



**To:** General Purposes Committee  
**From:** Kate Sparrow  
 Director, Recreation & Cultural Services  
**Re:** Musicfest Canada 2005

**Date:** January 4, 2005  
**File:**

**Staff Recommendations**

1. That MusicFest Canada be provided one time funding of \$10,000 plus in-kind services of use of the generator and installation and removal of banners;
2. That the City provide a letter of support to assist the group in seeking sponsorships to offset costs related to the event; and,
3. That staff develop a contribution agreement with MusicFest Canada to outline the accountability to the City.

*K Sparrow*

Kate Sparrow  
 Director, Recreation & Cultural Services  
 (4129)

Att. 3

FOR ORIGINATING DIVISION USE ONLY					
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER			
Facility Management.....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>	<i>[Signature]</i>			
Budgets .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Customer Service .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
Parks Planning & Programs .....	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>				
<b>REVIEWED BY TAG</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>	<b>REVIEWED BY CAO</b>	YES <input checked="" type="checkbox"/>	NO <input type="checkbox"/>

## Staff Report

### Origin

In the summer of 2004 the organizers of MusicFest Canada, after much lobbying on the part of Tourism Richmond, made the decision to hold their 2005 event in Richmond. MusicFest Canada is a festival for young musicians, primarily from schools, who will participate in concerts, clinics, workshops and adjudicated performances. The event attracts between 8,500 and 10,000 participants plus teachers, clinicians and judges and will take place May 17 to 22<sup>nd</sup>, 2005. The main part of the event will be held at two local hotels and a large church. However, for the evening concerts hosted for participants, the Minoru Arena is the only facility in Richmond with the capacity to host a large number of people. With that, they will still have to have two to three concerts per night in order to accommodate all participants.

The City has received a request from MusicFest Canada for assistance with the rental of the Minoru Arena and equipment required to host these evening concerts. (Attachment 1)

### Analysis

MusicFest, held annually in Canadian communities since 1972, provides opportunities for music students and educators to perform and compete with others from across Canada. Last year in Montreal, Richmond's McRoberts Chamber Choir, McRoberts Vocal Jazz, and McRoberts High School Jazz Combo all won gold in their categories. The event fits into the goals of both the Arts Strategy and the Economic Development Strategy in increasing the opportunities for artistic expression and attracting activities that enhance the business community. It was estimated by the Ottawa Convention Bureau that the event generated over \$2,000,000 in tourist convention income. (Attachment 2: information on MusicFest; Attachment 3: budget for 2005 event)

MusicFest generally applies to host cities for grants or rental forgiveness when using City facilities. In most cities where the event has been hosted there are large convention centres available. The City of Calgary has been the host city three times and has forgiven the rental of the Calgary Convention Centre and equipment to the tune of approximately \$120,000 per event. The cities of Vancouver, Edmonton, and Hull are other examples of cities that have forgiven the rental fees in the range of \$100 – 150,000.

The City does not have a specific budget that is allocated to requests such as this. However, the most recent example of support the City has provided to one time events is the World Badminton Championships held in October 2004 at the Minoru Arenas. The event expected to attract approximately 550 competitors from over 35 countries. Council agreed to provide sponsorship in the form of up to \$7,500 in in-kind services including installation and removal of corporately sponsored banners. These in-kind services were primarily in the form of labour. The organization paid rent to RACA for the use of the Minoru Arena to compensate for the loss of rental revenue during this time.

The request for City support requested by MusicFest Canada is:

- underwrite the \$4,700 rental costs of the Minoru Arena for their evening concerts either through a grant or by donating the facility; *MusicFest Canada requested a rental fee waiver from RACA but the request was denied.*
- provision of a transformer and an electrician to tie the sound and lighting systems into the electrical panels at the Arena; *the City owns a transformer that could be used. Our electricians could do the set-up. The labour has been estimated at approximately \$300.*
- provide a 20 x 40 ft stage; *the City does not own a stage of this size. It would need to be rented. The rental cost for staging of this size plus drapery is \$2750.*
- 1,200 audience chairs plus 80 on stage chairs; *the City does not have this many chairs. They would need to be rented from an external source. The rental cost is quoted at \$4,650.*
- remove the glass and posts surrounding the ice at the arena; *the City does not have the in-house capacity to remove these due to the size and complexity of the job. The quote for removal is estimated at \$ 15,700 plus taxes. Even if the money was available to do this work the storing of the glass whilst it is out is challenging. It is not recommended by arena staff that this be approved.*
- provide security staff; *security staff would need to be contracted from a security company.*
- produce and hang "MusicFest" banners on the light poles in the City Centre; *this would depend on the number of poles and banners required. For the World Badminton Championships the estimated cost of production for 80 banners (40 banner poles) was \$5,000 plus installation and removal estimated at \$3,000.*

The total value of the above requested items not including removal of the glass and posts or the security staff is \$20,400. This does not include the staff time for liaising with the group nor the arena staff time to assist the group in set-up or during the event.

Not included in the above requests but a considerable cost for the group is the rental of the audio equipment at \$9,000 and lighting at \$4,000.

It is recommended that a grant in the amount of \$10,000, \$4,700 of which would go to the Richmond Arena's Community Association in the form of facility rental, plus the use of the transformer and the time of an electrician, and the installation and removal of banners (estimated cost of in kind at \$3,300) be granted to MusicFest Canada. The City will provide a letter of support to assist the group in seeking sponsorships to offset other costs of the event.

A contribution agreement would be developed with MusicFest Canada outlining the City's involvement and what it is to be used for, as well as the contribution that the event will give to the City in return.

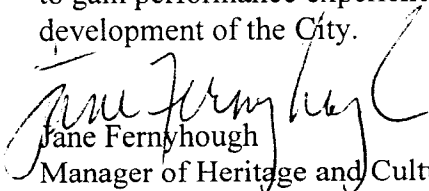
Tourism Richmond has, to date, given approximately \$1,500 and considerable staff time coordinating venues and suppliers, accommodation and meeting room space as well as site inspections. MusicFest has recently submitted an application to Tourism Richmond for a grant to help with the costs of promotion of the event.

**Financial Impact**

It is recommended that the grant from the City for \$10,000.00 come from unallocated funds in the 2004 Grants program.

**Conclusion**

This event, with the attraction of participants from all parts of Canada, is a significant economic generator for the City. In addition, it fulfills the objectives of the Arts Strategy in increasing the opportunities for artistic expression, providing arts education and opportunities for young people to gain performance experience, and to increase the contribution of the arts to the economic development of the City.



Jane Fernyhough  
Manager of Heritage and Cultural Services  
(4288)



# MusicFest Canada

September 17, 2004

Mayor Malcolm Brodie  
 City of Richmond  
 6911 No 3 Rd.,  
 Richmond, BC  
 V6Y 2C1

Dear Mayor Brodie:

I am writing to you in regard to Musicfest Canada which is scheduled to take place in your city May 17-22, 2005.

Enclosed is a "Project Summary" which will provide you details about Musicfest Canada as a not for profit organization, and the actual event. I have also included samples of our publications for you review. Please take a moment to reach through this material, as it is relevant to this letter.

The Festival is expected to host approximately 10,000 young musicians who will participate in concerts, clinics, workshops and adjudicated performances. Most of the participants will be staying and performing in downtown Richmond. The income generated by such a large number of people will benefit the hotels as well as the restaurants and the shopping areas. We expect that Steveston will be on everyone's list of "site seeing" tours. The last time we were in Ottawa, the Convention Bureau valued the event at over \$2,000,000.00 in tourist convention income.

Richmond will figure prominently in our marketing. Musicfest is in a position to clearly identify Richmond as a major convention destination in Canada, and not just a suburb of Vancouver. Our material is mailed to every school, college and university music department in Canada (approximately 3,700) and the readership is in the hundreds of thousands. Pages 11 and 12 of the "Project Summary" provide an overview of the kind of advertising Musicfest can provide. Musicfest is prepared to offer Richmond the following:

- ◆ A full page, 4 colour advertisement in the Official Program (15,000)
- ◆ Acknowledgement in (aditorial) the Official Program
- ◆ Acknowledgement in the Festival At A Glance (15,000)
- ◆ Acknowledgement (including a link) on the Musicfest Website (35,000 visitors annually)
- ◆ Acknowledgement in all press releases and media announcements
- ◆ Invitation to you or your representative to address the participants at the closing ceremonies

- ◆ Invitation to provide a personal Letter of Greeting (including a picture) in the Official Program
- ◆ A picture featuring Richmond on the front of the Program.
- ◆ Visitors Guides and similar Richmond focused visitor materials included in the Registration Packages
- ◆ Exhibit booth for the City of Richmond at the Festival.
- ◆ Provide free admission to all Richmond residents to the adjudicated performances

In return, we are looking to the City for assistance, in particular with the Minoru Arena. It is the only facility in Richmond that can accommodate our evening concerts and we don't want our groups to have to bus into Vancouver each night. Will Kump has given us a final figure of \$4,700.00 for the rental of the facility. In addition, we have to make it acoustically and visually suitable for headline evening concerts. We are approaching you and the City to provide us with some assistance. In light of the business we are bringing to Richmond, we are respectfully asking the city to:

- ◆ Provide a transformer and an electrician to tie the sound and lighting systems into the electrical panels at the Minoru
- ◆ Provide 1,200 chairs for the Minoru
- ◆ Remove the glass and posts surrounding the ice at the Minoru
- ◆ Provide a 20 X 40 stage
- ◆ Provide security staff at the Minoru
- ◆ Produce and hang "Musicfest" banners on the light poles in downtown Richmond
- ◆ Underwrite the facility rental costs (\$4,700) either through a grant or by donating the facility.

We are very excited about this upcoming year, and making Richmond our west coast home for ensuing years. We also hope the City of Richmond will be able to partner with us to make this a reality. If you have any questions, please call me at 403-717-1766 or email me at [jim.howard@musicfest.ca](mailto:jim.howard@musicfest.ca).

Sincerely,



Jim Howard  
Executive Director

**PROJECT SUMMARY**

**CITY OF RICHMOND**

**MUSICFEST CANADA 2005**

**PREPARED SEPTEMBER 17, 2004**

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## 1. EXECUTIVE SUMMARY

Musicfest Canada began in 1972 when a group of 6 high school jazz band directors got together in Toronto in order to play for each other. Yamaha Canada Music Ltd. subsidized Phil Nimmons to critique their performances.

Now, Musicfest Canada is comprised of a volunteer based national network of regional organizations throughout Canada, all working together at the grass roots level to promote the advancement of music and culture among Canada's youth. There are 80 proactive regional festival organizations from St. John's to Port Alberni. These affiliated volunteer festival sponsoring organizations include individual schools, district school boards, service clubs (Optimists, Rotarians, Lion's), teacher and parent committees, government sponsored societies and a variety of registered not-for-profit organizations.

As well as being based in all of the major cities in Canada where they interface with both inner city and suburban populations, there are also many organizations that serve the outlying and rural communities in the northern and inland areas in every province. These include Terrace, Prince George, Penticton, Grande Prairie, Sudbury, Collingwood, and Truro to name a few. Each regional organization functions autonomously in order to best meet the needs of the local and regional constituency.

From January to April of each year, hundreds of thousands of young people attend the local events and participate in concerts, clinics, workshops and other educational and cultural events. We estimate that number to be in excess of 400,000 and includes almost every young Canadian who plays a wind instrument or sings. At these events, the most outstanding aspiring young musicians, ages 12-18, are invited to attend the National Musicfest.

Because of the vastness of Canada, the National Festival alternates between eastern and western Canada annually. Since certain groups are precluded from attending because of financial limitations, the organization tries to make the Festival more accessible to more participants. Because of the size of the event and the associated travel logistics, the number of host cities is limited to Richmond/Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Montreal and Ottawa/Hull.

Each year approximately 1,100 ensembles, representing over 40,000 young people are invited to attend the Festival and approximately 10,000 are able to fund raise to attend the event which offers 6 days of concerts, clinics, workshops, adjudicated performances, receptions and opportunities to tour and see first hand the culture of the hosting city and province.

## 2. INFORMATION ABOUT THE ORGANIZATION

The legal name of the charitable organization is The Canadian Stage Band Festival, operating as Musicfest Canada<sup>™</sup>.

Mailing Address:

Musicfest Canada  
1314B-44 Ave. N.E.  
Calgary Alberta  
T2E 6L6

Telephone: (403) 717-1766  
Fax: (403) 717-1768  
Email: [administration@musicfest.ca](mailto:administration@musicfest.ca)  
Website: [www.musicfest.ca](http://www.musicfest.ca)

## 3. MISSION STATEMENT

The Mission Statement of Musicfest Canada is:

- To provide an opportunity for students and educators from across Canada and elsewhere to meet and to demonstrate and to share their musical achievements and creativity.
- To evaluate and reflect on musical achievement and creativity in a constructive and educationally focused way.
- To encourage the study and performance of music written and arranged by Canadian composers.
- To complement and enhance the teaching, learning and growing process.
- To foster and promote a lifelong interest in music as a basic human experience.

Musicfest Canada is a national organization with affiliates serving local and regional music communities throughout Canada. Each year the Festival hosts a few groups from foreign countries including the United States, Britain and Australia.

The Festival has 43 volunteer regional coordinators, an Executive Committee to handle the day-to-day operations and a volunteer Board of Directors. The only condition for membership is that members must be authorized by the local committee to act on their behalf and bind their organization to Musicfest by means of an affiliation agreement (letter of understanding). Their regional organizations must adhere to the mission statement of Musicfest Canada.

#### **4. BOARD AND EXECUTIVE**

Musicfest Canada has a Board of Directors and an Executive Committee, both of whom are volunteer and elected annually. In alphabetical order they are:

Mr. Al Bourke (Mississauga)	Production Director
Dr. Jeremy Brown (Calgary)	Vice Chairman, Concert Band
Mr. John Chalmers (Brampton)	Vice Chairman, Vocal Jazz
Mr. Tom Glenn (Calgary)	President & CEO
Ms. Ardith Haley (Halifax)	Professional Development Director
Mr. Steve Houghton (Los Angeles)	Vice President
Mr. Jim Howard (Calgary)	Executive Director
Ms. Nancy Howard (Las Vegas)	Registration Director
Mr. Brian Lillos (Toronto)	Chairman, Instrumental Jazz
Ms. Marilyn Mann (Markville)	National Band Manager
Ms. Kerry Querns (Surrey)	Chairman, Choral
Mr. Bob Rebagliati (North Vancouver)	Vice Chairman, Scholarships
Ms. Penny Simpson (Winnipeg)	Festival Secretary
Mr. Bryan Stovell (Nanaimo)	Chairman, Concert Bands
Mr. Mark Wicken (Toronto)	Secretary/Treasurer
Mr. Neil Yorke-Slader (Ottawa)	Vice-Chairman, Instrumental Jazz

#### **5. REGIONAL FESTIVALS**

The strength of Musicfest is the national network of Regional Festivals. The Regional Festivals are sponsored by volunteers from the local communities and serve the needs of the young musicians and educators in that region. The commonality is the educational nature of each festival and the desire to instill a lifelong love of music in each young person. The "style" of festival varies throughout the country, depending on what best suits the need of the particular

region. In British Columbia, we are affiliated with Festivals in Terrace, Prince George, Victoria, Nanaimo, Surrey, Coquitlam, Penticton, Kelowna, White Rock, Port Alberni and Chilliwack. Musicfest continues to grow and at this point, the following festivals and coordinators are part of the regional network.

Alberta Choral Ensembles (Edmonton & Calgary) - Shirley Penner

Alberta Festival of Bands, Steve Sherman

B.C. Interior Jazz Festival, Hugh Parsons

Capital Region Music Festival, Neil Yorke-Slader

Chilliwack Music & Dance Festival, Janine Webster

Coquitlam District Music Festival, Christine Lambie

Regina Downtowner's Optimist Festival, Corey Taylor

Eastern Ontario Musicfest, John Palmer

Georgian Bay Music Festival, Kevin Hamlin

Grande Prairie Music Festival, Mike Townsend

OBA Greater Toronto Concert Band Festival, Mark Caswell

OBA Greater Toronto Jazz Festival, Bill Thomas

JazzFest des Jeunes de Quebec, Yves Adam

Kiwanis Fraser Valley Int. Music Festival, Lorne Fiedler

Langley District Music Festival, Kerry Querns

London Musicfest, George Laidlaw

Manitoba Choral Association, Barb Altman

Maritime Musicfest - Halifax, Paul Barrett

Maritime Musicfest - Cape Breton, Barb Stetter

Musicfest Quebec (Montreal), Lorraine Arsenault

Musicfest Quebec (Quebec City), Lorraine Arsenault

Northern Ontario Band Festival, Lorna Gustch

Pacific Northwest Music Festival, Marilyn Kerr

Ocean Atlantic Festivals of Music, Ron Murphy

Okanagan Valley Concert Band Festival, Justin Glibbery

Ontario Vocal Festival - Brampton, John Chalmers

Ontario Vocal Festival - Niagara, Chris McLaughlin

Ontario Vocal Festival - Uxbridge, Mary Bellinger

Optimist Festival of Winnipeg, George Douglas

OVF Concert Chamber Festival - Cambridge, Bob Stalder

PEI Band Days, Roger Jabbour

Prince George Music Festival, Jay Bigland

Saskatoon Jazz Festival, Laurie Astles

Southern Ontario Jazz Band Festival, Duane Bronson  
Southwest Ontario Musicfest, Tim Shultz  
Southeast Ontario Music Festival, Steve Fralick  
St. John's Rotary Club Music Festival, Vincenza Etchegary  
Surrey Band Revue, Amy Newman  
Envision Jazz Festival, Bob LaBonte  
Vancouver Island Concert Band Festival, Greg Falls  
West Coast Concert Choir Festival, Brian Killikeley  
West Coast Jazz Festival, Sarah Falls

## **6. QUALIFICATION OF INVITATIONS**

Musicfest Canada is an Invitation Only event. Everyone is welcome to attend the regional festivals. However, only those ensembles and individuals that have demonstrated a commitment to music and personal development are invited to the National Festival. Groups are identified by the adjudicators and clinicians at the regional festivals and are subsequently invited to perform at the Musicfest National Festival.

Participants and chaperones receive an invitation for 2 consecutive years, allowing them to register for the current year, the next year, or both. Early registration deadline is November 1. They are required to fax a registration form to the Calgary office. This allows groups to fund raise and/or plan to attend when the Festival is geographically accessible.

For those who do not have a 2-year invitation, they have until April 6 to obtain an invitation from a local official, and fax it to the Musicfest Office.

## **7. THE MUSICFEST EXPERIENCE**

The educational experience at the Musicfest National Festival is unparalleled and based on sound educational principles:

- Create an environment whereby the students play their very best, and have their performance evaluated by the best musicians and educators in the world, using audio tape, video tape and CD's. (EVALUATION)
- Place the students and their directors in a workshop scenario, as an ensemble, and have a world-renowned adjudicator/clinician work hands on with them. (ENSEMBLE DEVELOPMENT)

- Provide clinics on each and every instrument, with experts in the field explaining how to achieve the goals to which they aspire. (PERSONAL DEVELOPMENT)
- Provide professional concerts in each idiom. The concerts ultimately tie together the evaluation, the clinics and the other information. The concert artists demonstrate the results of the practical application of all of the information coming from the experts. (EXAMPLE BY PERFORMANCE)

Musicfest has had to prioritize. In that process, we have made the human...hands on component our main focus. We find the best adjudicators, clinicians and workshop facilitators in North America and bring them to the Festival to work with our participants. Because of geography, in many cases the participants will interact with these world-renowned figures only once in their lives, at Musicfest. The travel costs and fees are enormous; almost 50% of our budget is expended on the educational component. This does not include the technical and staff costs associated with providing the staging, sound and lighting needed to facilitate the educational component.

This is followed closely by the costs associated with maintaining the regional network and communicating directly with the music teachers in every school in Canada. The addition of having to print massive quantities of publications bilingually increases the costs of mailing and communicating exponentially.

Thankfully, our evening concerts have been "donations in kind" sponsored by Yamaha and our other music industry sponsors.

## 8. OTHER IMPORTANT ISSUES

Musicfest Canada National Festival is one of the largest "conventions" in Canada. Given the enormous number of young people involved, there are issues that are unique to this event. We feel it is important that potential sponsors and partners are also aware of these issues.

1. General Safety and security is a primary consideration. The "front line" is the requirement that all groups have chaperones at a suggested ratio of 1 for every 8-10 participants. In addition to this individual attention, Musicfest takes the following measures:
  - a) Musicfest appoints a Head of Security who trains and oversees a team assigned to oversee all facilities and event locations.
  - d) The local police are notified of the event and given a schedule of activities and are requested to have a visible presence.

2. Proper accommodations for young people are another major concern. For the most part, participants will be residing in hotels. Ellison Travel and Tours has staff available on a 24-hour basis during the event. Each hotel is thoroughly inspected by professional travel consultant and by Musicfest staff. Meetings are held with reservation staff to keep the participants together in blocks on the same floor so they can be easily monitored.
3. Musicfest is the only truly national music festival in Canada in terms of commitment to the bilingual nature of the country. At Musicfest, all activities and publications are offered in both official languages.
4. Throughout the organization, participation is encouraged. This is proactive with those who play instruments, and spectators are welcomed and encouraged at all Musicfest regionals, which by the way serve every corner of Canada. This ensures that everyone is encouraged to participate. The regionals in Terrace, Prince George, Winnipeg, Sudbury, Saskatoon, Grande Prairie, Alberni, St. John's, Truro, and Cape Breton in particular serve young Canadian Aboriginal musicians, as well as those from isolated regions and from lower income regions. In addition, all of our regionals encourage those with disabilities and we provide uncompromising assistance to anyone with a disability.
5. Although Musicfest is not in a position to comment on how many of each of the minority or disabled groups will be in attendance, all participants are considered as individuals with individual needs. It is Musicfest's policy to make every effort to meet the needs of each person, realizing that some are more demanding and urgent than others.

## **9. MUSICFEST AND RICHMOND**

We are presently working on the details of a long-term partnership with the Richmond hotels in order to make Richmond the west coast home for the Festival. We would be in a position to return to Richmond in 2009.

Having the Festival in Richmond on an ongoing basis would create 10,000+ ambassadors each year. Each individual would walk away with the memory of having spent a week of music education and site seeing in one of the most spectacular locations in Canada.

Richmond would become a topic of conversation around the dinner tables, school board meetings, parent committee meetings and service club luncheons throughout the Country.

## 10. NATIONAL IMPACT

In addition to the direct benefits that would be received by the City of Richmond through their involvement with Musicfest and the 10,000 young musicians, there are other less tangible benefits. These go well beyond just the benefits received by our organizations and individuals involved. In many cases they speak to the future of Canada itself. They include:

- As part of the weeklong events, young people from every part of Canada will participate in activities in Richmond. For example, Asian immigrants will mix with native youth from Northern Alberta and francophones from Quebec. The opportunity for mixing and sharing of history, geography, industry, institutions, cultures, communities and languages will be almost limitless.
- Musicfest and Richmond will provide the catalyst by using music to introduce young people to each other from every part of Canada. Groups will take this opportunity to plan future exchanges and the chemistry of young people meeting other young people will carry the message. As they communicate (usually over the internet and by webcam) and visit back and forward for years to come, the fabric of Canadian society will be strengthened.
- There can be no better location on the west coast of Canada for the youth to start identifying with the mosaic of Canada than Richmond. By using music to bring nearly 10,000 young people together in this historic and culturally rich city, it is impossible not to develop an appreciation for the diversity and shared commonality of what is Canada. This is especially true of the young people coming from Eastern Canada. Musicfest and Richmond can provide a platform for this lifelong educational experience.

## 11. PROJECTED PARTICIPANTS, 2005

Province	Musicians	Ages	Chaperones	Total
B.C.	1,800	15-22	225	2,025
Alberta	1,500	15-22	187	1,687
Saskatchewan	550	15-22	69	619
Manitoba	750	12-22	94	844
Ontario	1,700	12-22	213	1,913
Quebec	1,100	12-22	138	1,238
N. B.	250	15-22	32	282
Nova Scotia	400	15-22	50	450
PEI	200	15-22	25	225
Newfoundland	300	15-22	38	338



## 12. VISIBILITY FOR THE CITY OF RICHMOND

In addition to the obvious association with the Richmond by groups performing and attending concerts there, a relationship can provide much more in terms of visibility. The following includes some of those advertising benefits:

- ◆ A full page, 4 colour advertisement in the Official Program (15,000)
- ◆ Acknowledgement in (aditorial) the Official Program
- ◆ Acknowledgement in the Festival At A Glance (15,000)
- ◆ Acknowledgement (including a link) on the Musicfest Website (35,000 visitors annually)
- ◆ Acknowledgement in all press releases and media announcements
- ◆ Invitation for Mayor Brodie to address the participants at the closing ceremonies
- ◆ Invitation to include a Letter of Greeting from Mayor Brodie (including a picture) in the Official Program
- ◆ A picture featuring Richmond on the front of the Program.
- ◆ Visitors Guides and similar Richmond focused visitor materials included in the Registration Packages
- ◆ Exhibit booth for the City of Richmond at the Festival.

Samples of these publications have been included for your consideration.

## 13. DISSEMINATION OF INFORMATION

Because Musicfest focuses primarily on the grass roots there is limited media coverage on a national level. That and the fact that kids, music, education and good news is not considered "news" by the national media. However, if you are a local resident and fortunate enough to subscribe to the Weyburn Review or the Nanaimo News Bulletin or the Manitouswage Chronicle Journal, the performance by the young people at Musicfest is front-page news! You may not find Musicfest in the Globe and Mail, but Musicfest is prominent in the minutes of local school boards, service clubs, and parents' music organizations.

The same benefits would inure to the City of Richmond if there were a relationship/partnership. Specifically, such information would be disseminated as below:

- ◆ Musicfest contacts and discusses the project with the regional coordinators, providing them with written material and invitation packages.
- ◆ The regional coordinators present the project to their respective organizing committees comprised of representatives from school boards, service clubs, teacher associations, parent groups and many other youth oriented organizations.
- ◆ Members of the organizing committees contact individual teachers using written materials, telephone calls, internal memos and email, inviting them to participate in the event.
- ◆ Teachers present the material to their students inviting them to participate.
- ◆ In addition, Musicfest Canada sends materials on the project to every school in Canada where there is a music department (approximately 3,700) and encourages everyone to access the Musicfest Canada Website.

#### **14 FACILITY REQUIRMENTS - MINORU:**

At present we have sufficient meeting space at the various hotels in Richmond to accommodate the 15 stages required for the performances. However, in order to accommodate the large attendance at evening concerts, we require the Minoru Arena.

We have negotiated the Minoru on a 24-hour basis for the full 6 days May 17-22, 2005 (just prior to the long weekend). This allows the groups the extra travel day without missing school.

However, in addition to charging a significant fee, the Minoru as it presently stands is not set up for 6 nights of headline concerts. We will require 1,300 chairs, the removal of the glass and posts around the ice, the building of a large stage, pipe and drape, security and an electrician to tie in the power to our lighting and sound systems.

#### **15 SCHEDULE OF EVENTS**

Please review the 2004 Official Program and the Schedule At A Glance. They provide an overview of the kind of schedules that are required in order to accommodate all of the performances, concerts and associated activities.

## 16. SUMMARY

There is no question that the City of Richmond in partnership with Musicfest, the hotels, the businesses and the Minoru Arena will host an event which will reverberate throughout Canada.

Please feel free to distribute this proposal as you see fit. If there are any questions, please do not hesitate in contact us at [jim.howard@musicfest.ca](mailto:jim.howard@musicfest.ca).

12/06/2004

**RICHMOND 2005 BUDGET (ESTIMATED)****INCOME****2005 BUDGET**

Advertising	14,824
Donations in Kind	69,000
GST	10,000
Corporate Donations	165,010
Government Grants	30,000
Miscellaneous	500
Photography	8,000
Registration Fees	520,000
Scholarships	1,000
Specialty	<u>2,000</u>
<b>TOTAL</b>	<b>820,334</b>

**EXPENSES****2005 BUDGET**

Accommodations	100,500
Adjudicators	71,100
Administration	34,500
Advertising	78,500
Auditors/Book	9,000
Banks Charges	975
Computer	13,600
Equipment	2,175
GST	20,000
Honorariums	7,500
Insurance	5,500
Interest	9,500
Legal Fees	1,200
Management	75,000
Office Supplies	4,900
Postage	18,500
Printing/Photocopy	2,200
Production	247,484
Receptions/Meetings	17,800
Refunds	8,900
Regional Development	4,500
Rent/Upkeep	9,000
Scholarships	6,500
Telephone	20,000
Travel	42,500
Trophies/Awards	<u>9,000</u>
<b>TOTAL</b>	<b>\$820,334.00</b>

SURPLUS/DEFICIT	\$0.00
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