

# Aboriginal Day LIVE! Request for Support

## Recommendation:

That Community Services Committee recommend to City Council:

That the Aboriginal Peoples Television Network be granted \$100,000, to fund the Aboriginal Day Live! Concert and Celebration event, with funding from 2015 Council Contingency.

## Report Summary

**This report provides background on the Aboriginal Peoples Television Network's Aboriginal Day Live! Concert and Celebration event to be held in Edmonton June 20, 2015, and seeks approval for event funding.**

## Report

### National Aboriginal Day

- National Aboriginal Day was proclaimed in 1996 by former Governor General Roméo A. LeBlanc. June 21, each year, is intended to celebrate the unique heritage, diverse cultures and outstanding achievements of First Nations, Inuit and Métis peoples in Canada.
- National Aboriginal Day leads the federal government's Celebrate Canada! program, an eleven day celebration that includes Saint-Jean-Baptiste Day on June 24, Canadian Multiculturalism Day on June 27, and concludes with Canada Day on July 1.
- Historically, the City of Edmonton's Aboriginal Relations Office acted as a convener, bringing together each year a local *Activities/Event Listing* of all the various National Aboriginal Day activities held within Edmonton and area.
- Aboriginal Day Live! Concert and Celebration is the single largest celebration of National Aboriginal Day in Canada.

### Aboriginal Peoples Television Network

- The Aboriginal Peoples Television Network (the Network) is a non-profit corporation. Its objective is to share programming by, for and about Aboriginal Peoples with all Canadians and viewers around the world and is available in approximately 10 million Canadian households and commercial establishments.
- The Network offers opportunities for Aboriginal producers, directors, actors, writers and media professionals to create innovative, reflective and relevant programming for Canadian viewers. Of the Aboriginal Peoples Television Network programming, 84 percent originates from within Canada, with 56 percent of the programs broadcast in English, 16 percent in French and 28 percent in a variety of Aboriginal languages.
- The Network is aimed at both Aboriginal and non-Aboriginal audiences with programming to interest all viewers: children's animation, youth, cultural and

- traditional programming, music, drama, news and current affairs, as well as live coverage of special events and interactive programming.
- The Network has requested sponsorship funding from the City of Edmonton in the amount of \$100,000 of which \$50,000 would be recognized as the *Regional Presenting Partner* in the 2015 Aboriginal Day Live! Concert and Celebration. The other \$50,000 would be used to engage local urban Aboriginal community organizations to take part in the full day event on the site leading up to the televised concert in the evening (See attachment 1).

### What is the Aboriginal Day Live! Concert and Celebration event?

- Aboriginal Day Live! Concert and Celebration features multi-award winning guests from all genres, all regions and all Aboriginal groups. There are lead-up promotional events, and a full day of celebration in two cities culminating in a live broadcast of a three and a half hour concert that showcases the very best Aboriginal artists from across the World. It is a free event for everyone to come and experience.
- Each year, the Network rotates its satellite stage associated with the live site event, free concert and the national broadcast to a new territory. The Aboriginal Day Live Concert – National Broadcast is being planned for Winnipeg and Edmonton in 2015, and will feature some of the biggest names in Aboriginal music and television, but will also be reflective of the regions.
- The 2015 Edmonton stage and site at Louise McKinney Riverfront Park is anticipated to have 18,000-25,000 visitors. A full day of activities will animate the park, leading up to the live concert in the evening, and culminating in a fireworks display capping off the live television broadcast.

### Impact and Exposure for City of Edmonton Sponsorship

- To broaden the reach, the live concert applies a multi-platform delivery of the Aboriginal Day Live! Concert and Celebration that run simultaneously from each host city.
  - The audience reached through all feeds has doubled. An estimated total of 425,000 viewers tuned into the three and a half hour broadcast on the Aboriginal Peoples Television Network East, West and HD feeds. This represents an overall 52 percent increase from 2013.
  - Strengthening the television and radio media is the planned on line program associated with Aboriginal Day Live! This actually begins earlier in the year as a lead up to the event and provides the interface for Aboriginal Day Live's – Digital Platform. In 2014, total page views were 55,177.
  - Included on the website is information about the performance line up, artist profiles, celebration programming schedules for both cities, contests and other promotions. It all ties to social media strategies on integrated platforms.
  - The Webstage Pass is an interactive platform that engages viewers right into the experience of the Aboriginal Day Live! Concert and

- Celebration through conversation with the national audience and photo-sharing device called Sharypic.
- Other benefits with the financial sponsorship commitment includes:
  - Commercial Spot: One 30 second produced spot to run during the lead-up campaign, supplied by the City of Edmonton.
  - Congratulatory message: One 30 second taped interview of a City representative embedded into the live broadcast, produced by the Network.
  - Stage Visibility: Logo recognition at the main stage by way of Jumbo screens.
  - On-site Signage Visibility: Logo recognition on signage displayed in the Celebration area.
  - Corporate logo identification on Aboriginaldaylive.com website.
- As part of Edmonton being chosen as the satellite location, the pre-production lead-up will involve various Aboriginal Peoples Television Network personalities visiting Edmonton. The visits will produce vignettes to showcase the local people, activities of the community and of course, the city as a whole. As part of showcasing Edmonton and promoting the Aboriginal Day Live! Concert and Celebration event, the vignettes are shown during the lead up of the live broadcast and in subsequent “reruns” of programming throughout the remainder of the year.

### **Corporate Outcomes**

This report contributes to the corporate outcomes “Edmontonians are connected to the city in which they live, work and play” and “Edmonton has a globally competitive and entrepreneurial business climate” by encouraging Aboriginal people and non-Aboriginal people to connect, engage and showcase Edmonton and the Capital Region to the rest of Canada.

### **Budget/Financial Implications**

City Council requested to provide \$100,000 from the 2015 Council Contingency Fund.

### **Justification of Recommendation**

The requested contribution is considered by Administration to be consistent with what other municipalities previous to Edmonton have contributed to hosting the event. The exposure the event affords is an important part of advancing Edmonton's reputation and image provincially and nationally. Funding is needed to offset production and community involvement costs.

### **Attachments**

1. Aboriginal Peoples Television Network Information Package

### **Others Reviewing this Report**

T. Burge, Acting Chief Financial Officer and Treasurer