

## **BREAKOUT WEST 2019**

### **HOST CITY BID REQUIREMENTS - Yukon**

This document has been designed to help you prepare your Bid to host BreakOut West; conference, festival and awards. This will ensure that your Bid covers all the bases, and that the evaluators have the information they need to evaluate the proposals. Please use it as a working document to prepare your bid. It is important that your Bid Document reflect the flavour of your Bid, and the City it represents. It is important that your submission provide the criteria and information requested, in the order found in this Bid document.

#### **1. TIMELINE AND PROCESS**

- 1.1. The initial proposal ("Draft Bid") will be delivered to WCMA no less than 20 months before the event (January 2018).
- 1.2. The Full and complete proposal ("Final Bid") will be delivered to WCMA no less than 16 months before the event.
- 1.3. Before finalizing the bid, the Executive Director and members of the WCMA staff and/or board will conduct a site survey and a community stakeholder meeting.
- 1.4. Once the bid has been accepted, the Host Committee will enter into a license agreement with WCMA outlining both party's roles and responsibilities.
- 1.5. After finalization of the bid and upon acceptance, the Executive Director or designate of the WCMA will attend Host Committee meetings either in person or by phone.

#### **2. HOST COMMITTEE**

The most essential element in ensuring a successful outcome on the part of any potential WCMA Host City is the establishment of a finely tuned, dedicated and responsible Host Committee.

- 2.1. The Host Committee will demonstrate it is representative of the local community as well as relevant industry sectors and sponsors. Please identify key areas and positions of the members of your Host Committee and, where possible, actual participants. Also include a brief descriptor of the sector they represent, as well as the nature of their connections.
- 2.2. The Host Committee will work closely with the WCMA staff and the regional music industry association (herein referred to as 'MIA').
- 2.3. The regional MIA has the right to appoint at least (but not limited to), one individual to represent their interests on the host committee.

### 3. FINANCING AND SPONSORSHIP

- 3.1. Provide a written assurance to the WCMA that there is a license in place to hold WCMA free and harmless from shortfalls encountered by the event. This bid value takes into account the increased costs of hosting the event in a more remote, northern venue, considering additional costs of transport of necessary gear, additional travel resources for artists and industry and other increased costs associated.
- 3.2. Host Committee may seek sponsors to cover costs of any and all host committee initiatives; however it must be clear that the sponsorship contribution and the benefits of sponsorship are solely related to these initiatives. Benefits and recognition related to BOW events or other assets (logo placement on website or other marketing materials, tickets or wristbands to BOW events) must be approved in advance by the WCMA Executive Director, with the exception of the benefits indicated herein for the bid license fee contributors.
- 3.3. The Host Committee must coordinate any funding or sponsorships solicitations with the WCMA Executive Director to ensure that there are no conflicts between WCMA Event sponsors and any sponsors of the Host Committee events.

### 4. ANCILLARY PROMOTIONS

It is recommended that an additional funding for Host Committee initiatives, including those listed below (points 5 through 8), be identified on behalf of the municipality/region related to the WCMA event.

- 4.1. Provide a description of the proposed ancillary promotions including local events, tourism marketing, airport and local pageantry, affiliated promotions, and economic development activities.

### 5. PROMOTION OF EVENT YEAR PRIOR

The host committee is responsible for organizing and hosting an event at the WCMA weekend the year before the Host City's own event. Approximately 250 delegates plus VIPs are in attendance. This is a "hand-over" to next year's Host Committee.

- 5.1. Provide an outline proposal for promotion of the event at the WCMA held the year prior including the proposed theme of the promotion event and estimated financial contribution involved.

## 6. WELCOME EVENT DURING CONFERENCE

The host committee is responsible for organizing and hosting a Welcome Event within its own event year, usually held on the Wednesday night as delegates arrive in the host city. The event should accommodate approximately 200 persons for a stand-up reception.

- 6.1. Provide an outline proposal for a Welcome Event.

## 7. VIP EVENT DURING CONFERENCE

The Host Committee in association with the regional Music Industry Association will also be responsible for hosting the VIP party within its own event year, usually held on the Friday night before festival showcases. The VIP party usually consists of approximately 150 to 200 invited guests; the scope of the party is the decision of the Host City and the MIA.

- 7.1. Confirm that Host Committee in association with the regional MIA agrees to organize and cover costs for the VIP reception.
- 7.2. Describe how the venue is a unique or historically relevant location that shows off the city.
- 7.3. Provide an outline of the event.

## 8. MINI BREAKOUT WEST

The Host Committee may, at their discretion, program for a young audience geared at the community. This can include music showcases and/or hands on workshops aimed at a youth or children's audience. This event is meant to engage families and young audiences within the host community. It is suggested that related organizations be engaged to support this event.

### 8b. CLASSICAL SHOWCASE (optional)

It is the decision of the Host Committee whether they opt to produce a Classical Showcase program for their community in conjunction with BOW. This event has typically been hosted along with the Canadian Music Centre (CMC). While the inclusion of this event is the decision of the Host Committee, CMC will support planning and promotion of the event in years where it is run including securing artists, venue, promotion partners, and other logistics. Design of the event and choice in the given year of whether to run it is in the hands of the host committee.

Sponsorship must be secured to cover the costs (this may be in conjunction with CMC) of this event and is the responsibility of the Host Committee.

## 9. TRANSPORTATION TO HOST CITY

In the event that the Host City proponent does not have an international airport, or its geographic location necessitates higher than normal costs for airfare or ground transportation for delegates, the host city may need to obtain additional funding or provide other incentives to offset the increased costs to attendees.

- 9.1. Provide a schedule of current round-trip airfares to the Host City, originating from Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, and Toronto.
- 9.2. Include a schedule of extraordinary costs, if any, such as additional charter airfares and/or ground transportation coaches if the Host City is more than 40km from the nearest international airport.

## 10. INDUSTRY BUY-IN

WCMA seeks to ensure its event will provide the best possible exposure for the artists and companies attending with visiting industry delegates. Common barriers to attendance are distance/cost, the proposed timing of the event against other industry events worldwide, religious holidays or even 'regional burnout' within a given year.

- 10.1. Provide written or electronic proof (letters of support) that the Host city has confirmed there is interest and/or commitment from music industry delegates to attend the event if held in their jurisdiction on the proposed dates:
  - From industry within and outside Western Canada (eg. labels, agents, bookers, managers);
  - From International Delegates;
  - From independent artists within all regions of Western Canada.

Working with the Host Committee if requested, WCMA can offer to help with these connections.

## 11. LOCAL GROUND TRANSPORTATION

A minimum of eight rental vans are required during BreakOut West weekend to provide transportation for the WCMA staff and industry professionals. Depending on the distances, transportation may be required between the nearest major airport and train station to and from hotels, as well as between event venues for attendees and media.

- 11.1. Provide availability information and rates on all modes of ground transportation.

## 12. VEUNE REQUIREMENTS

### 12.1. WCMA Opening Reception

The kick-off to the weekend takes place Wednesday night and requires a

venue accommodating up to 200 persons for a stand-up reception with the cocktails, hors d'oeuvres and live entertainment. Provide details of appropriate venues and services

#### 12.2. WCMA Festival

55 – 70 Artists from across Western Canada showcase their talents on Friday and Saturday nights at 12 local venues located within close proximity. Provide details on established music venues and available production equipment including PA systems and backline. If backline and PA systems need to be brought in from a larger market the Host Committee should be aware of increased costs and work with the WCMA staff to offset those costs.

Ideally, most venues will be within a 10 minute walk from the Host Hotel. If any proposed venues are more than a 10 minute walk from the hotel, provide additional information on:

- VIP Shuttle
- Taxi (rates and availability)
- Late night City Transit (if applicable)
- Charter Rates for busing

#### 12.3. Awards Brunch

Provide information on a venue that should accommodate 300 people for a formal brunch, including availability of a media room, dressing room and catering. Ideally this venue will be in or connected to the host hotel.

#### 12.4. Western Canadian Music Awards Reception

The WCMA Reception is held on the Thursday of the event. An appropriate venue will have a capacity between 400 and 600 people, open plan, have a raised stage and some onsite production if possible. Full details of Awards Reception needs will be provided after the draft bid is submitted.

#### 12.5. BOW Kick-Off Concert

The BOW Kick-Off Concert is held on the Thursday of the event. An appropriate venue will have a capacity between 600 and 1000 + people, ideally have flexible seating configuration (as opposed to theatre style only), have a raised stage and some onsite production. Full details of Kick-Off Concert needs will be provided after the draft bid is submitted. These costs may include (but are not limited to) trucking of extra equipment, rentals, paying expenses for production technicians, extra staging rentals, etc. (In the case of remote communities / northern communities this is built into the increased bid amount).

## 12.6. Media and Communication Centre

A media Centre with internet and phone line access is always required for the Kick-Off Concert. In addition, space is required in the host hotel for the media room that can have dedicated internet and phone access. Provide information on Media Room availability in the Host Hotel; Media Centre in the BOW Kick-Off Concert venue.

## 13. HOST HOTEL REQUIREMENTS

The Host Hotel will be the hub of all activities for the duration of the event. As such the Hotel will be featured in marketing materials related to the event, including registration information ported on the Official Event Website ([www.breakoutwest.ca](http://www.breakoutwest.ca))

The WCMA staff will book guests at the hotel and direct participants to stay at the hotel creating maximum business for the Host Hotel. The Host Hotel is ideally a 4 star hotel.

### 13.1. WCMA Room Requirements

Host hotel confirms 550 hotel room nights on hold for the duration of the event with the following schedule:

- Wednesday        90 rooms
- Thursday         150 rooms
- Friday            130 rooms
- Saturday         100 rooms
- Sunday            80 rooms

13.2. Confirm that these rooms will be held under WCMA room block to be reserved by WCMA staff and participants, with delegates booking their own accommodations for the event weekend.

13.3. The Host Hotel must be willing to:

- a. Offer a comprehensive, discounted room rate for hotel rooms in the above room block; competitive can be defined as lower than other similar hotels in the area similar to government or other standard discount rates;
- b. Honour this rate during the event and two days before and after;
- c. Provide one free room upgrade for every 20 room nights booked to be used for WCMA VIP Participants;
- d. Provide appropriate staffing at registration desk, lounge, restaurant and conference floor(s) to accommodate the high volume of service needs and to ensure security of patrons;

- e. Work with WCMA staff to arrange for extended liquor license and extended lounge hours to facilitate after hours events;
- f. Provide adequate conference space for the event, including;
  - One room large enough for 300 people seated banquet style with buffet and staging (for Saturday's Industry Awards Brunch);
  - Three rooms holding a minimum of 40 people theatre style;
  - Three rooms to be used for staff office and VIP speakers lounge, and registration, which are no smaller than 500 square feet (one of these rooms can be a hotel suite if needed);
  - Confirm the standard posted rental rates for these rooms may be reduced according either to the total room pick up in the WCMA hotel block or total catering;
  - 20 complimentary hotel room nights prior to the event to be used by WCMA staff to facilitate preparation for the event.

#### 14. SECONDARY HOTELS

While every effort is made to fully utilize the host hotel, there is the reality that its rates may be beyond the financial means of some delegates.

- 14.1. Provide a list or table of 2-3 alternate hotels within a short distance of the Host Hotel, with prices and room descriptions.

#### 15. PRESS CONFERENCES

It is the responsibility of the Host Committee to support the production of two to three press conferences with the WCMA. These press conferences include an initial announcement that the Host Committee will be hosting BreakOut West (optional), a spring Host City press conference and a pre-event local initiatives press conference.

- 15.1. Provide an outline of estimated approach and level of participation.

#### 16. ECONOMIC IMPACT STUDY

As a condition of bid acceptance of your Host City, an economic impact study funded and performed by the Host City or province is mandatory. This is to be conducted within three (3) months of BreakOut West. This study will specifically examine the economic impact of the BOW / WCMA event in your city. This information will be invaluable for both the BOW / WCMA and the Host City for the influence, results and legitimacy of future events.

- 16.1. Provide acknowledgement that an economic impact study will be undertaken for the BOW / WCMA event in your city.

#### 17. VOLUNTER REQUIREMENTS

Approximately 150 volunteers are needed to ensure the WCMA weekend runs effectively for both the WCMAs and the Host Committee. WCMA consults with the Host Committee to determine who WCMA will hire as its local Volunteer Coordinator. The volunteer responsibilities will include delegate/artist registration, box office duties at the festival venues, transportation, etc. Past volunteer files can be sourced from the WCMA.

17.1. Provide information on local volunteer resources.

18. ADDITIONAL REQUIRED INFORMATION

18.1. Introduction and Key Letters of support from host city region;

18.2. Host City information: size, population, attractions, unique characteristics, distance from international airport;

18.3. Letter(s) stating fulfillment of financial obligations from government and sponsorship;

18.4. Venue requirements: provide further details on all venues, including photos, capacities, dimensions and descriptions;

18.5. Maps: provide various maps including overview, downtown core, main streets with hotels and venues markets;

18.6. Additional letters of support.

Please don't hesitate to reach out to WCMA with any questions you may have in preparing the bid document. We are here to support the process and look forward to working with you towards a successful bid.

Best,

Robyn

Executive Director – Western Canadian Music Alliance