

NO: F007

COUNCIL DATE: April 12, 2010

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **April 7th, 2010**

FROM: **General Manager, Finance &
Technology**

FILE: **0850-20; 1850-20**

SUBJECT: **2010 Cloverdale Rodeo and Exhibition – Grant Request**

RECOMMENDATION

Finance and Technology Department recommends that Finance Committee:

1. Receive this report as information; and
2. Recommend that Council authorize staff to provide a grant of up to \$225,000 to the Lower Fraser Valley Exhibition Association (the “Association”) in support of the 2010 Cloverdale Rodeo and Exhibition.

INTENT

The purpose of this report is to obtain Council direction with respect to a request that has been received from the Association for a grant of \$225,000 in support of the 2010 Cloverdale Rodeo and Exhibition.

DISCUSSION

The Association operates the Cloverdale Fairgrounds and all facilities located on the fairgrounds under an operating agreement with the City of Surrey. In addition, the Association also organizes and hosts the Cloverdale Rodeo and Exhibition, which is staged on the Fairgrounds during the Victoria Day weekend in May of each year. **Appendix A** provides some additional information about the 2009 edition of the Cloverdale Rodeo and Exhibition.

Based on Association records, the annual Cloverdale Rodeo and Exhibition has operated in years past such that it generated net revenues (\$100,000 +/-) for the Association. This surplus has been used by the Association to assist in funding the overall operation of the Fairgrounds for the remainder of each year and thereby has assisted in keeping the operating subsidies from the City as low as possible. However, over the past few years the Association has struggled to continue to balance its annual budget. Operating costs have increased as a result of, among other things, the Association’s labour force becoming unionized, thus achieving higher wages through a first collective agreement. Insurance premiums have also increased significantly. In addition to this, revenues from facility rentals have been declining due to increased competition from other new and updated venues in the Lower Mainland and Fraser Valley for shows and events that have

traditionally been held at the Fairgrounds. The aging facilities on the Fairgrounds are not as attractive to prospective clients as they once were.

In response to public pressure, the Association eliminated the calf roping, steer wrestling, team roping and wild cow milking events in 2008 from its annual rodeo program leaving saddle bronc riding, bareback bronc riding, bull riding and barrel racing as the feature events.

Due to the elimination of the above listed events, the Canadian Professional Rodeo Association (CPRA), the governing body responsible for the sanctioning of professional rodeos in Canada, no longer sanctions the Cloverdale Rodeo. This lack of sanctioning has serious ramifications to the Association as it tends to discourage professional competitors from coming to Cloverdale to compete since they are no longer able to earn points that will assist them in qualifying for other "high money" rodeos in North America. Further, it does not assist them in their quest for the honour of being named the annual "champion" in their specialty event(s), which also brings with it monetary rewards. To attract a high quality field of participants to compete in the rodeo the Association has significantly increased the prize money offered for the remaining events.

The Association has no reserves and does not have the means to continue to stage the Cloverdale Rodeo and Exhibition without assistance.

The City provided a grant of \$225,000 to the Lower Fraser Valley Exhibition Association (the "Association") in support of the Cloverdale Rodeo and Exhibition in each of 2008 and 2009. The Association is requesting the same level of financial support for the 2010 Rodeo and Exhibition.

City Considerations:

The Cloverdale Rodeo and Exhibition is one of Surrey's marquee events of the year. It is an event that is very well recognized by residents across the Region and the remainder of the Province. It is also well known in other parts of the country. Overall, the event serves to attract thousands of visitors to the City annually and puts hundreds of thousands of dollars into Surrey's economy on an annual basis. It also acts to bring positive recognition to the City of Surrey from across the Province as well as nationally and internationally. Appendix "A" provides additional information about the operation and benefits of the 2009 Rodeo and Exhibition as provided by the Association.

Based on the profile of the Cloverdale Rodeo and Exhibition, the benefits that accrue to Cloverdale and the City as a result of the annual rodeo and exhibition and staff's review of the financial needs of the Association in relation to staging the rodeo, it is considered reasonable for the City to provide a grant of \$225,000 to the Association in support of the 2010 Cloverdale Rodeo and Exhibition.

Funding

Funds are available in the approved 2010 operating budget to support this grant.

CONCLUSION

Based on the above discussion, it is recommended that Finance Committee recommend that Council authorize staff to provide a grant of \$225,000 to the Lower Fraser Valley Exhibition Association in support of the 2010 Cloverdale and Exhibition.

Vivienne Wilke
General Manager,
Finance & Technology

Attachment: – Summary of the 2009 Cloverdale Rodeo and Exhibition



MARKETING RECAP & EVENT SUMMARY – 2009

- 82,212 visitors attended the four-day Cloverdale Rodeo & Country Fair event.
- Of those 82,212 visitors, more than 20,020 rodeo fans attended one of five Pro Rodeo public performances. Both Saturday & Sunday 2:00 pm rodeo performances were sold-out.
- The 2009 Cloverdale Rodeo was an Invitational Pro Rodeo with Finals, inviting the Top 24 rodeo contestants as per the 2008 Final World Standings in Bareback, Saddle Bronc, Bull Riding & Ladies Barrel Racing.
- 24% of visitors aged 15 & over attended a rodeo performance during the 2009 Cloverdale Rodeo & Country Fair event.
- The four-day Cloverdale Rodeo & Country Fair event generates in excess of \$5-million dollars in economic spin-off to the City of Surrey & surrounding communities.

MARKETING SUMMARY – 2009

- The 2009 Cloverdale Rodeo & Country Fair event received promotional value from our media partners valued at more than \$715,866.00.
- The 2009 Cloverdale Rodeo & Country Fair event received earned media coverage in excess of \$1,244,664.00



The Cloverdale Rodeo & Country Fair event supports Breast Cancer Awareness & Research through an annual fund raising campaign, "Are you Tough Enough to Wear Pink". The campaign proceeds are donated to the Crystal Gala Foundation, a local Fraser Valley Breast Cancer Foundation. Since starting the campaign in 2006 our event has donated \$12,000.00.

ADVERTISING SUMMARY – 2009

RADIO

• The Cloverdale Rodeo & Country Fair event has many long-standing partnerships with radio stations in the Lower Mainland of BC. Radio stations continue to be the primary message deliverer. We worked with 10 radio stations in 2009. These include JRfm, CKNW, Rock 101, Virgin 95.3, Jack FM, FM 104.9, Star FM, Country 107.1, QMFM and Team 1040.

PRINT

• The working relationship with our community newspaper groups and The Province newspaper continue to be very worthwhile and supportive. The 2009 Cloverdale Rodeo & Country Fair event worked with 17 print media outlets, which included The Province and two community newspaper groups: Canwest Community Newspapers (The Surrey Now & Langley Advance) and Black Press (Abbotsford News, Chilliwack Progress, Cloverdale Reporter, Langley Times, Maple Ridge/Pitt Meadows News, Peace Arch News, Surrey N. Delta Leader, Tri-City News).

Trade publications included the Canadian Rodeo News, Pro Rodeo News, Cloverdale Magazine, Agri-Digest, West Coast Families, and Cloverleaf Country. We also produced two Newspaper Supplements. Black Press produced a 16-page supplement in their Surrey Leader publication & Canwest Community Newspapers produced a 32 page Official Supplement in their Surrey Now publication.

TELEVISION

• The 2009 Cloverdale Rodeo & Country Fair worked with Global BC and Joy TV. Global BC provided our event the important audience demographic ages of 18 - 54 along with strong promotional airtime support. Joy TV provided additional TV support and produced a 15-second spot that ran on both Joy TV and Global BC.

OVERVIEW – 2009

Media participation and coverage was very positive again this year. We successfully continued to position the Cloverdale Rodeo & Country Fair as an economical, family-friendly event. Our print, radio & TV advertising and PR focused on the Invitational Rodeo having the #1 ranked cowboys and cowgirls competing, great entertainment including Chilliwack on the Live Outdoor Entertainment Stage, the celebration of the 120th Country Fair, and affordable family fun.

MEDIA COVERAGE HIGHLIGHTS – 2009

- Onsite Media Centre had 51 registered working media at our four-day event
- Post event media enquiries - 7
- Print coverage - 75 articles/listings.
- Print publication onsite during event - Vancouver Sun, The Province, Surrey Leader, Surrey Now, Metro News, 24 Hours & Langley Advance
- Television stations onsite during the event - Global BC, CTV, Fairchild, CBC & Telus TV
- Television live broadcasts - 3 (more than 15 live-hit segments)
- Radio Stations onsite during event - CKNW 98 & News 1130
- On-line - 28 articles

ADVERTISING PLAN & BUY – 2009

- Daily Print - 15%
- Community Print - 16%
- Radio - 50%
- TV - 16 %
- Other - 3%



SPECIAL PROMOTIONS & FEATURED ATTRACTIONS – 2009

- **Kidz Zone / interactive & educational activities**
- **City of Surrey Elementary Schools Grounds Admission passes**
- **City of Surrey Employees online Rodeo Ticket Offer**
- **Safeway Employee's online Rodeo Ticket Offer**
- **London Drugs stores Grounds Admission Discount Offer**
- **Cowboy Church Service in Stetson Suite**
- **Wrangler Night Promotion at the Cloverdale Rodeo**
- **“Tough Enough to Wear Pink” fundraiser for Breast Cancer Awareness & Research**
- **Western Trade Show and “BC Wine Tasting with the Official 2010 Olympic BC Wines”**
- **Mexican Trick Roper Half-Time Act during each rodeo performances**
- **Mutton Bustin**
- **West Coast Amusements Midway & Rides**
- **Cloverdale Rodeo Parade with 91 entries**
- **Livestock Display & Agricultural Exhibits**
- **Outdoor Family Entertainment Stage featuring “Chilliwack” on Sunday night**
- **Canadian Armed Forces Pavilion**
- **BCLC 2010 Olympic Domes**
- **Greater Vancouver Power Sports Display**
- **Kick-off Concert Thursday night at Longhorn Saloon Featuring Terri Clark & special guests Ken McCoy & Whiskey Jane**
- **Mechanical Bull & Canwest Photo Booth**

CLOVERDALE RODEO & COUNTRY FAIR DEMOGRAPHICS

- **Male – 45.8%**
- **Female – 54.2%**
- **Age group – 18 to 45**
- **Visitors average age – 31**
- **28% of visitors are age 18 or under**
- **Visitors average household income - \$66,000**
- **49.9% of visitors are married or common law**
- **Place of residence – Lower Mainland of BC**
- **32% of our visitors describe their area of residence as rural**
- **Average visiting time spent at event – over 6 hours**
- **Visitors came in average size groups of 4.3 persons**
- **Average traveling time to event from home – 35 minutes**

CLOVERDALE

RODEO & COUNTRY FAIR

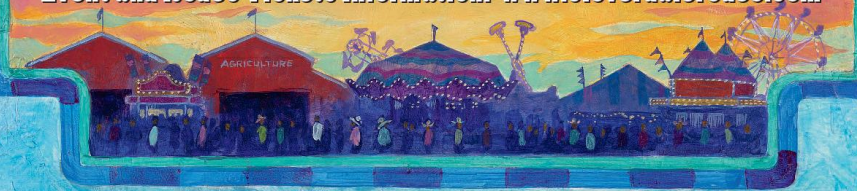
STETSON BOWL

MAY LONG WEEKEND

MAY 15TH - 18TH • 2009



Event and Rodeo Tickets Information: www.cloverdalerodeo.com



- bcfc playing 8 light
- BIG T CALS
- BUD LIGHT BEER
- CR Rental
- SURREY
- coastcapital
- Coca-Cola
- DODGE
- Global BC
- Maple Leaf
- The Province it starts here
- Wrangler