

NO: F005

COUNCIL DATE: March 14, 2011

FINANCE COMMITTEE

TO: **Mayor & Council** DATE: **March 9, 2011**

FROM: **General Manager, Finance & Technology** FILE: **0850-20; 1850-20**

SUBJECT: **2011 Cloverdale Rodeo and Exhibition - Grant Request**

RECOMMENDATION

The Finance and Technology Department recommends that Finance Committee:

1. Receive this report as information; and
2. Recommend that Council approve a grant of \$225,000 to the Lower Fraser Valley Exhibition Association (the "Association") in support of the 2011 Cloverdale Rodeo and Exhibition.

INTENT

The purpose of this report is to seek Council approval with respect to the City providing a grant of \$225,000 in support of the 2011 Cloverdale Rodeo and Exhibition.

DISCUSSION

The Association operates the Cloverdale Fairgrounds and all facilities located on the grounds 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 2010 edition of the Cloverdale Rodeo and Exhibition.

Based on Association records, the annual Cloverdale Rodeo and Exhibition, in most years, has 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 several 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. Insurance premiums have also increased significantly. In addition, 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 2008 in response to public pressure, the Association eliminated the calf roping, steer wrestling, team roping and wild cow milking events 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.

In each of 2008, 2009 and 2010 the City provided a grant of \$225,000 to the Association in support of the annual Cloverdale Rodeo and Exhibition. The Association is requesting the same level of financial support for the 2011 Rodeo and Exhibition.

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 2010 Rodeo and Exhibition as provided by the Association.

The Association is aware that the City is considering options and possible partnership arrangements for the Fairgrounds. The Association recognizes that depending upon such an arrangement, the Association over time may no longer be the operator of the Fairgrounds. If the Association loses its contract to operate the Fairgrounds, it will continue to organize and stage the annual Cloverdale Rodeo and Exhibition.

Funding:

Funding in support of the recommended grant is available within the approved 2011 Budget.

CONCLUSION

Based on the above discussion, it is recommended that Finance Committee recommend that Council approve a grant of \$225,000 to the Lower Fraser Valley Exhibition Association in support of the 2011 Cloverdale Rodeo and Exhibition.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix “A”: - Summary of the 2010 Cloverdale Rodeo and Exhibition



MARKETING RECAP & EVENT SUMMARY – 2010

- Over 72,000 visitors attended the four-day Cloverdale Rodeo & Country Fair event.
- Of those 72,000 visitors, more than 18,200 rodeo fans attended one of five Pro Rodeo public performances. Both Saturday & Sunday 2:00 pm rodeo performances were sold out.
- The 2010 Cloverdale Rodeo & Country Fair introduced a South Asian Festival called Desi Mela on the Sunday from 1:00 to 4:00 pm. A total of 2,776 visitors attended the one day event.
- 24% of visitors aged 15 & over attended a rodeo performance during the 2010 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 – 2010

- The 2010 Cloverdale Rodeo & Country Fair event received promotional value from our media partners valued at more than \$786,795.00.
- The 2010 Cloverdale Rodeo & Country Fair event received earned media coverage in excess of \$1,218,144.00.



The Cloverdale Rodeo & Country Fair event supports Breast Cancer Awareness & Research through an annual fundraising 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 \$14,400.00.

ADVERTISING SUMMARY – 2010

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 11 local radio stations in 2010. These include stations JRfm, CKNW, CFOX, Jack FM, Fun FM, The Beat, Star FM, Country 107, Team 1040 and The Hawk.
- For 2010, The Cloverdale Rodeo & Country Fair increased its advertising reach to promote the invitational rodeo through radio stations in the Interior & Northern BC, the Sunshine Coast and northern Washington State. These include stations CIFM & B100 in Kamloops, Power 104 & Q103 in Kelowna, Sun FM & EZ Rock in Penticton, CKAY on the Sunshine Coast, The Wolf in Williams Lake, and KPUG & KISM in Bellingham.
- In addition, The Cloverdale Rodeo & Country Fair reached out to South Asian radio stations to promote the Country Fair and the Desi Mela. These include stations RJ1200, Red FM, Radio India and Sher-e-Punjab.

PRINT

- The working relationship with our community newspaper groups and The Province newspaper continue to be very worthwhile and supportive. The 2010 Cloverdale Rodeo & Country Fair event worked with 26 print media outlets, which included The Province and two community newspaper groups: Canwest Community Newspapers (The Surrey Now, Langley Advance and Maple Ridge/Pitt Meadows Times) and Black Press (Abbotsford News, Burnaby/New West News Leader, Chilliwack Progress, Cloverdale Reporter, Langley Times, Maple Ridge/Pitt Meadows News, Peach Arch News, Surrey/N Delta Leader & Tri-City News).
Out-of-Town print media outlets included the Kamloops Daily News, The Kelowna Daily Courier, the Penticton Herald, the Okanagan, Westside Weekly, Southern Exposure and the Calgary Herald. South Asian advertising was also placed with the South Asian Post. Trade publications included the Canadian Rodeo News, Pro Rodeo News, Agri Digest and Cloverleaf Country. Other publications included West Coast Families and Cloverdale Magazine.
- We also produced three Newspaper Supplements. Black Press produced a 20-page supplement in the Surrey Leader and a 24-page supplement in its Cloverdale Reporter publication. Canwest Community Newspapers produced a 32-page Official Supplement in its Surrey Now publication.

TELEVISION & WEBCAM

- **The 2010 Cloverdale Rodeo & Country Fair worked with Global BC, Joy TV and OMNI TV. Global BC provided our event the important audience demographic ages of 18 - 54 along with strong promotional airtime support. Joy TV helped increase the reach into the Fraser Valley and also helped the Cloverdale Rodeo & Country Fair target the South Asian audience. OMNI TV was also brought on board to help provide additional awareness within the South Asian community.**
- **At this year's rodeo, we introduced a Live Webcam Feed of the 5 rodeo performances to our website. A total of 4,500 webcam viewers watched our 5 rodeo performances live, for a total of more than 108,000 viewer minutes.**

OVERVIEW – 2010

- **Thanks in part to support from the Marquee Tourism Events Program, one of several tourism-related programs announced in Canada's Economic Action Plan, the CRCF was able to develop a new stream of South Asian entertainment acts to target BC's significant Indo-Canadian population. The Cloverdale Rodeo & Country Fair made history on Sunday May 23 with the introduction of Desi Mela, a first of its kind South Asian Festival. 2,776 people enjoyed a variety of Indo-Canadian music, dance and entertainment designed to appeal to families from all cultural backgrounds.**
- **The support from the Marquee Tourism Events program also allowed the Cloverdale Rodeo & Country Fair to expand tourism advertising and reach out to media in key markets throughout BC, Alberta and Washington State to put together an integrated campaign to promote the Cloverdale Rodeo. The campaign focused increased awareness on the Sunshine Coast, in Williams Lake, throughout the Interior of BC, as well as in Calgary and northern Washington State.**
- **All five rodeo performances were webcast live simultaneously on the Cloverdale Rodeo website homepage and the Cloverdale Rodeo livestream channel. The webcast was a huge success - more than 4,500 people clicked on to view the performances for a total of more than 108,000 viewer minutes.**
- **The Cloverdale Rodeo & Country Fair website's homepage was also revamped for 2010 to include the livestream webcast window, a slider showing a snapshot of what to expect at the Rodeo & Country Fair, Twitter updates and details on the 54-40 Kick Off concert.**
- **Media participation and coverage continued to be very positive. The Cloverdale Rodeo & Country Fair was successfully positioned as an economical, family-friendly event for families of all nationalities. The print, radio, TV advertising and PR focused on the Invitational Rodeo having the world's Top-Ranked cowboys and cowgirls competing for Canada's second highest pro rodeo payout, great entertainment including 54-40 at the Longhorn Saloon, Ridley Bent on the Live Outdoor Entertainment Stage and affordable family fun.**

MEDIA COVERAGE HIGHLIGHTS – 2010

- Onsite Media Centre had 61 registered working media at our four-day event
- Post event media enquiries - 12
- Print coverage – 81 articles/listings.
- Print publication onsite during event – The Province, The Vancouver Sun, The Surrey Now, The Surrey Leader, The Langley Times, The Cloverdale Reporter, 24 Hours, Red Deer Express, Vancouver Korean Press, PRCA, Sing Tao,
- Television stations onsite during the event – CBC, OMNI TV,
- Television live broadcasts – Global BC, CityTV
- Radio Stations onsite during event – JRFM, CKNW, RJ1200, Country 107, CFOX, The Beat, Red FM, The Shore
- Radio live broadcasts – JRFM, CKNW
- On-line – 110 articles

ADVERTISING PLAN & BUY – 2010

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

Total Buy including South Asian and Tourism Advertising:

- Daily Print - 10%
- Community Print - 14%
- Radio - 31%
- TV - 10%
- Other - 3%
- South Asian media – 16%
- Tourism advertising – 17%



SPECIAL PROMOTIONS & FEATURED ATTRACTIONS – 2010

- **Kidz Zone / Interactive & Educational Activities**
- **Arts Zone / Artists & Crafters from the City of Surrey**
- **Honey Bee Educational Centre**
- **South Asian Festival / Desi Mela**
- **London Drugs stores Grounds Admission Discount Offer**
- **Cowboy Church Service in Stetson Suite on Sunday**
- **Wrangler Night Promotion at the Friday night rodeo performance**
- **“Tough Enough to Wear Pink” 50/50 fundraiser for Breast Cancer Awareness/Research**
- **50/50 fundraiser for the Canadian Forces Family Resource Centre**
- **Western Trade Show and “BC Wine Tasting Venue”**
- **Trick Rider Half-Time Act during each rodeo performances**
- **Mutton Bustin**
- **West Coast Amusements Midway & Rides**
- **Cloverdale Rodeo Parade with 100 entries**
- **Livestock Display & Agricultural Exhibits**
- **Outdoor Family Entertainment Stage featuring “Ridley Bent” on Sunday night**
- **Telus Mobile Environment / interactive communication services**
- **Greater Vancouver Power Sports Display**
- **Kick-off Concert on Thursday night at Longhorn Saloon Featuring “54-40”**

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
MAY LONG WEEKEND
MAY 21-24 • 2010

Photo by Mike Copeman

Rodeo and Country Fair
Ticket Information:
www.cloverdalerodeo.com

Rodeo Tickets: Friday: \$15, Saturday & Sunday: \$20 & 25, Finals - Monday: \$25 & \$30. Country Fair Admission: \$10 (7 & under free)
All pre-purchased Rodeo tickets include Country Fair Admission. Must have Rodeo ticket in hand when entering admission gates.