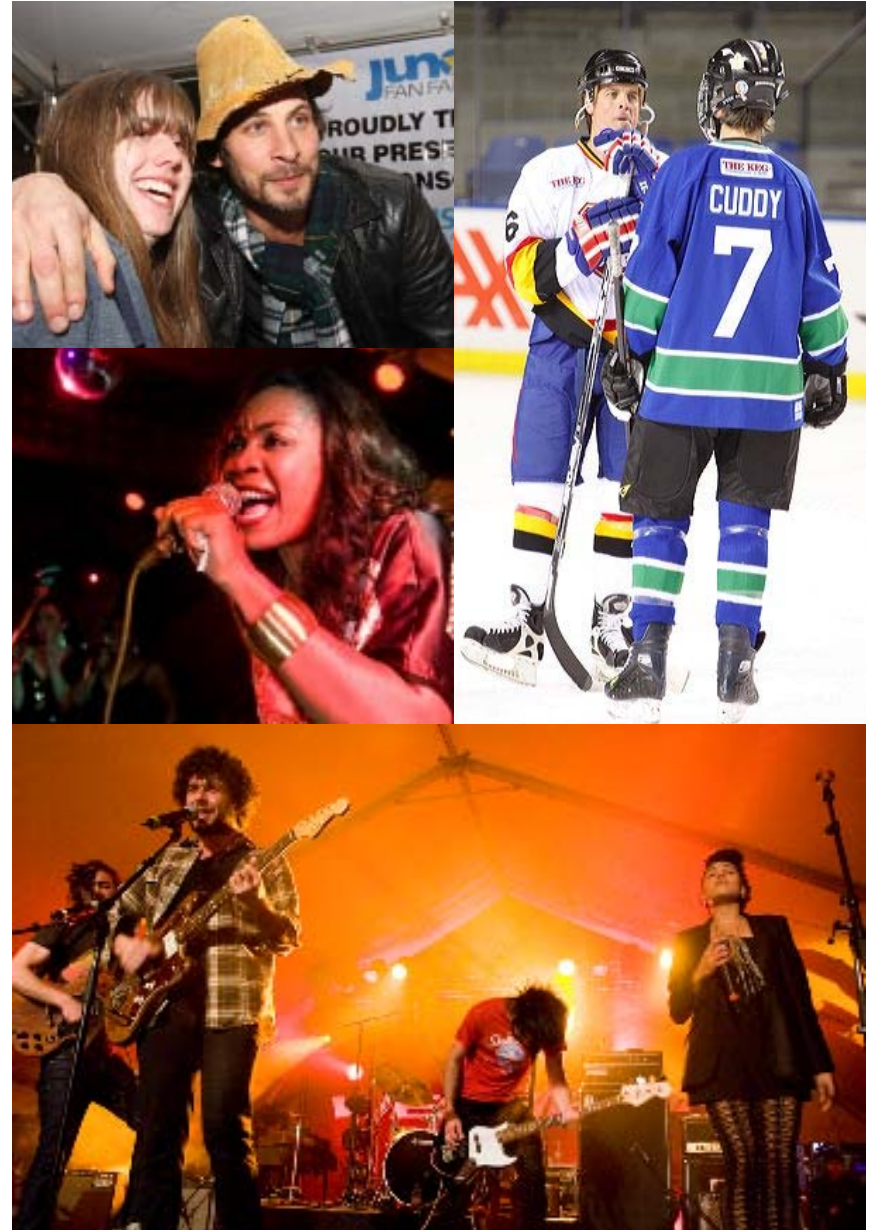
Juno Cup (presented by The Keg): This annual hockey match pits musicians vs. the NHL Alumni team to raise funds for MusiCounts.

JunoFest (presented by SIRIUS Satellite Radio): A two-day music festival featuring some of Canada's most promising artists, all for the price of a \$30 wristband. Last years event included 19 venues, 100+ artists and a mix of JUNO Nominees and local artists.



Juno Fan Fare (presented by SIRIUS Satellite Radio): An afternoon event that allows fans to get up close and personal with their favourite musicians, via autograph sessions and performances.

Songwriters' Circle (presented by Canadian Music Publishers Association and SOCAN): This MusiCounts fundraiser features an intimate afternoon concert where performers share the stories behind their songs in an acoustic format.





The 2011 JUNO Awards Broadcast is on the Sunday night of JUNO Weekend. This national two-hour show is broadcast on CTV. Seven JUNO Awards are presented during the broadcast accompanied by ten or more exciting, live performances in front of a 16,000+ live audience and millions of home viewers.

The Air Canada Centre will host the JUNO Awards 40th Anniversary!





40th Anniversary Event Initiatives

Lead-up Events & Initiatives

CARAS is engaging the City of Toronto with new and exciting lead-up events and initiatives for the 40th Anniversary.

These include:

JUNO Sole: Celebrating 40 Years of The JUNO Awards

Date: November 3, 2010 – November 30, 2011

Venue: Bata Shoe Museum

JUNO Awards 40th Anniversary Book

Title: "Music from Far and Wide"

Date: Published October 25, 2010

The JUNO Tour of Canadian Art Exhibit

Date: January – June 2011

Venue: Art Gallery of Ontario

JUNO Week at the Ontario Science Centre

Date: March 20-27, 2011

Venue: Ontario Science Centre

JUNO 40th Anniversary Music History Tent

Date: March 21-27, 2011

Venue: Yonge-Dundas Square

JUNO 40th Anniversary Kick-Off Event

Date: March 24, 2011

Venue: Yonge-Dundas Square

Other partnerships:

- Ontario Media Development Corporation (OMDC)
 - NXNE
 - City Sonic
- City of Toronto
 - Nuit Blanche
 - Cavalcade of Lights
 - WinterCity
- Tourism Toronto
 - Destination tourism packages
- Canada Blooms
- Canadian Consulates in the United States
- Canadian National Exhibition (CNE)
- Corporation of Roy Thomson Hall & Massey Hall
- LiveNation
- National Capital Commission (NCC)
 - Canada Day
 - Winterlude
- Ryerson University
- Toronto International Film Festival (TIFF)

Pageantry:

- Street Banners
- Greater Toronto Airport Authority - "Welcome to Canada" campaign
- TTC – Bus shelter, above-ground transportation, JUNO busking
- Taxicab companies – Taxicab news, JUNO snack-pack
- Hotel/restaurants – lobby décor, in-room promotions, brochures, coupons
- JUNO venues – in-venue promotions

A photograph of the Toronto skyline, including the CN Tower and several skyscrapers, is shown with a semi-transparent red overlay. The text is placed on the left side of the image.

Economic Impact

The Financial Contribution to the
City of Toronto and the GTA

Economic Impact

JUNO Awards

A combination of

- Impact on direct expenditures – all aspects
- Impact on employment
- Impact on taxes – all levels of government

Total Economic Impact

2010 – TBA – St. John's
2009 - \$11.2 million - Vancouver
2008 – \$11.3 million – Calgary
2007 – \$9.4 million – Saskatoon
2006 - \$7.2 million – Halifax
2005 - \$5.5 million – Winnipeg
2004 - \$4.6 million - Edmonton

Expectation for the JUNO Awards in Toronto

\$15 - \$20 million

Due to

- Increase in the number of events
- Increase in out of town visitors
- Already large music presence
- Larger venue facilities
- Larger long term impact

**A smart spend for any local
economy!**



Economic Impact

MusiCounts

Musicounts: Empowering and Transforming Young Lives

To date, more than \$3 and a half million has been donated through its Band Aid musical instrument grants and scholarships, impacting 214 post-secondary music program graduates and over 250,000 students, their schools and communities from coast to coast. In Ontario alone, \$1,245,000 (38.2%) has been donated to schools across a variety of School Boards.

MusiCounts Scholarships & Fred Sherratt Award

In total \$301,000, and in Ontario \$90,500 (30.1%) has been donated to help post-secondary students across the province to develop their talent and launch their music careers.



Why Toronto?

Why Toronto?

- The largest city in the country will be home to the 40th Anniversary of the JUNO Awards
- 10th Anniversary with CTV
- Torontonians are international leaders in creating and performing music and it is time to return and focus the world's attention on the vibrant Toronto music scene.
- Celebrate the unique culture that makes Toronto so special.
- Significant economic impact



**We look forward to
Celebrating Canada's
premier music awards
show in Toronto, ON
in 2011!**



(CELEBRATING 40 YEARS OF THE JUNO AWARDS

JOIN US FOR 2011 JUNO WEEK
MARCH 21 - 27 • TORONTO, ON

PHOTO CREDIT: DOUGLAS BROWN



All photos courtesy of CARAS/iPhoto