

NO: **F013**

COUNCIL DATE: **February 20, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **February 7th, 2012**

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

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

SUBJECT: **2012 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 2012 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 2012 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 2011 edition of the Cloverdale Rodeo and Exhibition.

Based on Association records, the annual Cloverdale Rodeo and Exhibition has in the past generated net revenues (\$100,000 +/-) for the Association. These surpluses have been used by the Association to assist in funding the overall operation of the Fairgrounds for the remainder of each year, the result of which was to minimize the operating subsidy required from the City. 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, 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, in 2008 the Association eliminated from the annual rodeo program the calf roping, steer wrestling, team roping and wild cow milking events 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 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 assists the local 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 information about the operation and benefits of the 2011 Rodeo and Exhibition as provided by the Association.

The Association has advised staff that the following new attractions will be included in the 2012 Cloverdale Rodeo and Exhibition:

1. World Freestyle Skateboard Round Up: This will feature world champions in various divisions from over 20 countries. It is expected that the event will become an annual attraction with plans to expand it at some point into a stand-alone event. The following link provides additional information <http://www.theworldroundup.com/> ;
2. "Cloverdale Cowboy Cook Off": This will be a fully sanctioned international BBQ competition including the current world champion, the Canadian champion, a Chilli Competition, and a BC Bake-Off Pie competition; and
3. Classic Car Show: This will feature 75 to 100 hot rods and classic vehicles on display.

The Cloverdale Recreation Centre will be the hub for a Kidz Zone, Surrey Arts Council Zone, and family attraction area, replacing the Shannon Hall and Alice Mac Kay buildings.

The Association is aware that the City is considering options and possible partnership arrangements for a redevelopment of the Fairgrounds. The Association recognizes that depending upon the final details of 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.

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 year since 2008. The Association is requesting this same level of financial support for the 2012 Rodeo and Exhibition. The Rodeo and Exhibition is held each year from Friday through Monday on the Victoria Day long weekend in May.

Staff has evaluated the Association's request and is satisfied that the Cloverdale Rodeo and Exhibition is an important event in relation to the image and economy of Surrey and therefore, staff is supportive of Council approving a grant of \$225,000 to the Association.

Funding:

Funding for this grant is available within the approved 2012 Budget.

CONCLUSION

Based on the above discussion, it is recommended that Finance Committee recommend that Council authorize staff to provide a grant of up to \$225,000 to the Lower Fraser Valley Exhibition Association in support of the 2012 Cloverdale Rodeo and Exhibition.

Vivienne Wilke, CGA
General Manager,
Finance & Technology

Appendix "A": - Summary of the 2011 Cloverdale Rodeo and Exhibition



MARKETING RECAP & EVENT SUMMARY – 2011

- Over 77,000 visitors attended the four-day Cloverdale Rodeo & Country Fair event.
- Of those 77,000 visitors, more than 15,000 rodeo fans attended one of five Pro Rodeo public performances.
- 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 – 2011

- The 2011 Cloverdale Rodeo & Country Fair event received promotional value from our media partners valued at more than \$ 852, 700.
- The 2011 Cloverdale Rodeo & Country Fair event received earned media coverage in excess of \$1.08 million.



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 \$16,650.00.

ADVERTISING SUMMARY – 2011

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 9 local radio stations in 2011. These include stations JRfm, CKNW, Fun FM, Country 107, News1130, Shore, CBC, Sher-e-Punjab and XL Radio.

PRINT

- The Cloverdale Rodeo & Country Fair enjoys a tremendous working relationship with print publications throughout the Lower Mainland including both regional dailies such as The Province and community groups Postmedia and Black Press. The 2011 Cloverdale Rodeo & Country Fair event worked with 26 print media outlets, which included major sponsorship by The Province and both regional community newspaper groups: Postmedia Community Publishing (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).

- 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. Postmedia Community Publishing produced a 32-page Official Supplement, which ran in the Surrey Now and Langley Advance.

TELEVISION & WEBCAM

- The 2011 Cloverdale Rodeo & Country Fair had an exclusive television relationship with CTV British Columbia, which saw CTV broadcast its 5:00pm and 6:00pm newscast live from the fairgrounds. The partnership with CTV BC provided our event the important family audience demographic including promotional airtime support running in such shows as American Idol.

- At this year's rodeo, the successful Live Webcam Feed of the 5 rodeo performances ran from our website. A total of 5,000 webcam viewers watched our 5 rodeo performances live, for a total of more than 352,000 viewer minutes.

OVERVIEW – 2011

- The Cloverdale Rodeo and Country Fair reached a milestone, celebrating its 65th anniversary. On the Rodeo side, there was particular interest in several BC competitors as well as Canadian and World Champion competitors. This included Ty Pozzobon of Merritt who made it to the final round and became an overnight media celebrity. In entertainment, Randi McMillian, lead singer of Appaloosa and Langley talent show winner produced a focal image for newspapers and drove attendance to the Longhorn Saloon.

- Media participation and coverage continued to focus on there being something at the event to suit every pocketbook, generation and personal taste. The event was effectively positioned as an economical, family-friendly event that reached out to people of all nationalities. There was also a number of additions to the

Country Fair including the new extreme show with BMX and Roller Derby Competitions, the West Coast Lumberjack show and the Sunday evening show headlined by Doug and the Slugs.

- Online marketing through the Cloverdale Rodeo and Country Fair website was improved for 2011 by promoting individual events and announcing news and information immediately and effectively. The BC Lions & Rodeo All-Stars Kickoff Party was promoted online throughout the Cloverdale Rodeo and Country Fair homepage and it's online poster and tickets. This event, as well as other individual events such as CTV broadcasting live, the Westcoast Lumberjack Show, and new musicians in the Longhorn Saloon, were promoted on a new 'event slider' at the top of the homepage. Other events, such as the Canucks game being broadcast in the Longhorn Saloon, were also marketed through the homepage and provided supplemental information in internal pages.
- The Cloverdale Rodeo and Country Fair homepage also included the Livestream window that broadcast the Rodeo footage around the world. Livestream also embedded on the Facebook page with the Livestream application that allowed users to view directly through Facebook and engage in communication through the social media site when signed in. All five rodeo performances were broadcast over more than 70,000 unique streams worldwide.
- Social media played a key role in allowing visitors and fans of the Cloverdale Rodeo to communicate quickly through Facebook and Twitter. The community on Twitter reached 800 followers and Facebook reached 2,000 likes by the end of the event. Through the use of hashtags and keyword searches, we can see that a large amount of people were communicating about published stories, new features and events, as well as contestant results as they were posted immediately. The use of a Facebook advertising campaign gave the Facebook page new life, and quickly gained the recognition through sponsors and media partners posting updates and stories directly on the page. The use of Twitter and Facebook was also evidenced on the homepage for the Cloverdale Rodeo by embedded 'like' and 'follow us' boxes for both social media accounts.

MEDIA COVERAGE HIGHLIGHTS – 2011

- Onsite Media Centre had 62 registered working media at our four-day event
- Print coverage – 60 articles/listings.
- Print publication onsite during event – The Province, The Vancouver Sun, The Globe and Mail, The Surrey Now, The Langley Advance, The Cloverdale Reporter, Sing Tao and Xinhua News
- Television stations onsite during the event – CTV, Global BC, CityTV, CBC, Radio Canada, Fairchild TV, Xinhua TV, Jiggy TV
- Television live broadcasts – CTV, Global BC and CityTV
- Radio Stations onsite during event – JRFM, Country 107, News1130, The Shore, RedFM and RJ1200
- Radio live broadcasts – JRFM and Sher-e-Punjab
- On-line – 72 articles

ADVERTISING PLAN & BUY – 2011

- Daily Print - 10%
- Community Print - 17%
- Radio - 42%
- TV - 18%
- Other - 13%

SPECIAL PROMOTIONS & FEATURED ATTRACTIONS – 2011

- Kidz Zone / Interactive, Educational & Entertainment Activities
- Extreme Zone / Freestyle skate boarding, trials mountain biking
- Arts Zone / Artists & Crafters from the City of Surrey
- City of Surrey RCMP 60th Anniversary Display
- 65th Cloverdale Rodeo Anniversary Display
- London Drugs & Triple O's stores pre-purchase Grounds Admission Program
- 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
- Outdoor Movie at Stetson Bowl Sunday night
- Western Trade Show and "BC Wine Tasting Venue"
- Trick Riding Half-Time Act during each rodeo performances
- Mutton Bustin during each rodeo performance
- West Coast Amusements Midway & Rides
- Cloverdale Rodeo Parade with over 100 entries
- Livestock Display & Agricultural Exhibits
- Outdoor Family Entertainment Stage featuring "Doug & the Slugs"
- Telus Mobile Environment / interactive communication services
- Westcoast Lumberjack Show
- Monster Truck rides on 'Jurassic Attack'
- Rodeo Pancake Breakfasts
- Mechanical Bull Rides

CLOVERDALE RODEO & COUNTRY FAIR DEMOGRAPHICS

- Male – 45%
- Female – 55%
- 49% of attendees come from Richmond/Surrey/White Rock communities
- 40% of attendees are between the ages of 30 & 59
- On average attendees dine-out, get take-out or delivery 2.2 times per week
- Visitors average household income - \$75,000
- Average expenditure on site of nearly \$90.00
- 60% of attendees rated the event as excellent or very good
- Place of residence – Lower Mainland of BC
- Average visiting time spent at event – over 6 hours
- Visitors came in average size groups of 3.1 persons
- Average traveling time to event from home – 35 minutes