

Capital Region Music Awards Society

200-931 Fort Street, Victoria, BC V8V 3K3

Dear James,

Thank you very much for your response to our presentation regarding the potential for a Greater Victoria bid to host the 2015 Western Canada Music Awards & Breakout West Festival and Industry Conference (WCMA's). We greatly appreciate your support and interest in this opportunity.

As promised, I am pleased to provide you with information you requested as follows:

Framework and Structure of Local Committee

The organizers of the WCMA's invited our Society to prepare a bid to host its 2015 event based on the strength of the work we did to prepare a bid for the Canadian Recording Arts and Sciences (CARAS) to host the 2014 JUNO Awards in Greater Victoria.

In addition to significant pledges of support from the provincial government and local municipalities, our bid was supported by an organizing committee of regional and BC business, community and music industry leaders. I am pleased to report virtually all have agreed enthusiastically to continue. In addition to representatives from our Society, the organizing committee we established last year included representatives from:

- Government of British Columbia
- City of Victoria
- Hotel Association of Greater Victoria
- Downtown Victoria Business Association
- Provincial Capital Commission
- Victoria Conference Centre
- local media organizations, music industry representatives and artists
- Music BC
- Victoria Bar and Cabaret Association
- legal and accounting representatives

Ongoing Participation of Arts Service

In light of your support and interest, we are pleased to invite your committee to appoint a representative to join this group. We look forward to your active participation.

Participation and Selection of Local Artists

Based on our analysis of previous WCMA's, we expect more than half of the artists showcased during the WCMA's are local. Representatives of our organizing committee attended this year's

event in Calgary last month and reported more than 70 acts were featured over four days of WCMA related events.

With regard to how artists are selected to participate in these showcase opportunities, we have discussed this with WCMA organizers and are assured this process in Greater Victoria will be in collaboration with the local committee. They are looking for us to take an active role.

In our bid submission to WCMA, we will propose that the organizing committee establish a working group to develop an inclusive and fair process with the WCMAs that ensures opportunities for local artists are maximized as much as possible.

Furthermore, we have been reassured by WCMA organizers that we will have significant flexibility regarding the scope and nature of events we want to plan in association with the event – which could result in the creation of more opportunities for local artists. In effect we are limited only by our budget. Again, we look forward to developing these with you if our bid is successful.

Thank you again for your trust and support. I hope the information I have provided in this message helps to answer some of the questions you and colleagues had. Rest assured I am available to respond further as needed.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Kyara Kahakauwila', written in a cursive style.

Kyara Kahakauwila, President
Capital Region Music Awards Society