

City Council

Motion without Notice

MM34.28	ACTION			Ward: All
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Authorization to Allocate \$500,000 from the Approved 2021 Operating Budget to Support the JUNO Awards' Return to Toronto in 2022 - by Mayor John Tory, seconded by Councillor Brad Bradford

** Notice of this Motion has not been given. A two-thirds vote is required to waive notice.*

** This Motion is subject to referral to the Economic and Community Development Committee. A two-thirds vote is required to waive referral.*

** This Motion has been deemed urgent by the Chair.*

Recommendations

Mayor John Tory, seconded by Councillor Brad Bradford, recommends that:

1. City Council authorize the General Manager, Economic Development and Culture to allocate \$500,000 from the Approved 2021 Operating Budget for Economic Development and Culture, to provide financial support to the Canadian Academy of Recording Arts and Sciences to return the JUNO Awards to Toronto in 2022, conditional upon execution of an agreement between the City and the Canadian Academy of Recording Arts and Sciences for this purpose.

Summary

This Motion seeks City Council's authorization to provide financial support of \$500,000 to return the JUNO Awards to Toronto in 2022. Funding will be accommodated within the Economic Development and Culture Division's Approved 2021 Operating Budget.

These funds augment confirmed support for the 2022 JUNOs from the Province of Ontario.

Produced by the Canadian Academy of Recording Arts and Sciences (CARAS),

the JUNO Awards are the premier event in Canadian music and play a critical role in elevating Canada's industry and artists year round. CARAS, working with the City of Toronto, had planned a full celebration of the JUNOs' 50th anniversary, originally scheduled for spring 2021. However, the COVID-19 pandemic forced the event to be postponed to June, and ultimately to be shifted to a broadcast-only format. The City is ready to work with CARAS to ensure the JUNO Awards will achieve a far-reaching, inclusive public impact in 2022 that demonstrates the importance of music to Toronto's civic identity.

City financial support for a Toronto JUNO Awards celebration in 2022 is premised on the alignment of the event with the broader goals of the City of Toronto, especially those of its Music Strategy. It is the City's intention that this partnership engage and elevate all of Toronto's diverse music scene. Toronto's Music Strategy advances equity of opportunity for musicians and music organizations and businesses throughout the city, across genres, inclusive of varying business models. The City is working with CARAS to help shape tangible JUNOs-related programs and partnerships that advance equity, talent and workforce development for Toronto's grassroots music communities, including a slate of free events accessible to all Toronto residents – with goals, timelines, and benchmarks that clearly define this community engagement process.

The City also recognizes the importance of the JUNO Awards in contributing to the resurgence of local tourism and the reinvigorated branding of Toronto as a global cultural capital.

This Motion is urgent as the week of June 6th is Juno week and the City of Toronto is hosting the Junos in 2022.

Background Information (City Council)

Member Motion MM34.28