



MUSIC CITY MANITOBA

MUSIC & MEMORIES CENTRE

Creating a music community venue that will host some of the world's major bands, singers and songwriters.

MCM & The Bay

In lieu of the total use, with all operating costs included, of The Bay Downtown Winnipeg for a period of **three years** beginning on July 31, 2021, and access to the building starting immediately, to plan, sell and market our products, and the assurance that we will have first right of refusal for the purchase of the building for \$1.00, at the end of that time period. **At this point we will also reimburse all amounts spent on the operating costs, taxes, maintenance, and other related costs from July 31, 2021, until that point of time.**

We will deliver to Manitoba up to **359,520** tourists per year. This is over and above the number of people that will drive, fly on their own, to attend what we be offering, as a result of our advertising, and marketing. These are actual tourists that we will personally deliver to the door, basically everyday. All motor coaches/train routes have already been planned.

We will begin marketing our promotional parties and tours almost immediately. **We will pay for all costs related to that endeavor.**

We will begin marketing all aspects of our tours, to Winnipeg, with the Bay being an actual component and highlight of the tours. In other words we will sell the trips, with the Bay being an interictal part, as it should be. Just like if, we included the Museum of Human Rights, or Oak Hammock Marsh, or a casino on our tours. We will offer guided tours of the building, history, and everything appropriate to it. After all The Bay is one of the most consequential part of our history.

We will include as many local initiatives, within our program, as possible.

The first eight months will be strictly designated to creating a “must be there” attitude. We will use a number of tried and proven methods to get people excited about this project. From Promotional Parties, Telethons, Infomercials, Giveaways, huge amount of advertising, you name it. All aspects of our plan, must be included, as they support each other. These will be used to raise revenue, to be able to create **The Most Desired Destination in Canada**. Most certainly second to none, in Manitoba. After that, no amount of funding will be spared to keep it that way.

It concerns us however, that neither the City of Winnipeg, nor the Province of Manitoba own this building, so we would need a little guidance, as to what roles they would or could play in these negotiations.

In any event, we can and are willing to save The Bay from becoming discarded, an eye sore, obsolete, or even destroyed, but on our terms. And must start almost immediately.

This project will not be a charity case. It will pay for itself in a matter of a months to a couple of years. We are not looking for government handouts, like most of the arts community. Other than a few sponsorships, now and again, there will be no need for that to take place.

Our project is designed for decades of excitement, fun, historical information of our province, and the people that make it so great. It is designed that every person can take advantage of it, not just a privileged few.



It is our intention to keep our shows at \$49.00 per person per night, unless of course, we get someone like the Rolling Stones to do a set for us. We may have to charge a few dollars more. **If we can get that down to \$29.00, then we will do that, as well.** This is for all of Manitoba, it is just that we know how to make it happen. That is why you will never hear us say it is worth less than \$0.00. But we must start right away!

We are fully aware what the critics and the other venue operators will say. **Well, we believe, they have been ripping off Manitobans and Musicians for decades. Giving them some serious competition** is what we will do and all Manitobans will benefit the most and we will bring our own clients.

More to come....

Rationale

Why Music City Manitoba?

Gordon Goldsborough, the president of the Manitoba Historical Society (MHS), says he would like to see the building repurposed in a way that honours its historical significance.

"If there wasn't a Hudson's Bay Company (HBC), there wouldn't be a Winnipeg," he says. He explains that European fur traders brought in by HBC founded the Red River Colony, which eventually became to be known as the City of Winnipeg.

Goldsborough has a unique vision for the building that he coins the Manitoba Memories Centre. As an homage to the deep historical roots that the building represents, Goldsborough envisions the building being transformed into a "repository for memory" that would showcase the history of Manitoba.

With its abundance of floor space, Goldsborough says the building would arguably be most successful as a multi-use facility. He says that while parts of the building could be transformed into offices and smaller-scale retail space, other areas could be used for archival storage.

"The provincial archives are right next door to the Bay building. They don't have as much space to store their archives as they would need. The result is that a lot of the stuff is not physically located in the archives building," Goldsborough says.

He says that the Archives of Manitoba building is also home to the Hudson's Bay Company archives, which have received designation by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

"There's all kinds of heritage organizations in the province. Why not have them all under one roof?" he says. **"That to me would be a great way to then emphasize that this building, this old Bay store, is a centre for the retention of memory in Manitoba."**

We agree with Mr. Goldborough 100%, however, we would add that the ability to do that and be self sufficient must be centered around one common goal, to bring tourists into Canada and Winnipeg.

Everything that would be a part of this, should support that theory. It is one thing to bring tourists to Winnipeg, but to do it on a consistent basis year after year, is a horse of a different colour.

It would be our intention to invite the Hudson's Bay Archives and the Manitoba Historical Society to play a huge role in the resurrection of the Bay. We would offer them the second Floor, so that they can set up "museums" relating to the History of The Bay, and everything Manitoba. We will also establish our Music City Manitoba Museum, as well on that floor.

Everything that relates to The Bay, Manitoba, and all people. All on one floor.

Now that is all fine and good, but a museum is useless, without people coming to it. Again that is where we come in, with the other things that we have to offer, it will see 100,000's of thousand people, arriving to the doors, on a consistent basis, day after day.

We know how to do that very well, and are in a position to start to do it immediately.

For more information, on that part go to www.fatherpap.ca or www.musiccitymantoba.ca

While the future of the former Bay building is uncertain, it remains a landmark in Winnipeg's history and a place of nostalgia for many who have walked through its doors.



The Sixth Floor

The top floor of the Music City Manitoba Building will house all live performance in front of 3000+ fans. Bands, singers and songwriters from Manitoba and across the globe will perform on a professional stage with state -of-the-art audio and video equipment.

The sixth floor will also house video and sound booths. As a result, all performances can be live streamed, recorded for audio and video broadcasting or as a promotional and marketing product for performers. The Singsation contest will also be broadcasted from this stage on which we will also host our Telethons, and infomercials.

We will live stream through our own "TV and Radio Networks"

The Sixth Floor will also have the Music City Manitoba Dining Room "The Old Paddle Wheel Restaurant". That would be perfect as three of our five bands are named after the ships that sailed Lake Winnipeg, and we will come up with promotions in that regard. This will be used specifically to distribute meals to our passengers that arrive by train, or motor coach as well as our staff and musicians.

Six Great Bands Per Night, One Great Price!



With 312 nights, 52 Weekends, 6 Bands per night, and up to 1872 Shows, we are extremely pleased to put 2020 behind us and to bring on the future. We are presenting to Canada over 11,000 amazing and talented musicians ever to assemble in one area, at one time.

We have many of the Super Groups, performing their biggest party hits,

(millions & millions of records sold), from present-day to 60s & 70 s Rock, Soul, Motown, The Blues, Country, and the Classics. Line-up range from magnificent 4 piece bands to large 17 piece bands featuring horns, elegant strings, backed by killer rhythm sections, and so sweet harmonies from the world's most prolific session singers, With their magnificent repertoire of over 100,000 tunes they will cover every aspect of music from the early hits to the latest sounds. Whether you are a Hippie, or Rocker, or Coun- try Lover, as we say around here "An Amazing Time is guaranteed for all"

It is our great pleasure to invite you to the MOOST fun-filled weeks ever to hit Canada. We are bringing the shows to you! Check out our schedule page. No tickets will be more than \$49 Bucks We want everyone to enjoy these amazing entertainers, and have the greatest time ever. We guarantee you will know more than 90% of the tunes, and you will want to get up and dance and sing along. No need to spend an arm and a leg to have a great time, not with us! If you can't get there we provide, Motor Coach, Train Travel and Air Charter Service, from all over Canada!

The only thing better than the bands is the price to see them! We guarantee it!!!



The Fifth Floor

All green rooms and accommodation suites for visiting bands will be located on this floor. An area dedicated to the audio and video crews will also be created so that all personnel have a place to relax and prepare for the shows. Also, designated rooms will be set up to accommodate sponsors and business partners. Media rooms will also be built to allow reporters and music critics to meet with the bands in an environment conducive to an easy, relaxed communication process.

As all of our out of town musicians will all become our good will ambassadors, it is of the utmost importance to treat them like they have never been treated before.

We will create a small number of fully furnished, fully equipped, and fully stocked bachelor apartments on this floor. Not only will it save the company up to \$650,000.00 per year on hotels on one or two bands, but also it creates a sense that we care about them, and of course, we need to accommodate them if we want to continue to get some of the best entertainers around. These suites will also serve as their "Green Rooms" with stairs leading up to the Main performance venue. This also cuts down on the security required for some of these folks.

We will begin this **project** in year Two or Three.



The Fourth Floor

Besides the main stage area, this floor promises to **be one of the most exciting, revenue generating areas** in the building. **Booths of all kinds** will be created to house music stores, music industry retailers, Canadian music organizations including Manitoba Music, Manitoba Blues Association, Manitoba Guitar Traders, the Folk and Jazz Festivals, Manitoba Arts Council, Manitoba Chamber orchestra, Manitoba Aboriginal Host committee, CCMIA, CARAS, and the CHRC to name a few.

A modern layout will be used so that visitors will have the opportunity to move unencumbered between the various booths. Areas will be designated for food counters and sofas and chairs to just sit, relax and chat with visitors, band members and retailers alike.

A team will be negotiating with the **National Association of Music Merchants (NAMM)** to house one of their large conferences in Winnipeg and will attract thousands of people from all across Canada. The 5th floor is the ideal place for such a gathering.



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Television & Radio Stations



The Third Floor

The Music City Manitoba performance venue will house photo, video and music studios as well as its own radio station. Individual artists and bands who are looking to get professional photos, video or looking to have one song or an album recorded and pressed will have access to the venues many facilities.

Furthermore, the studios will be used to record live performances and play a vital part of the Singstation event, especially in terms of national broadcast capabilities. The revenue generated not only will pay for the studios' on-going expenses but also will provide a one-stop shop for local, national and international artists.

The MCM TV & Radio Stations will be dedicated for the sole purpose of promoting our shows, our entertainers, our sponsors, and musicians, our trips, and our "Singstation" competition in its entirety.

They will also feature interviews, new releases from our musicians & band tunes. You will be able to live stream directly from this page!

Specific hours and times will be set to reflect the dates of each event.





The photography studio is been developed to create professional promo cards for our musicians, as well as high quality photographs for the Great Wall of Canada, both indoor and outdoor, posters, sponsors, and many other uses.

The studio will keep the cost of getting those things done down to a minimum. Tens of thousands of photographs will be required. As a result, it will pay for itself ten times over and create millions of dollars of revenue for the company, while doing so.



The Second Floor

The Music City Manitoba Museum will house historical Manitoba archives including musical instruments, all types of clothing and apparel worn by Manitoba artists through the last 8 decades. The museum will also highlight posters, photographs, album covers and any and all items and collections that belong to or have some significance to the growth of Manitoba's local music industry. Walking down memory lane will take on a whole new significance when visitors are exposed to width and breadth of what our local musicians, singers and songwriters have contributed to date. A destination like no other.

Furthermore, the addition of The Bay Historical Museum will play a large part in the development of the second floor. Also integrated will be the musical archives from the Metis and Indigenous populations in Manitoba. Easy accessibiliity through the Cross Walk.

What good is a museum without people. We bring those as well.



The First Floor is the venue's welcoming and hosting areas. Visitors will have the opportunity to purchase tickets for upcoming events, visit the centre's art display, speak to someone at the centre's information booth and from Music City Manitoba Tourism, and visit the manufacturing plant for the plaques that will be on display on the centre's Great Wall of Canada and be integrated on the sidewalks surrounding the Bay's Music City Manitoba's Walk of Fame.

Offices and meeting rooms will also be created which will provide visitors, agents, sponsors, partners, and organizations a place to meet and relax.



The First Floor



Since the Bay building is now a protected designated historical site, and to ensure the facade isn't compromised, Music City Manitoba will create a series of posters, banners and billboards in the windows facing Portage Avenue, Memorial Boulevard, and Vaughan Street.

The allotted spaces will be used as promotional segments for sponsors, partners, retail sales companies, local organizations, bands, and MCM up-to-date information including concert dates, performances, names of bands and artists, and other related news items.

The Basement Pastry Shop & Coffee Houses

The **MS Ken-Ora Pastry and Coffee Houses** will be designed and developed for the fans, musicians and employees of the Music City Manitoba Corporation. These areas will be used to showcase up and coming talent that may want to strut their stuff, but are not booked on the "Big Stage".

Also, the coffee houses will be used for musicians to kill time while waiting for their shows. It will also be used as meet & greet area for fans who want to buy product or want to just simply chat with the artists.



The Building & Property Plan

We have created this presentation with only the memory that we have of The Bay. In order to better demonstrate our plan, we would need more time in the building, to figure out where everything could go.

The first phase of this project would be to hold a number of promotion parties, beginning on **April 27, 2022.**

Everything is basically all ready for that. All the entertainers, Lighting, Sound, a temporary Stage, and all that are ready to go, we just have to decide where they will go.

There will be about 6 of these Promotional Parties, over the course of the first few months.

At the same time we will be planning, designing, and selling The Walk of Fame - "The Sidewalks of The Bay"

We will be working with the engineers to determine the costs of constructing and developing the Music City Manitoba - "Sidewalks of the Bay". Once we determine the cost, then we can determine what we can sell each Plaque for. It is our intention to keep the price as low as possible to get as many

participants, as possible. However, they will range anywhere from \$99.00 - **\$499.00**, depending on the cost. An invitation to participate will first be sent to every household in the immediate area.

This is an important step, as it creates some serious revenue, and will most certainly help with the promotion of what it is that we will be doing, that will help with the over all project.

While we are at it, we will also layout and plan the Interior Walk of Fame and the Wall of Fame. All these are revenue generating, and will add to the support and aesthetics of the program. The Interior and Exterior are different, in the fact that we will be using a different type of material, to create them. There will be no structural changes needed for these.

While we are doing all that, we will be making plans with the engineers, and all those types of people, for the 6th floor, which we presume will be the best place to have our more permanent "Theatre Area"

Drawings with seating, and everything will be supplied to you for your information, once they have been completed that task.



Walk of Fame

Pedestrians walk where they feel comfortable and when they do not feel at ease, they walk elsewhere. A typical example is that filthy, distressed, or too narrow sidewalks induce pedestrians to walk on roadways. This behavior jeopardizes road safety and highly dangerous to most users, and leaves them vulnerable. Unsuitable pavements can be the result of irregular maintenance operations to restore evenness after winter damage, weather phenomena, installation of equipment with a reduction of walkable surface, or substandard repair work on pavements and patches due to emergency operations. As a result sidewalks are not safe, nor comfortable, and least of all, not attractive.

These problems can be solved with an appropriate maintenance management system, which optimizes financial resources to make smart decisions about how to intervene with an adequate and lasting maintenance operation. The Bay sidewalks lacks regular maintenance and has therefore resulted in a network of unsafe sidewalks.

It is our intention to beautify, and make safe the Sidewalks of the Bay, and to create one of the most financial rewarding aspects of the resurrection of The Bay. If we are going to be brining in 100,000 of thousands of tourist per year, **we most certainly want to put our best foot forward. So to speak.**

Along all sides of The Bay and anywhere else, we are allowed, we intend to install a brand new sidewalk that will be non slip, and aesthetically very pleasing. We will be imbedding marble "tiles" into the concrete, along the complete perimeter of The Bay. Each Tile will be an octagon, that is approximately 16". Each one of these octagons will have engraving on it, a name, photo of a sponsors or loved one's face.

These small sponsorship will cost between \$99.00 - \$499.00 or whatever, and will pay for this entire project many times over, just on it's own merit. So we will have lots of room to put in many "Octagon Tiles", as possible. We will renew them every five years, at which time the sponsors will also renew their sponsorship. This will enable us to always keep it looking great.



As many as 936 Singers from across Canada and The United States will be invited to participate in this huge, one of a kind, singing competition. All singers of all the groups that will be performing will be encouraged to participate in this competition as well.



Street Teams

The Music City Manitoba Street Team is a group of people, who will “hit” the streets promoting our events and products. They are a group of individuals with great knowledge, and a breathe of fresh air.

They will be visiting many towns and cities, across Manitoba and Canada, at every opportunity that will present itself. The Street Team is our promotional tool that we have adapted as a standard in our marketing budget.

These highly enthusiastic young and older people will be able to answer any question posed to them about the Music City Manitoba Project, and in most cases will be joined by our Manitoba Blues Concession Booths.

Tickets, Sponsorships etc. will also be available through them.



TAKING YOU TO THE STARS!



A Taking You To The Stars Transportation Program has already been set up.

Our Motor Coaches will be arriving everyday from almost every region of Manitoba for the Day Trips.

The Motor Coaches from a greater distance, Manitoba, Saskatchewan, Alberta, British Columbia, and Ontario, and the Northern States, will be arriving every Sunday, Wednesday & Fridays.

We have also set up a Train Program, those will arrive on specific dates. Both East & West.

We have booked 280 hotel rooms, and are in the process of booking another 280 rooms for the entire first year. These will accommodate up to 20 Buses per day or 359,520 Tourists per year. Note: These are for the Motor Coach and Train Program, and does not account for all those who drive or fly in, on their own account as a result of our advertising and marketing program.

These tours will include Transportation, Accommodations, Breakfast, and one meal per day. Not to mention the amazing incentives that we will be giving away on every bus.

For more details go to: www.fatherpap.ca or www.musicitymanitoba.ca

Sponsorship



Any size of sponsorship can be created.

Sponsorship occurs when a business makes a donation toward the cost of a charity's activity or event and, in return, the charity advertises or promotes the business's brand, products or services.

Sponsorship is an advantage and its fair market value is generally deducted from the amount of the donation for receipting purposes.

You might want to consider a sponsorship, which can be used thereafter as a tax write off. One would have to check their accountants to get the best way to do that.

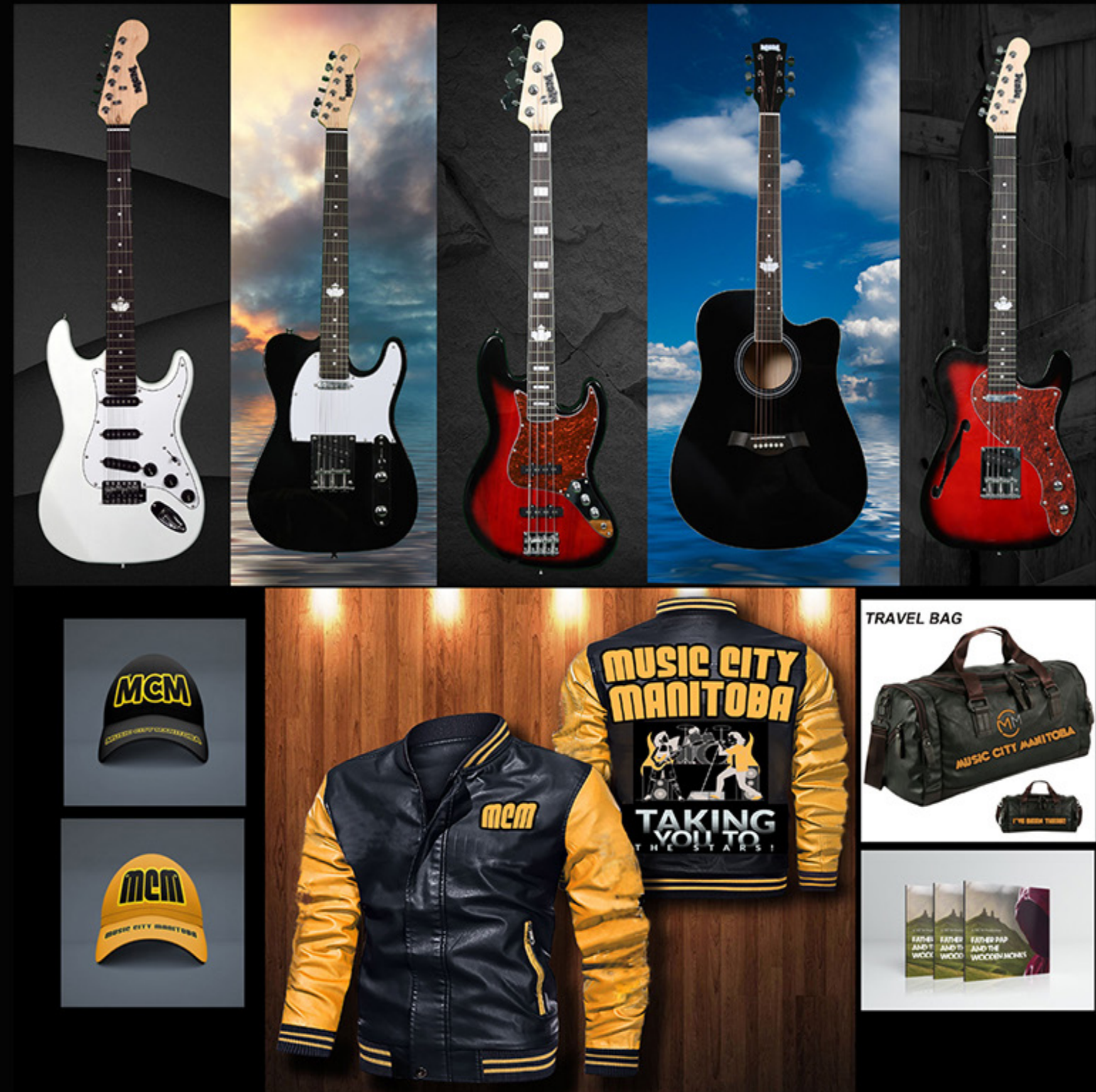
If a business receives special recognition for its donation, or if it receives more than minimal recognition (for example, banners or advertising of products), this is considered sponsorship.

The Manitoba Blues Concessions



The concessions will only be open on the nights that the shows are taking place. However, they will also be made available to go to other events taking place in Manitoba, for promotional purposes. These will be staffed by The Music City Manitoba Corporation Employees.

Incentives for Purchasing Motor Coach and Concert Tickets



A Music City Manitoba Production

For a more visual insight go to:

www.fatherpap.ca or www.musiccitymanitoba.ca

Email: musiccitymanitoba@shaw.ca

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