**RECOMMENDATION:**

(a) That Council acknowledge Canadian Country Music Week, Conference and Awards, September 9 - 13, 2011 as a premier event of municipal significance.

(b) That Council endorse the application to the Alcohol and Gaming Commission of Ontario for extension of hours for seven licensed establishments for the Canadian Country Music Week, Conference and Awards, from September 9 - 13, 2011.

**EXECUTIVE SUMMARY**

Following a bid undertaken by Tourism Hamilton and HECFI, Hamilton was awarded the opportunity to host the 2011 Canadian Country Music Week from September 9 to 12, 2011. The event includes a conference, public events and a nationally broadcast Awards ceremony. Hamilton previously hosted Country Music Week in 1991, 1993,
1995 and 1997. This year, the event will take place at venues throughout the city providing numerous opportunities for local, regional and provincial economic impact.

The purpose of this Report is to seek Council’s approval to apply to the Alcohol and Gaming Commission of Ontario for extension of hours at seven licensed establishments for Canadian Country Music Week and to have Council declare Canadian Country Music Week as a premier event of municipal significance. The seven establishments included in Appendix “A” are supporting the event.

Country Music Week is one of the largest and most significant music events in Canada with a combination of activities for both community and industry attendees including showcase opportunities for newcomers, educational seminars and an all day FanFest that delivers Canada's stars to the community. Canadian Country Music Week and Awards make up a four day conference, an educational component and celebration, with the nationally live broadcast (CBC and CMT) Awards ceremony on Monday, September 12, 2011.

Hamilton is expected to draw over 800 delegates from across Canada, the United States and overseas. The event will also generate approximately 2,000-3,000 hotel room nights at the Sheraton Hamilton, Crowne Plaza and Courtyard by Marriott, and will provide an economic impact of over $7 million.

A key component of Country Music Week and Awards is a number of music industry events, which happen in the evenings. These include performer showcases and events, which typically involve extended hours in licensed establishments. The Country Music Week has had extended hours until 4 a.m. in other Canadian cities over the last number of years; 2010 Edmonton, Alberta, 2009 Vancouver, British Columbia, 2008 Winnipeg, Manitoba, 2007 Regina, Saskatchewan 2007 and 2006 St. John, New Brunswick.

These hosted industry events are an integral part of Country Music Week, which take place in licensed establishments. The extended hours allow for maximum exposure for Canadian Country performers and the promotion of Canadian Country Music in general which will contribute immensely to the overall success of Country Music Week in Hamilton.

In accordance with the Alcohol and Gaming Commission of Ontario (AGCO) Application for Liquor Sales Licence Extension of Hours by Event Organizer, the event must be given Municipal Designation, which includes the following information:

- Name and address of all establishments for which extended hours are requested (included in Appendix “A”)
- Description of events that are occurring in each establishment
- Justification for municipal significance
- Explanation of how the extension of hours (for the sale and service of alcohol) at establishments will promote the success of the event
In accordance with the Alcohol and Gaming Commission of Ontario (AGCO) Application for Liquor Sales Licence Extension of Hours by Event Organizer, the event must provide Police Notification:

- Submit a photocopy of the written notification sent by the event organizer to the local police
- Notification must advise the police of the following:
  a) Event organizer is applying to the Alcohol and Gaming Commission of Ontario for an extension of hours (for the sale and service of alcohol)
  b) Names and addresses of all establishments
  c) Name and date(s) of event

Outlined in Appendix “A” is a list of dates and licensed establishments, which require extended hours, and description of events occurring at each establishment. HECFI staff consulted with Hamilton Police Services for this report. Hamilton Police Services is supportive of the event and does not have concerns with this request.

Financial / Staffing / Legal Implications (for Recommendation(s) only)

Financial: N/A

Staffing: N/A

Legal: N/A

Historical Background (Chronology of events)

The Canadian Country Music Association (CCMA) is a federally chartered non-profit trade association, committed to the promotion and development of Canadian country music talent both domestically and internationally.

The first Country Music Week event was held in 1977 hosted by the City of Ottawa and has been criss-crossing Canada ever since with 10 stops in Ontario over the years. In the early years of Country Music Week, the focus was more on the industry. In 1982, the Canadian Country Music Awards were opened up for public attendance and in the mid-1980’s the Canadian Country Music Association (CCMA) began to focus more on showcasing talent through provincial and national talent searches and developing emerging artists by way of different showcasing stages at Country Music Week each year.

Country Music Week is a four-day music event for everyone from radio to songwriters to recording artists to booking agents and most importantly the country music fans. The main conference will be hosted at the Hamilton Convention Centre and Hamilton Place Theatre. The awards show is expected to attract 6,000 - 8,000 attendees and will be hosted at Copps Coliseum. Industry partner events and showcases will take place at various venues throughout Hamilton.
Benefits for Hamilton and the reasons why the event is considered of municipal significance:

- High-profile national five-day event
- Increased revenue through stimulation of downtown retail outlets, community development through involvement, increased exposure to specific Hamilton locations and an overall increase in tourism and awareness of the City is estimated to generate over $7 million in economic impact
- Anticipated number of 2,000-3,000 hotel room nights in the City of Hamilton.
- Significant media coverage, including national broadcast of the Awards show on CBC, CMT in the United States and Australia.
- Over $875,000 in promotions from 13 committed radio partners, the Hamilton Spectator and CHCH TV for the year leading up to the event that will ensure brand awareness for the CCMA, ticket sales, exposure for Hamilton and viewership for Country Music Week
- Event attracts major and upcoming Canadian country musicians
- National recognition, generating interest leading up to and long after the event
- Civic engagement – will require hundreds of volunteers
- Support for Hamilton’s country music scene
- A number of different venues will be used throughout the week to host seven various showcases and the Canadian Country Music Awards
- Adds to the legacy of hosting national music events
- Supports Tourism Hamilton’s meeting, conventions and festivals plan

POLICY IMPLICATIONS

N/A

RELEVANT CONSULTATION

- Ms. Lourdes Sirianni, Licensing and Registration
- Alcohol and Gaming Commission of Ontario
- Mr. Don Green, Executive Director, Canadian Country Music Association
- Chief Glenn De Caire, Hamilton Police Services
- Duncan Gillespie and Sal Farrauto, HECFI
- Vince Ormond, Planning and Economic Development

ANALYSIS / RATIONALE FOR RECOMMENDATION

Canadian Country Music Week is one of Canada’s premier music and music industry events. Traditionally, the event draws delegates, fans and music industry executives who network and celebrate the industry long into evening hours, including after events. Other host cities of Canadian Country Music Week have implemented extended hours at select venues. Tourism Hamilton, HECFI and the Host Committee determined the extended hours as a one-off exception would enhance Canadian Country Music Week,
position Hamilton as a host city for music events and provide greater economic impacts to Hamilton’s businesses.

HECFI staff has checked with Hamilton Police Services Chief DeCaire on whether the Hamilton Police Services would have any concerns or objections with the application. Hamilton Police Services does not have any concerns with this request.

The organizing committee will track the following performance measures:
- Attendance
  - Conference
  - Public events
- Room nights
- Web statistics (event website already live)
- Television broadcast numbers
- Number of media stories
- Volunteer numbers
- Economic Impact

Community Legacy

The 2011 Canadian Country Music Week will add to Hamilton’s major event hosting resume. Tourism Hamilton will leverage hosting the event to develop further its cultural tourism program. HECFI has much experience hosting Canadian Country Music Week and numerous other major events in its history. The event will provide training to volunteers, including students from Mohawk College in the Event Management Program, who can be available for future events. The event will also provide local and provincial artists the opportunity for profile, increasing the likelihood of future commercial success. The event is bringing together a partnership of regional media outlets, particularly radio stations in Southern Ontario. This partnership could be leveraged for future event hosting opportunities.

As more information becomes available, Tourism Hamilton and HECFI will provide an update to Council.

**ALTERNATIVES FOR CONSIDERATION:**
(include Financial, Staffing, Legal and Policy Implications and pros and cons for each alternative)

Council could decide not to approve this Report and thereby leave the hours of operation for the seven establishments listed in Appendix “A” as status quo. The “pros” of this position would be that the already established hours of operation would be honoured. The “cons” of this position would be that the event would be more limited in its appeal to delegates who may influence whether the event would return to Hamilton.
CORPORATE STRATEGIC PLAN (Linkage to Desired End Results)

**Skilled, Innovative & Respectful Organization**
- More innovation, greater teamwork, better tourism and business focus

**Financial Sustainability**
- Opportunity to work with businesses to grow
- Ability to tap into new funding sources for tourism

**Intergovernmental Relationships**
- Work with the CCMA, Ministry of Tourism and Culture

**Growing Our Economy**
- A visitor, convention and tourism destination
- Will provide enhanced marketing programs
- Enhanced media coverage

**Healthy Community**
- Grow Hamilton’s Volunteer base for future events and hosting opportunities

APPENDICES / SCHEDULES

Appendix “A” to Report PED11092 - Licensed Establishments Requiring Extended Hours for September 9 – 13, 2011 and Schedule of Events

/KD
Licensed Establishments Requiring Extended Hours for September 9 – 13, 2011 and Schedule of Events

Saturday, September 10, 2011, Sunday, September 11, 2011 – to 4am

- Hamilton Entertainment and Convention Facilities Inc. (HECFI) Studio Theatre at Hamilton Place
  10 MacNab Street, Hamilton Ontario
  Event: Open Mic Showcase

- Waltz Live Music
  403-2 King Street West, Hamilton, Ontario
  Event: Royalty Records Entertainment Showcase

- This Ain’t Hollywood
  345 James Street North, Hamilton, Ontario
  Event: Paquin Entertainment, Entertainment Showcase

Sunday, September 11, 2011, Monday, September 12, 2011 – to 4am

- Hamilton Entertainment and Convention Facilities Inc. (HECFI) Studio Theatre at Hamilton Place
  10 MacNab Street, Hamilton Ontario
  Event: All Star Band Awards

Monday, September 12, 2011, Tuesday, September 13, 2011 – to 4am

- Tailgate Charlie’s/Liquid Kitty Lounge
  69 John Street South, Hamilton, Ontario
  Event: Ole Music Publishing Entertainment Showcase

Friday, September 9, 2011 to Tuesday, September 13, 2011 to 4am

- Sheraton Hamilton Downtown - The Loft
  116 King Street West, Hamilton, Ontario
  Event: Headquarter Hotel for delegates, Nightly Entertainment

- Crowne Plaza Hotel - The Saffron Restaurant and Lounge
  150 King Street East, Hamilton, Ontario
  Event: Major Hotel for delegates, Nightly Entertainment