



August 21, 2019

To the office of the City Clerk,

Please add the Sound of Music organization to the Committee of the Whole agenda for September 9, 2019 agenda for consideration by Council so that we have an opportunity to share with Council the Sound of Music Annual Report.

Further, at this meeting we will be requesting that the position of a Council Appointed Ex Officio member of our Board be reinstated.

This will also provide an opportunity for any members of Council to ask questions of Sound of Music representatives. We will be registering a delegate to speak at this same meeting and would greatly appreciate it if the Clerks department would add this item to the agenda.

Thank you.

A handwritten signature in black ink, appearing to read "M. Rusak".

Myles D. Rusak
Executive Director
Burlington Sound of Music Festival

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.

89%

Waste diversion rate!

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

250,000 Guests
600 Volunteers

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

34% of attendees were
non-local

SOCIAL MEDIA REACH



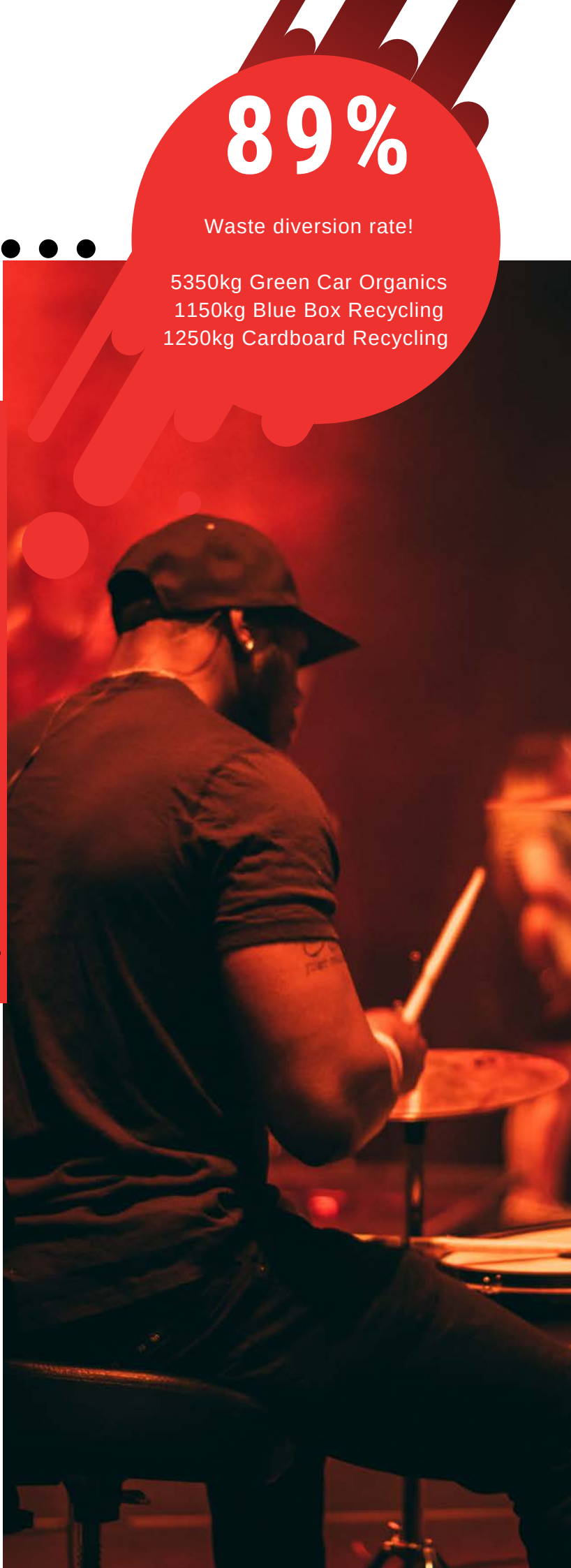
1,558,777 impressions

310,00 Impressions



642,147 Impressions

April - July 2019



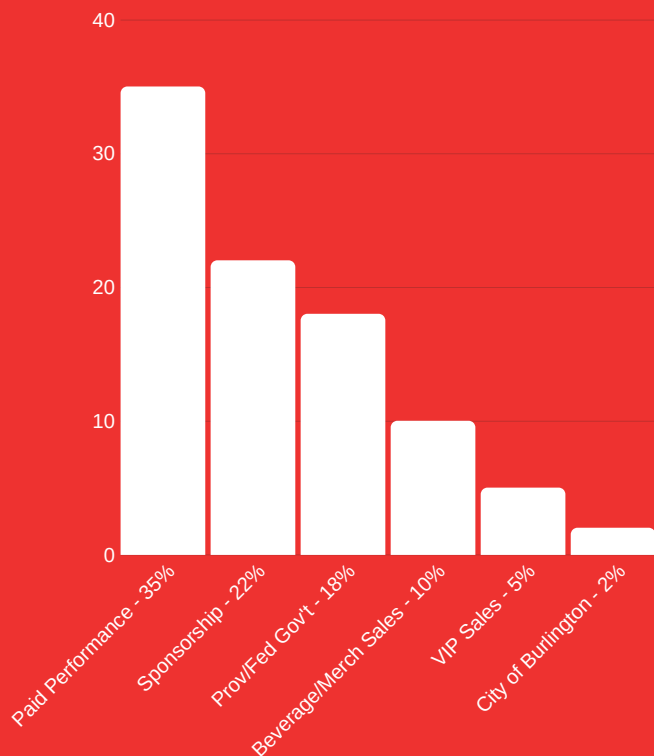
HOW WE'RE FUNDED

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

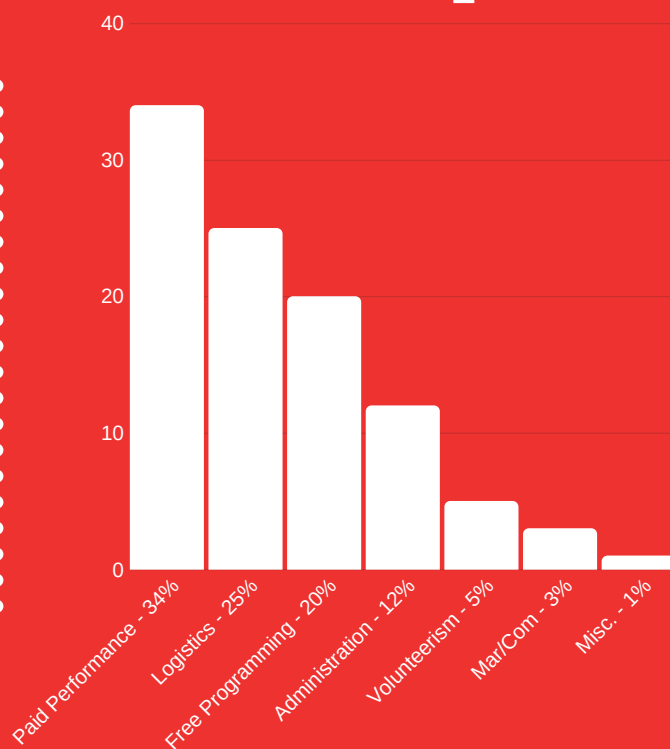
35%

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

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

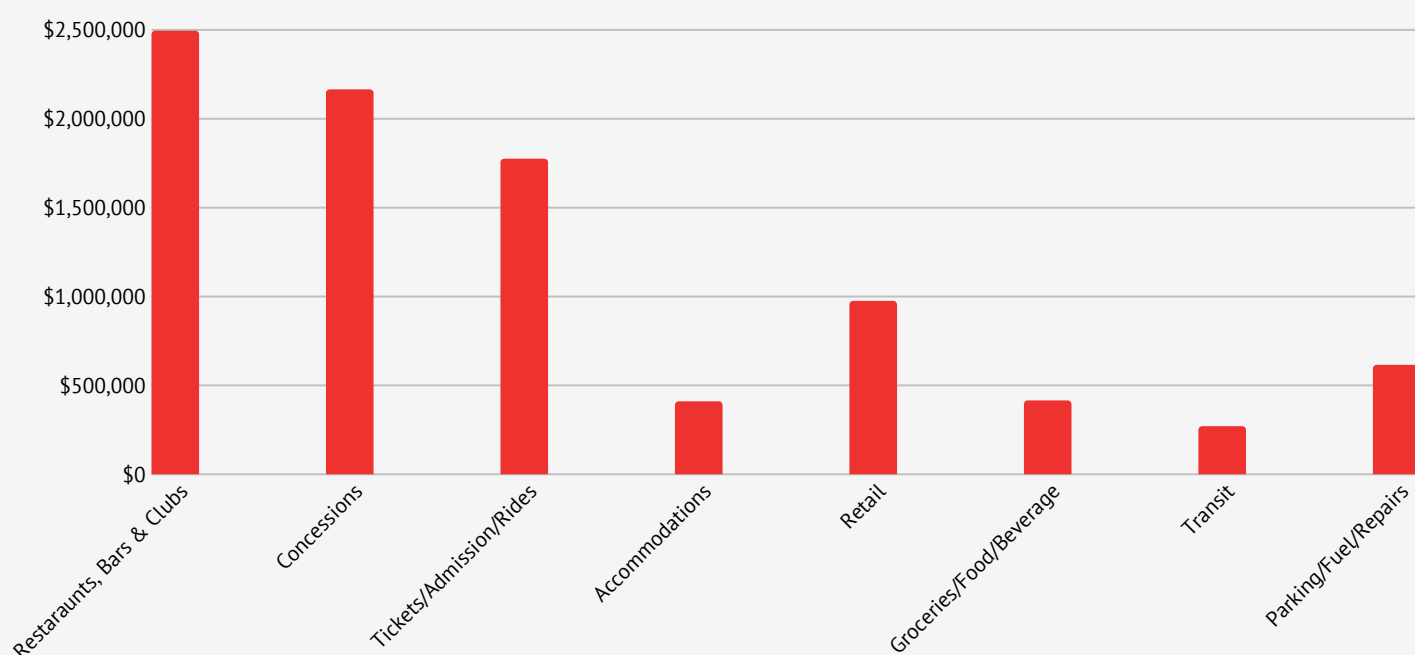
\$12.7M

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**

