
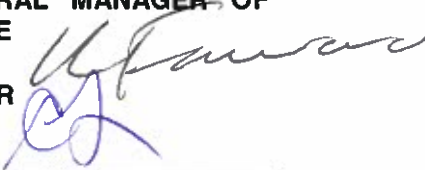


TO: GENERAL COMMITTEE

SUBJECT: MADY NEW MUSIC FEST

PREPARED BY AND KEY CONTACT: F. ANDREWS, CULTURAL OFFICER PROGRAMMING – EXT. 4365

SUBMITTED BY: RUDI QUAMMIE WILLIAMS, MBA, BFA, DIRECTOR OF CULTURE 

GENERAL MANAGER APPROVAL: R. FORWARD, MBA, M.SC., P.ENG., GENERAL MANAGER OF INFRASTRUCTURE, DEVELOPMENT & CULTURE 

CHIEF ADMINISTRATIVE OFFICER APPROVAL: CARLA LADD, CHIEF ADMINISTRATIVE OFFICER 

RECOMMENDED MOTION

1. That the Mayor and City Clerk be authorized to execute an agreement with Admiral Entertainment to permit the operation of the Mady New Music Fest - Barrie in Heritage Park on Saturday, July 21st, 2012.
2. That a fee of \$500 be payable by Admiral Entertainment for this event.

PURPOSE & BACKGROUND

3. The primary purpose of the Staff Report is to determine Council's support for an event on the waterfront that will require a partial closure of parkland normally accessible to the general public.
4. The Department of Culture has received a request from Admiral Entertainment (hereinafter referred to as AE) for permission to operate the Mady New Music Fest - Barrie in Heritage Park on Saturday, July 21st, 2012. More information on this company, the event, and their added Heritage Park Concert Proposal is attached as Appendix "A".
5. This event will require a partial closure of Heritage Park as presented in Appendix "B" from July 20th to July 22nd, 2012, as the organizer will be charging an admission fee to enter the concert area. The concert area will be fenced and will be screened reducing visibility into the concert area.

ANALYSIS

6. AE is a full service Artist/Event Management, Marketing and Promotion Company, and has been operating since 2005 producing and co-producing over 500 events.
7. AE has been successfully operating the Barrie New Music Fest for the past 4 years in multiple venues including bars, clubs, restaurants and other live music venues. This year's event will operate throughout Barrie from July 19th to 22nd with most of the participating venues located in Downtown Barrie.
8. A result of AE's 2011 event survey was a recommendation from 49% of their survey respondents that an outdoor concert would enhance the festivals overall appeal and experience. This is the reason that AE is requesting to expand the festival to Heritage Park.

9. AE will be charging an admission fee of \$19.95 early bird, \$22.50 regular, and \$25.00 at the event to enter the concert area only. Approximately half of the concert area will be licensed to serve alcohol. In previous years an outdoor licensed area was not required as the festival was staged only in downtown food and beverage establishments.
10. AE will donate a portion of their proceeds to the Canadian Music Therapy Trust Fund, a not-for-profit initiative designed to integrate, educate, and create a better life for Canadians through music therapy. www.musictherapytrust.ca
11. AE will have live entertainment, food, beverage, & other event related merchandise vendors available to the general public at no cost outside of the gated concert area.
12. AE will be investing significantly in a broad reaching marketing campaign that will deliver the image of a first class, multi venue live music festival in Central Ontario. In 2010 Admiral Entertainment was awarded Tourism Barrie's "Best Marketing Campaign – Tourism Award".
13. Downtown Barrie has been consulted regarding this event and their letter of support is attached as Appendix "C".
14. AE must secure all necessary licenses, permits and approvals as required by the City. This includes, but is not limited to, a detailed site plan, road closure permit, Health Unit approvals, building permit for any tents (larger than 20' x 30') and for any other erected structures (including bleachers), fire and safety inspections, and all other Provincial and Federal required approvals.
15. AE will be responsible for the appropriate disposal/recycling of waste during and at the conclusion of the event. Responsibility for this includes the entire event site. AE must have the event site cleared and cleaned to the satisfaction of the City of Barrie by 4:00 p.m. on July 22nd. Failure to do so will result in the City of Barrie arranging such services as deemed necessary to clear and clean the area at the expense of AE.
16. AE will provide a damage deposit of \$2,000 which would be used to repair any damage and/or required clean-up to the parkland as a direct result of the event.
17. The Ontario Ministry of Tourism's Tourism Regional Economic Impact Model (TREIM) was used to calculate the economic value of the 2011 New Music Fest. The economic impact representing those travelling from more than 40 km was \$75,000. The Department of Culture will survey this event as part of its ongoing efforts to measure the impact of events and festivals on Barrie's economy and resources.
18. The partial closure of the parkland in Heritage Park for this event is not unlike the closures permitted for the annual Oktoberfest and the Great Canadian Beaver Race and Festival events also held in Heritage Park.
19. The primary benefits of hosting this event are:
 - Quality cultural programming in the City Centre supporting a key objective of the Department of Culture in realizing Council's Strategic goals related to the downtown;
 - Increased tourism and the associated economic benefits; and,
 - Brand strengthening as a result of the City of Barrie being highlighted in provincial and regional promotion.
20. The primary concerns of hosting this event are:

- The closure of a portion of waterfront parkland to the general public; and,
- The closure of a portion of a waterfront walkway for use by the general public.

ENVIRONMENTAL MATTERS

21. There are no environmental matters related to the recommendation.

ALTERNATIVES

22. There is one alternative available for consideration by General Committee:

Alternative #1 The Mayor and City Clerk not be authorized to execute an agreement with Admiral Entertainment to permit the operation of the Mady New Music Fest - Barrie in Heritage Park as located in Appendix "B" during the period of July 20th to 22nd, 2012.

This alternative is not recommended as this event has the potential to provide increased economic value annually and continue to profile the City in the broader marketplace. This alternative will result in a loss of increased cultural programming in the City Centre.

FINANCIAL

23. The direct financial impact of the recommended motions is the requirement for AE to pay the City of Barrie \$500 for this event. In addition, AE will be required to pay all approved fees associated with the municipal services provided in support of this event. Indirectly, based on anticipated economic impacts as calculated by the Ontario Ministry of Tourism's TREIM, the recommended agreement will generate \$125,000 in economic benefits to the community.

LINKAGE TO 2010-2014 COUNCIL STRATEGIC PLAN

24. The recommendation(s) included in this Staff Report support the following goals identified in the 2010-2014 City Council Strategic Plan:
- Create a Vibrant and Healthy City Centre
25. The Mady New Music Fest - Barrie has the potential to provide increased opportunities for businesses and to positively profile Downtown Barrie. The festival will highlight the positive attributes of our City Centre to Barrie residents and those visitors attending the event.
26. As a result of the planned regional and provincial event marketing campaign the City will be profiled to the broader marketplace.

Attachments: Appendix 'A' – Concert Proposal
Appendix 'B' – Heritage Park Site Plan (Concert Area)
Appendix 'C' – Downtown Barrie – Letter of Support



LAKESHORE CONCERT PROPOSAL

Admiral Entertainment
37 Maplevue Dr, West
P.O. Box 31004
Barrie, ON, L4N 0B3

CONFIDENTIAL

www.NewMusicFest.ca

WWW.ADMIRALENT.COM

Paul Fairley
Festival Director
Tel: (705) 242 1067 - Ext: 201
E: Paul@AdmiralEnt.com

2012 ENHANCEMENT - LAKESHORE CONCERT

LAKESHORE CONCERT

Within New Music Fest 2011 survey results, 49% of respondents indicated that an outdoor concert venue would help enhance the festivals overall appeal and festival experience. Based on these findings and our own plans to further develop our vendor and sponsorship programs, it is proposed to enhance the **5th annual Barrie New Music Fest's Concert Series** with an outdoor concert component at the downtown waterfront (Heritage Park).

Vendors and activities are to be confirmed but a multitude of options are available including a beer gardens, food concessions and various sponsor activation activities. Performing acts and headliners are yet to be determined. Ticketed separately, the Lakeshore Concert will complement the festival as a whole, promoting a greater attraction for local patrons and tourists and by being able to direct this crowd onsite to downtown venues after 10PM.

EVENT SPECIFICS

Date: Saturday July 21, 2012

Venue: Heritage Park

Proposed Capacity: 2,500 patrons

Curfew: 10:00 PM sound cut off

Programming: Both day time and evening concert programming

Artists: Avails currently being sought

Crown Land: City services available

Fencing: Concert area to be fenced off, not blocking access to the waterfront. Branded scrim will be used around the fenced off area.



★ 100 amp service (direct tie-in) ● 15 amp service

BARRIE NEW MUSIC FEST 2012

BARRIE NEW MUSIC FEST is a four-day live music festival within Barrie ON, scheduled for **July 19-22, 2012**. The festival is in support of the arts, tourism and development of both independent and commercial musicians.

This year will mark the **5th annual** New Music Fest, which is being treated as a landmark throughout our marketing campaign and media partners.

VENUE INFORMATION

The Barrie New Music Fest 2012 will feature roughly **90 independent live touring artists** performing a series of concerts/showcases at multiple venues (10-15) bars, clubs, restaurants and live music venues referred to as 'Participating Venues'.

Most venues will operate as 19+. Genres of music will include various rock, pop, folk, country, urban and acoustic acts.

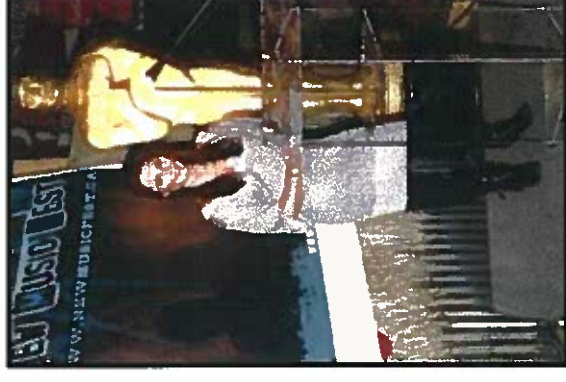
Patron capacity for participating festival venues may range between 150 to 1,000+. Combined indoor licensed capacity will be able to hold approximately **3,000 patrons per day**.



Barrie New Music Fest 2010 - Kick Off Party
Featuring Big Sugar & The Trews

NEW MUSIC AWARDS (NMA'S)

As a wrap up to the 2011 event, the Barrie New Music Fest will be hosting the third annual New Music Awards (downtown Barrie) on Sunday July 22nd. The awards ceremony will include over **twenty different (genre) award categories for independent musicians Nationally.**



BARRIE NEW MUSIC FEST 2012

FESTIVAL ENTRY & TICKETING

Festival Patrons will be granted free entry to all participating venues (capacity permitting) with the exception of festival headliner venues.

These commercial event tickets will be available in advance via AdmiralLive.ca and at select retail locations.

All patrons receive a festival program booklet, which includes all artist, programming, scheduling and sponsor information.

ASSOCIATED CHARITY

A portion of proceeds are going to the 'Canadian Music Therapy Trust Fund', a bold non-profit initiative, designed to integrate, educate, celebrate and promote all facets of music therapy in Canada. www.musictherapytrust.ca

ATTENDANCE

The Barrie NMF 2012 is expected to attract between 3,000 – 5,000 patrons over the 4 day event. Attendance is dependent on the number of participating venues and marketing budget raised via media and monetary sponsorships.

Barrie New Music Fest 2011 survey research found the following patron traveling statistics.

Average patron spending: \$110.83



Barrie New Music Fest 2010 - Kick Off Party
Featuring Big Sugar & The Trews

FESTIVAL PRODUCER



ADMIRAL ENTERTAINMENT

Admiral Entertainment is a full service Artist / Event Management, Marketing & Promotion Company. Since 2005, the company has produced and co-produced over 500 events.

Events have included artists such as Big Sugar, The Trews, Lady Antebellum, Ronnie Dunn, Blake Shelton, Dr Hook, Jaydee Bixby, Rascal Flatts, Stef Lang, 54/40, The Stampede, The Irish Rovers, The Tea Party, Thornley, Big Wreck, Trailer Park Boys, Honeymoon Suite, Goddo and many others.

AWARD WINNING PROMOTER

Tourism Barrie awarded Admiral Entertainment with the “**Best Marketing Campaign - Tourism Award**” (2010) at their annual Toast To Tourism. This award recognizes Barrie’s best local tourism event marketing campaign.

EVENT MANAGEMENT & PROMOTION

Admiral Entertainment will coordinate all aspects and logistics in relation to the Barrie New Music Festival. This includes but is not limited to;

- Artist / Talent Bookings & Relations
- Audio & Video Production Management
- Brand Development
- Event Programming
- Graphic Design
- Marketing & Promotion
- Media & Public Relations
- Social Media Marketing & SEO Development
- Sponsorship Development
- Ticketing & Distribution
- Tourism Development

COMPANY MISSION STATEMENT

To develop the best of entertainment while providing exceptional service, growth, success and prosperity to our clients and industry partners. Admiral Entertainment has a focus on constructing opportunity and leading our clients en route for excellence through precision, dedication and integrity as a full service entertainment management provider.

FESTIVAL MARKETING SYNOPSIS

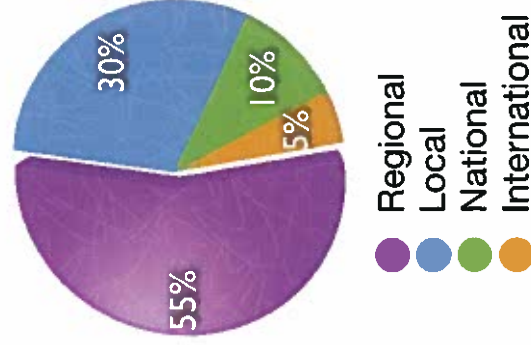
DEMOGRAPHIC

The demographic we are marketing to is an even balance of both **male and female in the ages of 18-45**. We are marketing to indie music fans/concert goers, musicians, bands and college students through a partnership with Georgian College.

Admiral's Multi Venue Festival program has been developed to appeal to a broad age group. By offering a diverse selection of musical genres within different settings (venues) we are able to attract a much larger demographic than most festivals.

MEDIA REACH

The graph highlights our anticipated market media reach percentages. In future years we hope to increase our national and international reach through developing larger media partnerships and budget expansions.



MARKET REACH

With the growth of our 2012 marketing campaign and media partners, we estimate that we will be able to generate over **3,000,000 viewer impressions provincially** and well over **1,000,000 viewer impressions nationally**.

Our marketing plan will produce positive media exposure for the festival by projecting the image of a large scale, first class, multi venue live music festival in central Ontario. **The largest of it's kind north of Toronto**. It will promote the culture of independent music being recognized and celebrated at a national level in a small yet beautiful cultural city.

MEDIA OUTLETS

Current media avenues targeted for advertising, marketing and promotion include:

- Email Marketing (Company list of over 5,000)
- Magazines (local, regional and national)
- Newspapers (local and regional)
- Online with an emphasis on Social Media
- Radio (regional)
- Street marketing (posters/flyers)
- Television (regional)

MEDIA PARTNERS

MEDIA PARTNERS (INCLUDING MEDIA REACH)



CTV

Regional programming / news station (1,000,000+)



Central Broadcasting

Rock 95 FM (218,000) / 107.5 Kool FM (117,000)



SNAP Barrie (36,000), SNAP South Simcoe (18,000)

Arts, Culture and Lifestyle magazine



Ticket Break

National Ticketing Agency (1,000,000+)



Innate Media Group

Web / SEO Development



Barrie.TV / Micromedia Designs - Video and Web

Development



Metroland North Media (200,000+)

Local newspapers such as The Alliston Herald, Barrie Advance, Orillia Today, Innisfil Journal, Midland Mirror, Collingwood Connection, Stayner/Wasaga Sun and others)



PREVIOUS FESTIVAL STATISTICS

PATRON STATISTICS

- The 2011 Barrie NMF (held on July 14-17) included 9 venues, and over 70 independent artists/bands.
- Total festival attendance was **over 2,750 patrons**.
- Targeted male and female in the ages of 18-45.
- 55% female, 45% male attendance.
- 35% were tourists (over 40 KMs from the event).

MUSICIAN STATISTICS

All independent artists selected to perform were chosen via artist submissions. Artist could submit material by regular mail or electronically via: www.sonicbids.com

- An average of 350 independent musicians submit for consideration of a showcasing opportunity each year.
- Over 70 acts were selected to perform in 2011.
- 80% of submissions are Canadian artists. Additional submissions have come from the United States, Australia, Brazil, Greenland and the UK.
- 50% of artists were selected were regional acts with many others being from other regions in Canada such as London, Montreal, Ottawa, Windsor, Thunderbay, Toronto and many more.
- Performances from international touring acts have come from Australia, Greenland, Hawaii, and the UK.

PROMOTIONAL STATISTICS

- 500 posters/1,500 flyers distributed throughout Barrie and surrounding areas.
- 1,500 festival program booklets distributed to patrons.
- Regular ad placement and editorial in SNAP Barrie and local Metroland North Media publications, including; *Barrie Advance*, *Alliston Herald*, *Collingwood Connection*, *Innisfil Journal*, *Orillia Today*, *Midland Mirror*, *Wasaga Sun* and *simcoe.com*
- Radio ads, liners and interviews on Rock 95 and Kool FM 107.5.
- Regional Television interviews with festival organizers and select performing artists.
- 12 week online ad campaign totaling **over 4,000,000 impressions**.
- Annual website hits on www.newmusicfest.ca totaling over 20,000.

BARRIE NEW MUSIC FEST
Proposed Site
July 21, 2012





Unplugged!

January 31st, 2012

Attention: City of Barrie Councillors

Re: The 2012 New Music Fest (NMF) Heritage Park Reference Letter

The Downtown Barrie Business Association (BIA) Board of Management is proud to be associated with Paul Fairley and the annual New Music Fest (NMF). Paul puts together an exceptional and organized event that is anticipated each year by both venues and attendees.

Strong partnerships have been established for venues and performances within the Downtown as the majority of the performances occur in this area. In addition, the economic impact and high exposure has a long lasting positive contribution for the Downtown. As a result, the Downtown Barrie Business Association (BIA) has committed as an ongoing financial sponsor for the NMF.

As one of the larger and growing annual events in the Downtown, we look forward to Paul's innovative and unique approach to new attractions he brings to the NMF and we are more than willing to assist where he requires.

For 2012, Paul is proposing a new outdoor concert element in Heritage Park to the current event venue arrangement. Paul presented this element at the January 2012 BIA Board meeting. The BIA supports Paul with this proposal as it will not only enhance the current NMF set up but will showcase the Downtown core as a great outdoor venue. Paul has indicated that a charitable element will be part of this new venue as it has always been with the event as a whole. Additionally, Paul has taken into consideration ongoing water park and trail access to the general public during the performance times.

Please feel free to contact the office with any questions.

Regards,

Craig Stevens

Craig Stevens, Managing Director
Downtown Barrie Business Association (BIA)

Downtown Barrie Business Association – Value Proposition:

- *Embrace culture, heritage and the waterfront as unique and differentiating business advantages*
- *Provide a safe, clean, comfortable environment*
- *Utilize marketing and technology to effectively communicate to our stakeholders, partners and customers*
- *Develop a product offering that allows us to promote Downtown Barrie as a leading and recognized brand*
- *Contribute positively to our mutually supporting partners to achieve a sense of downtown community*