

SOUND OF MUSIC FESTIVAL

BURLINGTON • ONTARIO

THE BURLINGTON SOUND OF
MUSIC FESTIVAL - HOW WE'RE
FUNDED, HOW WE SPEND AND OUR
ECONOMIC IMPACT



REPORT TO
STAKEHOLDERS



OUR COMMITMENT

From its humble beginnings in 1979 as a showcase of the Burlington Teen Tour Band to its current iteration as Canada's Largest Free Music Festival; over the years this Festival has evolved in many new and exciting ways.

As a registered Non-Profit Organization; we believe we have an obligation to you, our stakeholders, to share with you how we operate, where our funds come from and the overall impact of the Festival on the community.

Under new management we aim to evolve yet again to increase our capacity for supporting Music and the Arts in our community.

Our vision is to not be defined exclusively as a "festival" – Moving forward we aim to be a resource for emerging artists, a showcase for local talent and a valued community partner who wants to see Music and Performance in this community thrive in new and exciting ways.

Our commitment to you is a new level of transparency and accountability.

We know you work hard for your money and you deserve to know how it's used when you buy a festival ticket, VIP upgrade, merchandise or beverage at the Festival. I do hope this report answers those important questions.

Myles D. Rusak
Executive Director

2019 AT A GLANCE

Highlights from the 2019 Sound of Music Festival - as captured by Enigma Research Group.

250,000 Guests
600 Volunteers

\$2.0M generated in tax revenue by festival related spending.

34% of attendees were non-local

SOCIAL MEDIA REACH



1,558,777 impressions

310,00 Impressions



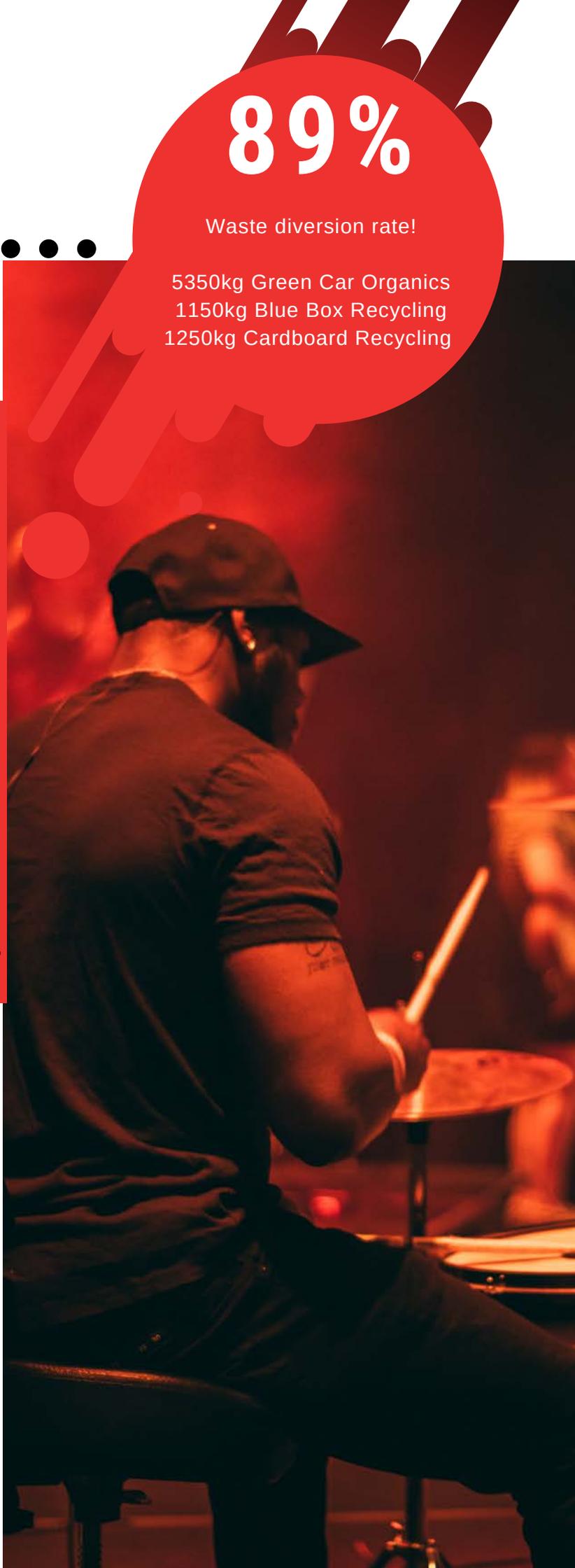
642,147 Impressions

April - July 2019

89%

Waste diversion rate!

5350kg Green Car Organics
1150kg Blue Box Recycling
1250kg Cardboard Recycling



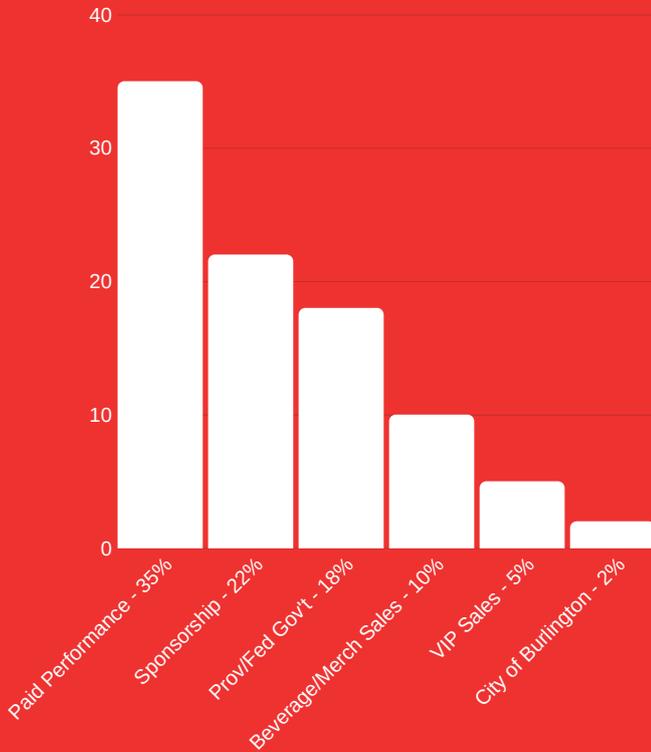
HOW WE'RE FUNDED

35%

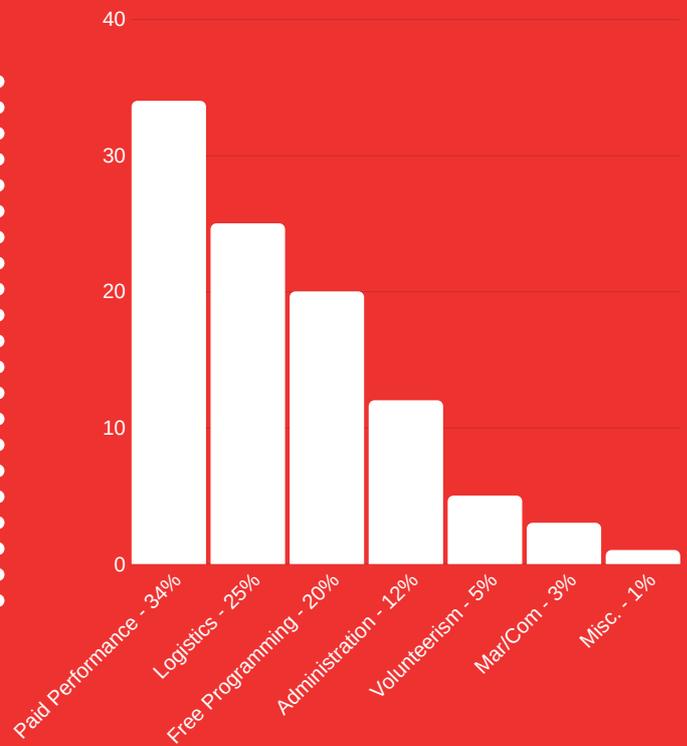
of our revenue is generated by the paid performance. 100% of proceeds are invested back in to the Free Festival

Recognizing a need for further sustainability in a declining government funded landscape - the Festival adopted the paid performance in 2015

SOM Revenue



SOM Expenses



12%

Responsible spending is important to SOM - only 12% of our overall budget is spent on administration

HOW WE SPEND

As a community based not-for-profit, we do our best to manage our expenses and ensure that our administrative rating is kept well below industry thresholds.

ECONOMIC IMPACT 2019

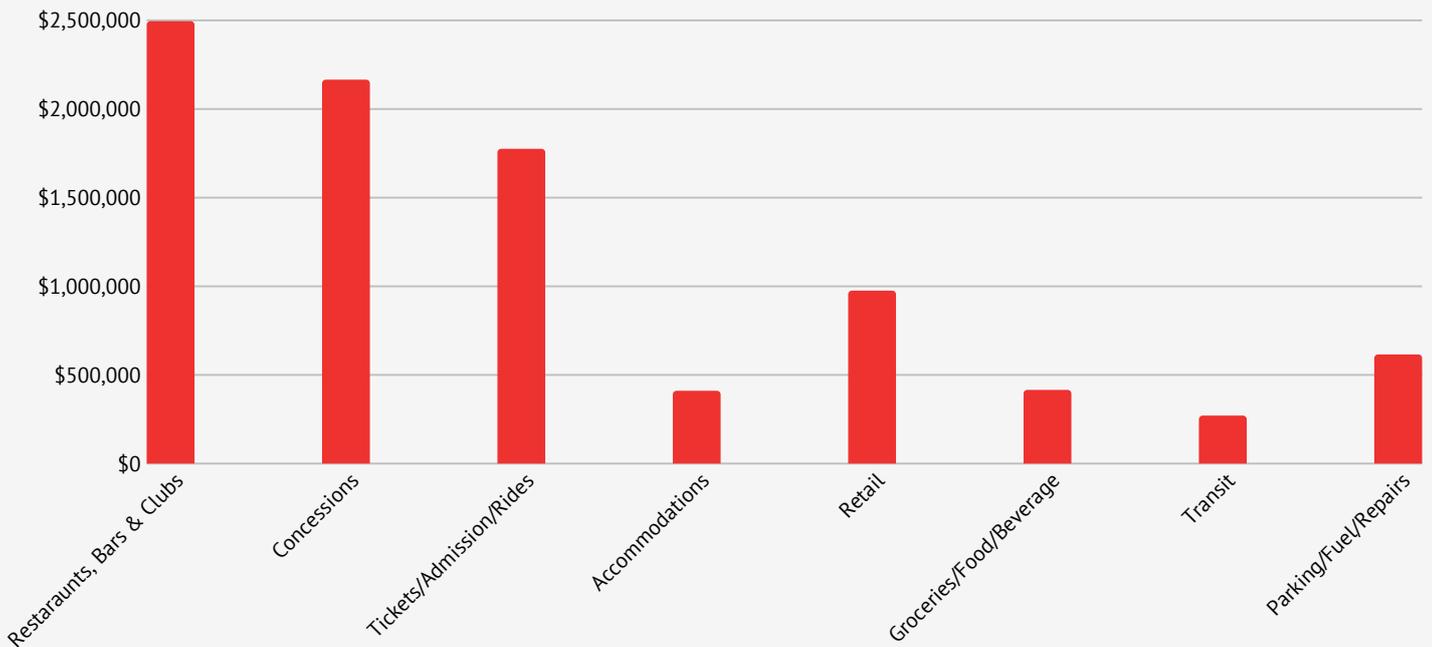
\$12.7M

Total economic impact to the region from the Sound of Music Festival

SOM engaged the independent research firm Enigma Research Corp. to survey and assess our economic impact in the region

ESTIMATED LOCAL SPENDING

Based on survey extrapolations during the Sound of Music Festival 2019



**\$1 INVESTED BY THE CITY OF BURLINGTON
PRODUCES \$116 OF SPENDING IN OUR COMMUNITY**

