



Sound of Music Inc.  
 204N - 1455 Lakeshore Rd.  
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**Executive Summary**  
**Sound of Music Festival Community Impact**  
**And Request for Funding.**

Presented By: Myles D. Rusak, CEO & Ashlee Livingstone, Chairperson  
 Presented To: City of Burlington City Council

Esteemed Members of Council:

**A Year to Celebrate...**

Many successes and records were realized this year as 416,000 people descended on Burlington’s Downtown core and Spencer Smith Park for the 43<sup>rd</sup> annual Sound of Music Festival. A record number which toppled that of our previous high, 225,000 attendees. These guests contributed a monumental \$30M to the community impact which SOM generates (another record, up from \$12M in 2019).

The positive influences of SOM don’t stop there. SOM’s pillars of impact extend to the areas below (see full report for complete stats on each pillar):

<p><b>Boosts The Economy:</b></p> <ul style="list-style-type: none"> <li>• Supports local taxes and jobs</li> <li>• Attracts Tourists</li> <li>• Supports 136 FTE jobs in Burlington</li> </ul>	<p><b>Fosters Mental Health, Well-Being &amp; Inclusivity:</b></p> <ul style="list-style-type: none"> <li>• Barrier free access to live music</li> <li>• Special needs performance opportunities</li> <li>• Low sensory engagements for youth</li> </ul>
<p><b>Bolsters Community Pride:</b></p> <ul style="list-style-type: none"> <li>• Engages over 1500 volunteers over 6000+ hours</li> <li>• Supports local artists</li> <li>• Showcases all things Burlington</li> <li>• Best in its class</li> </ul>	<p><b>Builds Stronger Relationships:</b></p> <ul style="list-style-type: none"> <li>• Burlington invests in SOM</li> <li>• SOM in the community year-round</li> <li>• Attendees care about partnerships</li> <li>• SOM gives back</li> </ul>



**A Strategic Safe Restart...**

The pandemic hit Live Entertainment and the Non-Profit industry with force. As we are both; SOM’s unpredictable revenue sources turned out to be less than required.

Key sponsor accounts did not weather the pandemic and we lost over \$250,000 in historical partnership funding. Further, given the proximity to the recent wave of lockdowns and uncertainty in early COVID recovery days, ticket sales for our fundraising event “Live on the Lake” were well below projections (based on historic performance).

The revenue decline, coupled with supply chain/supplier cost recoupment created a perfect storm which eroded our opportunity to turn a profit in 2022. As a result, we will not break even this year and need to take necessary steps to ensure we don’t lose momentum for 2023.





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Our margins at the end of this year remain extremely tight and we have no cash reserve heading into the fall. This means we will have to work to bring in 2023's government revenue sooner than expected. **We are asking The City of Burlington to implement an immediate strategic investment in our operations to allow us a sustainable future.** As we execute this strategy to immediately request support from all levels of government, we hope the City of Burlington will be the most responsive, coming to action by October at the latest. This will allow SOM to continue operations uninterrupted and permit us to leverage the unwavering support of the City of Burlington with other levels of government and to use the City's commitment to our future as our champion to secure funds at other levels.

**The Future for SOM...**

The Board of Directors will be asked to approve a plan which has been developed and vetted by our Finance Committee which includes a highly skilled team of finance experts.

The Board will also be asked to approve a revamp to our accounting and budgeting processes to help improve our financial controls and how we deal with the unpredictability we face post-pandemic.

Looking to 2023 we are implementing some early revenue strategies and, where possible, cost-cutting without sacrificing overall quality and audience experience. We have identified areas behind the scenes that are long overdue for trimming in order to run a leaner and more efficient Festival.

**Strategic Growth and Good Governance...**

Throughout the pandemic SOM has been working hard to redevelop the structure of the Board of Directors and the processes which it uses to govern. Subcommittees have been created focusing on Finance, Governance, Resource Development, and our leadership Executive Committee. Together with the staff team, SOM is undertaking a strategic review and planning to bolster the next 5 years of our existence. The time is now to define the next chapter of SOM! The City of Burlington's commitment gives us a reliable funding source which creates sure footing for the road ahead.

As we look to our government funders, extensive research has been done to create an investment strategy whereby equitable financing is requested so that our future remains bright and sustainable. We don't want to just maintain the Sound of Music Festival, we want it to grow and flourish as the preeminent artist engagement hub for Ontario. This includes focusing on our four pillars: **An Exceptional Festival, Emerging Artist Engagement, Volunteerism, and Community Outreach.**

Thank you for your consideration and timely response.



Myles D. Rusak  
 Chief Executive Officer

Ashlee Livingstone  
 Chairperson, Board of Directors



REPORT TO BURLINGTON CITY COUNCIL  
2022 COMMUNITY IMPACT  
& ECONOMIC ANALYSIS

## Who We Are:

Sound of Music Inc. (SOM) has brought millions of residents, visitors & tourists together through live music at Burlington's landmark waterfront for over four decades. SOM is Burlington's own live music non-profit organization which is home to two of Canada's most prestigious live entertainment events: Live on the Lake, a premiere artist engagement platform and fundraising event and The Sound of Music Festival, Canada's largest free music festival. These events have run on sponsor and volunteer power, providing a cultural and community value to Burlington, while driving a strong economic impact.

## What We Do:

Every year in June an experience like no other happens in the heart of downtown Burlington through countless performances from internationally known artists such as The Offspring, Weezer, Bush, Live, The Cult, Honeymoon Suite, The Tea Party, and local musicians such as The Arkells, Walk off the Earth and Finger Eleven.

There is always something for everyone, including three mainstages, a parade on local streets, family zone, midway, Streetfest, vendors, club series and a local emerging artist showcase are just a few ways in which we celebrate the talent on our stages.

## Why We Do It:

Music is truly the greatest way to bond people from all walks of life and all corners of our great city! It has the unique ability to connect us, foster community, inspire compassion and strengthen mental health. Music does these things regardless of race, creed, colour, gender, orientation, and/or socio-economic background – people simply love and need music! SOM has existed in Burlington for over 43 years and we believe wholeheartedly that music should be a barrier-free and inclusive experience for everyone to enjoy.

## Highlights from the 2022 Sound of Music Festival

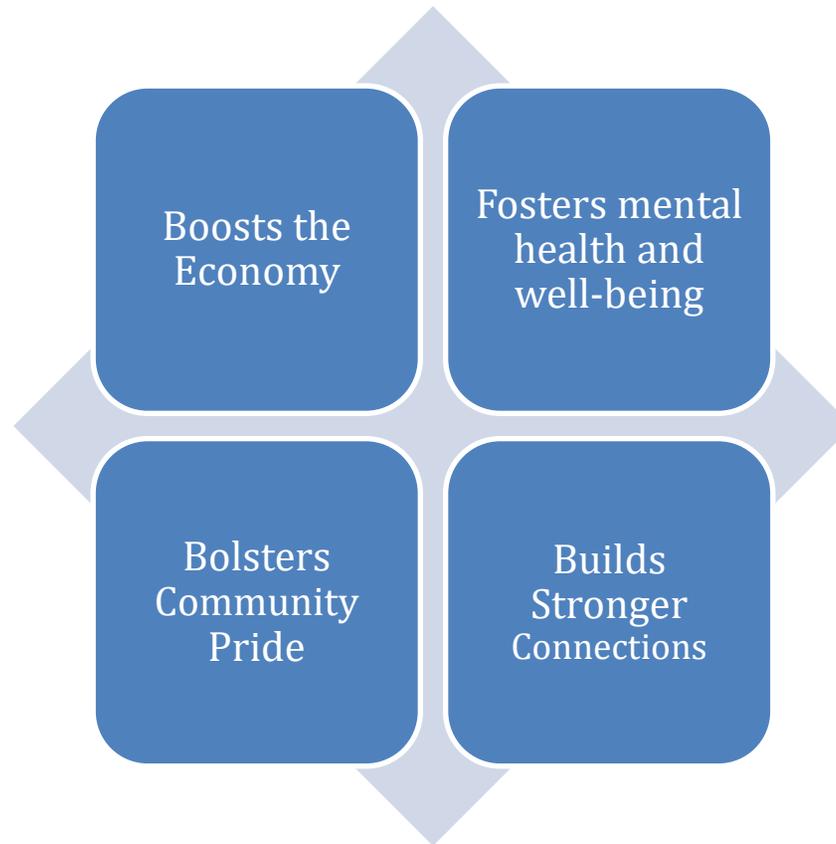
SOM continues its return to live as pandemic restriction began to lift. The 2022 Music Festival returned to the scene in a significant way. Not only did we shatter all previous attendance records, but the community also stepped up with a record breaking 600 new volunteers, increase in social media engagement by 1200%, and generation of more community impact than any prior year by a staggering 153%. We take these values seriously – we believe that each of these data points underpin the economic and community impact SOM directly contributes to. It's hard to measure the deep connection many have to this event, but we know this past year was a testament to it being a cornerstone of everyone's summer must-do list – a true connection to the city we love!

- **2022 COMMUNITY IMPACT: \$32,000,000\***  
(2019 Community Impact: \$12.6M)
  - Equivalent of 136 full-year jobs supported by the festival
  - Estimated \$5.2M in tax generated by festival-related spending
  
- **2022 ATTENDANCE: 416,000**  
(2019 Attendance: 225,000)
  - 68% Reside Within 40km
  - 20% 40-100km Away
  - 12% Farther Than 100km
  
- **Social Media Engagements: 12,800,000+**
- **Traditional Media Impressions: 20,000,000+**
- **Volunteer Opportunities Created: 1500+**
- **Volunteer Hours: 6000+**

\*As determined by an independent, event research firm using the benchmark Ontario TREIM model.

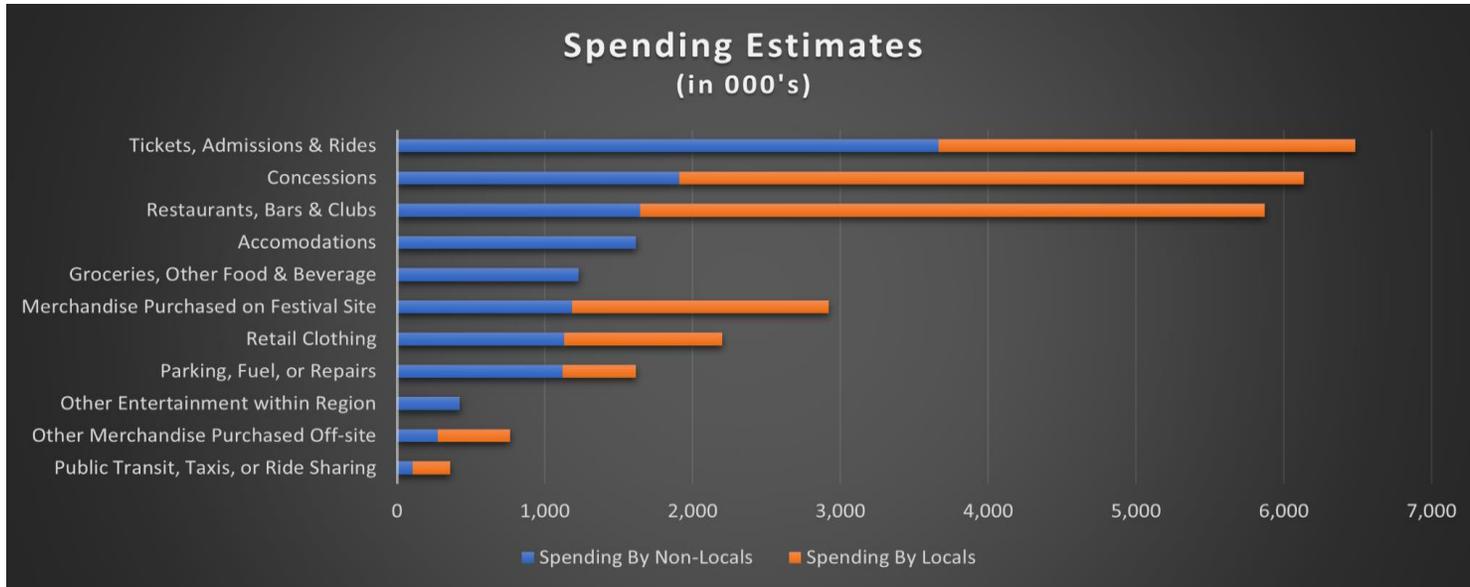
## Sound of Music: We Are *More Than a Festival...*

The impacts of the Sound of Music Festival are so much more than nine days of great music.



## Boosts the Economy:

By definition, festivals attract visitors and visitors spend money. In turn, this provides uplift to the local economy - both on and off the festival site. Onsite spending includes tickets, parking fees, food, beverages, merch sales — and more. Offsite spending includes restaurants, bars & clubs, parking, public transit and more. Sound of Music is the **largest event in Halton region, generating a staggering \$30M in economic impact and supporting the equivalent of 136 full-time jobs this year.**



<ul style="list-style-type: none"> <li>Local employment and taxes support by the festival:           <ul style="list-style-type: none"> <li>Equivalent to 136 full-year jobs supported by the Festival</li> <li>Estimated \$5.2M in tax revenue generated by festival-related spending</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The Festival attracted tourists from many regions:           <ul style="list-style-type: none"> <li>32% of attendees resided more than 40km from Burlington</li> <li>2% resided in other provinces and 5% were from outside Canada</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Local residents spent \$15.3M related to the Festival:           <ul style="list-style-type: none"> <li><b>Locals spent approximately \$4.2M at local restaurants, bars, and clubs alone</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Taxes Generated:</b> <ul style="list-style-type: none"> <li>Federal: \$2.2M - Provincial: \$2.8M - Municipal: \$700k</li> </ul> </li> </ul>

## Bolsters Community Pride:

Executing a Festival like SOM requires a tremendous amount of human-power, through our partners, staff and volunteers, SOM creates the perfect opportunity to help build a stronger community, and fully engage its members in sustaining a shared source of local pride. SOM celebrates all things that make Burlington special! And SOM’s community is a big one!

<ul style="list-style-type: none"> <li>● <b>Volunteers are at our core:</b> <ul style="list-style-type: none"> <li>○ Our 10-member Board of Directors is composed of local Burlington business and community leaders</li> <li>○ Over 1500 volunteers assisted with the execution of SOM 2022</li> <li>○ 6000+ Volunteer hours were logged</li> <li>○ Volunteers range from age 14 to 87 years old!</li> <li>○ 12 Operational Committees spent over 150 hours planning SOM 2022</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>The Festival supports local artists:</b> <ul style="list-style-type: none"> <li>○ <b>82 local artists were hired for the 2022 Festival</b></li> <li>○ <b>International platinum artists got their start at SOM, including Walk off the Earth, The Arkells, Finger Eleven, and July Talk!</b></li> <li>○ <b>In 2022 the Festival engaged in local artist development through: Songwriters Speaker Series, Battle of the Bands, Management Conferences, Workshops and Showcases</b></li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>The Festival showcases Burlington:</b> <ul style="list-style-type: none"> <li>○ Burlington Teen Tour Band was featured in the parade, civic showcase, and VIP Tent during the entire festival.</li> <li>○ SOM contributed over \$10,000 to the Burlington Teen Tour Band Boosters during the Festival</li> <li>○ SOM’s Festival App highlights over 300 local businesses</li> <li>○ An estimated 130,000+ tourists visited Burlington during the Festival</li> <li>○ \$1.6M was spent by non-locals at restaurants, bars and clubs in Burlington</li> <li>○ 27 local businesses were engaged to execute the 2022 Festival</li> <li>○ 72% of attendees agree that “SOM is the best cultural attraction in Burlington”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>The biggest and best at what we do:</b> <ul style="list-style-type: none"> <li>○ SOM is recognized as an international leader in the Live Music Industry with the following designations: <ul style="list-style-type: none"> <li>▪ Festivals and Events Ontario: Festival of Distinction</li> <li>▪ Festivals and Events Ontario: Top 100 Canadian Events</li> <li>▪ Festivals and Events Ontario: Best Greening Program winner</li> <li>▪ International Festival and Events Association: Grand Pinnacle Award Winner</li> <li>▪ International Festival and Events Association: Best Volunteer Program Winner</li> <li>▪ Halton Social Capital Committee: Best Accessibility Program Winner</li> </ul> </li> <li>○ SOM CEO has been a speaker and judge at National events such as Music PEI and the East Coast Music Awards</li> </ul> </li> </ul>

## Fosters Mental Health, Well-Being, and Inclusivity:

COVID-19 had a drastic impact on our shared mental health. This year, perhaps more than ever, SOM brought a collective spirit back to our community. Music is such a powerful tool to help combat daily stresses and boost your well-being. Live music, such as concerts and festivals, foster a sense of community and provide an essential social connection that is beneficial for a positive mental outlook.

Sound of Music is vital to our vibrant musical scene here in Burlington, nurturing local talent and ensuring that all the mental health benefits of music remain a cornerstone of our community lifestyle. SOM supports mental health, well-being and inclusivity through the following:

<ul style="list-style-type: none"> <li>● <b>Barrier Free Access to Live Music &amp; Performance:</b> <ul style="list-style-type: none"> <li>○ Our Festival has remained free to the community since its inception some 43 years ago. Some artists who have played our stage command a \$100+ ticket in the current market.</li> <li>○ <b>Sound of Abilities</b> was created in 2019 to showcase artists with disabilities ranging from Downs Syndrome to Autism.</li> <li>○ Over 30 LGBTQ+ artists performed on SOM’s stages this year!</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Meeting the Special Needs of Our Communities Members:</b> <ul style="list-style-type: none"> <li>○ Our accessibility platform ensures individuals with mobility concerns have a safe, managed, and prioritized viewing experience (our platform won an award from the Halton Social Capital Committee in 2019)</li> <li>○ Since 2019 we have implemented a low sensory experience in the midway for young people with autism and other sensitivities to the lights/sounds</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>Supporting our Fellow Non-Profits/Charities:</b> <ul style="list-style-type: none"> <li>○ In 2022, SOM Donated over 200 tickets/festival upgrades to 20+ local non-profit and/or charitable organizations, schools and youth groups.</li> <li>○ SOM engages the local Boy Scouts, Girl Guides and other youth services groups in a paid capacity to assist with the logistical operations of the Festival</li> </ul> </li> </ul>	<p>Music has been clinically proven to support in reducing stress &amp; anxiety, improving cognitive performance, reducing symptoms of depression, improving memory and providing all around motivation though the release of positive chemicals in the brain. The absence of music and these Festival support pieces results in a negative impact on the over-all being of our community. SOM is proud to support the removal of barriers and offer an inclusive experience!</p>

## Builds Stronger Relationships:

Connections are the "glue" that hold communities together; without them, a community stagnates and the quality-of-life declines. Also called "social capital" when so viewed through this lens — SOM partnerships increase the social capital that fosters a cohesive community.

<ul style="list-style-type: none"> <li>● <b>Burlington Invests in SOM:</b> <ul style="list-style-type: none"> <li>○ Over 40 local businesses sponsor SOM through cash or in-kind contributions</li> <li>○ 75% of festival-goers could easily recall the title sponsor by name</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Attendees care about partnerships:</b> <ul style="list-style-type: none"> <li>○ 83% of attendees stated they "appreciate the corporate sponsors that supported the festival through the pandemic"</li> <li>○ 57% of attendees stated "I prefer to conduct business with companies that sponsor my favourite events"</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>SOM is in the community year-round:</b> <ul style="list-style-type: none"> <li>○ As a part of our commitment to community and being "more than a festival" over the past 24 months, the Festival has sought to engage the community in new and impactful ways. Some highlights include:           <ul style="list-style-type: none"> <li>▪ <u>Burlington Public Library</u>: Songwriters Workshop series host and guest provider</li> <li>▪ <u>City of Burlington Canada Day</u>: SOM hosted the virtual Canada Day celebrations for the city</li> <li>▪ <u>Burlington Performing Arts Centre</u>: Multiple joint ventures have taken place including live-streams, emerging artist hosting, and educational opportunities</li> <li>▪ <u>Hamilton Music Collective</u>: Education opportunities including lessons, instrument petting zoo and showcases</li> <li>▪ <u>Halton United Way</u>: Consulting on events and Gala artists</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>SOM gives back to the community:</b> <ul style="list-style-type: none"> <li>○ SOM was able to support local non-profits and charitable initiatives in the community, including:           <ul style="list-style-type: none"> <li>▪ <u>Terry Fox Foundation</u>: Donation as 50/50 Partner at Festival</li> <li>▪ <u>Joseph Brant Hospital Foundation (2019)</u>: Donation as 50/50 partner at Festival</li> <li>▪ <u>Burlington Public Library</u>: Donated speaker's fees to library songwriters initiatives</li> <li>▪ <u>YWCA</u>: Donation of prizing and CEO time in celebrity fashion show fundraiser</li> <li>▪ <u>Burlington Performing Arts Centre</u>: Donation of Christmas Tree to fundraising auction</li> </ul> </li> </ul> </li> </ul>

- YMCA Halton/Hamilton: SOM took over the Battle of the Bands when the YMCA was no longer able due to pandemic
- Burlington Tourism: SOM CEO, Myles Rusak, was invited to join the Burlington Tourism Board of Directors
- Halton Social Capital Committee: Creation of the Sound of Abilities to showcase local talent from the special-needs community

- Local school fundraising initiatives: Donation of ticket packages to raise money for school development
- Taste of Burlington: SOM donated musicians for the month
- Halton Arts and Culture Committee: SOM donated speaking engagements
- Volunteer Halton: SOM staff lead speaking engagements to youth

## SOM Behind the Scenes:

The following table provides an overview of the 2022 Expense Budget vs Actuals of the 2022 Sound of Music Festival:

<i>Cost Centre</i>	<i>2022 Budget</i>	<i>2022 Actuals</i>
<i>Live on the Lake</i>	\$851,748	\$489,583
<i>Programming</i>	\$656,250	\$470,709
<i>Logistics/Eco</i>	\$441,000	\$735,671
<i>Administration</i>	\$372,355	\$364,779
<i>Food &amp; Beverage</i>	\$166,000	\$124,241
<i>Corporate Sponsorship Mgmt.</i>	\$102,500	\$76,284
<i>Marketing &amp; Communications</i>	\$95,000	\$67,528
<i>Volunteerism &amp; Outreach</i>	\$28,700	\$10,657
<i>VIP Engagements</i>	\$18,000	\$29,905
<i>Vendor Mgmt.</i>	\$12,500	\$12,500
<i>Merchandise</i>	\$12,500	\$10,105
<i>Total:</i>	\$2,756,553	\$2,391,962

This year's Festival was extremely successful in attendance and economic impact. However, it was also financially challenging, due to enormous cost increases that eroded the opportunity to reinvest in the festival for the coming year. In some instances, due to pandemic supply chain issues and supplier cost increases, some expenditures experienced inflation from 40% to as high as 400%.

To combat these rising costs, some decisions had to be made regarding budget cuts. Careful considerations were made to ensure that our core values were not impacted to a detrimental degree, yet our infrastructure needed to be adjusted. Such pieces as lessening the artist budgets on Live on the Lake, Parade, Streetfest and Civic Stage, reducing the overall number of radios, golf karts and service equipment, utilizing year-round staff and volunteers to a greater degree (as opposed to using additionally hired labour from suppliers).

SOM did not break even this year and we recognize that we need to take immediate steps to ensure we don't lose momentum for 2023.

The following table provides an overview of the 2022 Revenue Budget vs Actuals:

<i>Revenue</i>	<i>2022 Budget</i>	<i>2022 Actuals</i>
<i>Live on the Lake</i>	\$1,111,480	\$281,205
<i>Corporate Sponsorship</i>	\$550,000	\$325,986
<i>Grants</i>	\$460,000	\$762,896
<i>Food &amp; Beverage</i>	\$350,000	\$242,042
<i>Vendors</i>	\$200,000	\$220,424
<i>VIP</i>	\$117,950	\$158,094
<i>Fundraising</i>	\$20,000	\$6,449
<i>Merchandise</i>	\$12,500	\$56,099
<i>Total:</i>	\$2,756,553	\$2,053,195

Our largest revenue sources were also unpredictable coming out of the pandemic and proved to be less than predicted. Sponsorship and fundraising were difficult this year as key accounts did not survive the pandemic or were unable to contribute as they have in years past. Ticket sales for the paid event were also a challenge with the festival taking place soon after a moment of prohibitive pandemic lockdowns and regulation changes. All things considered, we experienced a perfect storm whereby financial contributions were less than optimal, and despite record attendance and increased grant amounts, constraints on earned revenue did not enable us to achieve our typical financial success.

## Municipal Scan

The City of Burlington has always been our strongest champion

All levels of government provide vital financial support to SOM - The City of Burlington is a critical partner for our success, just as they are to many other local attractions and institutions. Together, we don't want to just maintain the Sound of Music Festival, we want it to grow and flourish as the premier non-profit musical event in Ontario and a catalyst for our community.

A look at neighbouring municipal funding for similar events and organizations:

<i>Organization</i>	<i>Municipality</i>	<i>Non-Profit?</i>	<i>Funding by Municipality (Percentage of total operational value)</i>
<i>Burlington Performing Arts Centre</i>	Burlington	Yes	30%
<i>Hamilton Supercrawl</i>	Hamilton	No	15%
<i>Brott Music Festival</i>	Hamilton	Yes	17%
<i>Festival of Friends</i>	Hamilton	Yes	20%
<i>Because Beer Festival</i>	Hamilton	No	12%
<i>Burlington Sound of Music Festival</i>	Burlington	Yes	3%

## A Commitment to a Sustainable Festival

How the City of Burlington can rise to the occasion

**We are seeking an increase to the strategic investment from The City of Burlington to create a sustainable, vibrant, and engaging future for music in our community.**

This investment in the Sound of Music will lend itself to our core operations in a way that is the most critical and most difficult to secure from other sources of funding. Key infrastructure pieces require sustainable support so that we may best provide for the long-term sustainability of the Festival.

The City of Burlington's funding will be used in part to support: Permits (City of Burlington), Facility Rentals (City of Burlington), Paid Duty Police Service (Halton Region), Facility Maintenance Staff (City of Burlington), Facility Repairs (City of Burlington), Staffing (Sound of Music Inc.), Rent and direct operating costs (Sound of Music Inc.)

Support is requested as an annual contribution under the following suggested timetable:

2023 (Delivered by October 31, 2022): \$350,000

2024 (Delivered by October 31, 2023): \$450,000

2025 (Delivered by October 31, 2024): \$500,000

2026 – 2028: \$500,000

Sound of Music Inc. commits to an annual report to City Council which outlines the direct and indirect impact of this funding on the organization and in turn the community impact which has been generated.

## 2023 & Beyond

### It's Time To Be *More Than A Festival...*

#### **Strong Governance:**

The SOM Board of Directors is committed to maintaining leading practices in our financial controls and governance. Creating more accountability to our stakeholders and providing a strong direction for the future growth of the organization is our top priority. SOM is committing to:

<ul style="list-style-type: none"><li>● <b>Revision of Financial Process:</b><ul style="list-style-type: none"><li>○ SOM's financial management process include the adoption of a leading non-profit financial management policy</li><li>○ Clear definitions outline the accountabilities of the CEO, treasurer, finance committee, and Board.</li></ul></li></ul>	<ul style="list-style-type: none"><li>● <b>Terms of Reference for Subcommittees of the Board:</b><ul style="list-style-type: none"><li>○ Current subcommittee terms of reference will undergo a strategic overhaul to better align with the future direction of the organization. Finance, Executive, Resource Development, Nominations and Special Projects will all go under review</li></ul></li></ul>
<ul style="list-style-type: none"><li>● <b>Strategic Plan: Revisited and Reimagined:</b><ul style="list-style-type: none"><li>○ SOM's 5-year strategic plan will be examined and undergo a critical analysis to determine key metrics and performance indicator for the future</li><li>○ The Board and Management are committed to setting new goals which will see us evolve as "more than a festival" and serve the community in stronger ways</li></ul></li></ul>	<ul style="list-style-type: none"><li>● <b>Resource Development Diversification:</b><ul style="list-style-type: none"><li>○ SOM will endeavour to develop new strategies which will result in portfolio diversification, alleviating the stress placed on any one revenue centre. This may include fee-for-service, additional fundraising events, public campaigns etc.</li></ul></li></ul>

## Our Roadmap to becoming *more than a festival...*

As we turn our sights to 2023 and beyond, we are excited to share with you some of the ways that we aim to adapt, innovate and think outside the box in order to secure new funding streams and support the arts to a greater degree in our community.

### Community Outreach

As the pandemic has taught us all; nobody in this community is alone. SOM aims to ensure that Music always fills our streets and our artists always know where they can turn for trusted advice from industry professionals. Through our community outreach pillar we aim to support local artists and find new ways to diversify our own portfolio through some of the following methods:

#### **Community Impact Partnerships:**

In 2021/2022 some highlight community impact partnerships included:

- **Burlington Public Library Songwriters Month:** SOM gathered some of our industry song-writing friends: Brandon Howard Roy (East Coast Music Award Nominee), David Wanless (Lead Singer, Canadian Classic Rock Group Sven Gali), Burlington's own published Singer/Songwriter: Abby J Hall, and the backing vocalist to Aerosmith and all around fantastic Burlingtonian: Suzie McNeil, to share their experiences with song writing in this month-long series presented by the Burlington Public Library.
- **Hamilton Music Collective Showcase:** A partnership with the Hamilton Music Collective designed to educate and inspire young people to pick up an instrument and learn to hone their skills as musicians. An instrument petting zoo, free lessons and band showcase opportunities were presented in partnership between SOM and the HMC.

**Battle of the Bands: Resurrected!** Historically the YMCA has hosted a battle of the bands for emerging artists in the community. SOM has always been front and centre as a judge and provided the grand prize: the opportunity to play the mainstage at the Burlington Sound of Music Festival! Unfortunately, due to the pandemic, the YMCA had to cease operations on this event. Not wanting to miss an opportunity to support emerging talent, SOM picked up the torch and in partnership with Long and McQuade Burlington, The Dickens, and Hamilton Music Collective, the Battle of the Bands was brought back as a part of SOM Club Series to record crowds (and artist submissions!), the winner was thrilled to grace the mainstage on Festival Sunday!

## **Emerging Artist + Tourism Engagement:**

### **Export Buyers Delegate Showcase:**

Modeled after our friends on the East Coast (Music PEI, Music NFLD, Music Nova Scotia), an export buyers delegate showcase is an exceptional way to bring festival, concert and event buyers to Burlington to showcase our talent and get these emerging artists hired to tour in a way that most artists simply can't accomplish on their own.

Buyers/Promoters from across Canada and select parts of the United States (Buffalo, New York, Chicago etc.) are hand selected to attend the Burlington Sound of Music Festival. Once here they will enjoy a curated tour of the arts, dining and hospitality hotspots that our beautiful community has to offer.

A panel of industry professionals will select a certain number of artist/bands/musicians to perform based on the following criteria:

- Level of export readiness (do you have the material required to tour and/or play a non-regional gig?)
- Level of career development (albums, recordings, singles, EP's, Social Media presence etc.)
- Willingness to play and travel
- Overall artist worthiness

A showcase at local venues takes place on the days leading up to the Festival where the buyers are taken around to hear our local musicians. Selected emerging artists then request one on one meetings with the buyers and given an opportunity to make their pitch. Following the formal showcase, delegates are invited to take in the Sound of Music Festival and enjoy their time in Burlington.

SOM itself has used this method to engage several artists from the East Coast, including 2022's The Royal North, Gordie MacKeeman, Ben Caplan, Andre Pettipas and the Giants and Arsenal Mills.

This style of Export Delegate program is not currently being done anywhere in Ontario. This is an opportunity to be at the forefront of Emerging Artist development and truly be a career making institution to these creative minds.

## **Volunteerism**

The 2023 Festival boasted over 1500 volunteers who performed a staggering 6000+ volunteer hours. These dedicated individuals are the livelihood of this organization and the oil that keeps the machine running smoothly. Our aim for 2023 and beyond is to build on our volunteer engagement platform through various training, technologies and support systems. Including, but not limited to:

- Specialty training for volunteers in skilled rolls (working at heights, CPR, Security & Crowd Management etc.)
- Creation of a back-end website which is designed to be a community of its own for SOM Volunteers to share stories, request additional assistance, talk to event organizers, and post their pics to share in the day!
- A Burlington business-based volunteer recognition package (discounts, coupons and special perks at local businesses that are reserved exclusively for our SOM volunteers)
- Recognition Events: Special events throughout the year at Burlington based establishments (Gametime Social, Joe Dogg's Arcade, The Dicken's, Splitsville, etc.) which are designed to say thanks and keep volunteers engaged as a core member of the SOM team.
- Creation of new awards and recognition in memory of long-time volunteers & those that pioneered the festival and are rooted in our history.

***"I initially joined Sound of Music as a volunteer because I had just moved to the area and wanted a way to meet people. Looking over the website, the event looked like a lot of fun and there was mention of a family feeling. I wasn't disappointed! I signed up for one shift, but came back every day that weekend, I enjoyed it so much. I have been back every year since and even joined the committee. The main reason I love volunteering with SOM is the people. I do enjoy listening to great music and giving back to the community. But the ultimate driver is the people. Whether a general volunteer or part of the committee, I have always felt completely welcomed, able to be myself and appreciated. There is a feeling of the family members that are there to help one another, provide a smile and have a good time while getting the work done. When the weekend is over, no matter how tired I am, I'm sad to see it all end and can't wait to see the crew again the next year. Is it June yet?"***

***- Laura Pastrik, Merch Team Co-Chair***

### **2023: Community Consultation Model Pilot**

Tried and true revenue streams aren't always so tried and true. The reality going forward is that Government Grants at the pre-pandemic level will cease their functions shortly. Corporate Sponsorship is still in a recovery state and the uncertainty of ticket sales year after year leaves us in a place where we need to start diversifying our revenue generating portfolio and finding new and creative ways to seek income. We are proposing, as a part of this diversification to offer a modest fee-for-service model around live event consulting.

All too often organizations of various capacities in our community attempt to dip their toe in the live entertainment pool only to find that there are a tremendous amount of delicate nuances that are often overlooked when attempting to plan a concert of any level. Enter the experts, the team of professionals at Sound of Music Inc.!

The staff team at SOM Inc. have a combined 30 years experience in the Music Industry and are developing a service whereby we utilize the off-season to act consultants to any and all organizations who are looking to host live music.

Artist booking, contract negotiations, ticketing, hospitality, production and so many more facets of the concert experience can be handled by the SOM team. Building on our 43 years of trusted experience, this fee-for-service aims to help us bring in revenue in the off-season while ensuring that our community partners deliver on a fantastic live music experience.

## THANK YOU TO OUR VALUED PARTNERS

<b>Access Storage Solutions*</b>	<b>Advantage Waste Systems*</b>	<b>Burlington Downtown Business Association*</b>	<b>Brand Momentum</b>	<b>Burlington Centre*</b>
<b>Castello</b>	<b>Cruel</b>	<b>Chatters*</b>	<b>Cogeco*</b>	<b>DJB Accounting*</b>
<b>Corus Entertainment</b>	<b>Bell Media</b>	<b>City of Burlington</b>	<b>Government of Ontario</b>	<b>Government of Canada</b>
<b>Fast Signs*</b>	<b>Galer Equipment*</b>	<b>Georgian Bay Spirits</b>	<b>Halton Region*</b>	<b>Hunter Amenities International*</b>
<b>I love Salt</b>	<b>IKEA*</b>	<b>Kono Pizza</b>	<b>Little Electric</b>	<b>Long &amp; McQuade*</b>
<b>Mauser Group*</b>	<b>Mill St Brewing</b>	<b>Miller Group*</b>	<b>NALCO</b>	<b>Outdoor Media</b>
<b>Outdoor Travel</b>	<b>Pat's Party Rentals*</b>	<b>PC Financial</b>	<b>Promotional Elements</b>	<b>Pettinelli Mastroluisi</b>
<b>Regional Tourism Office 3</b>	<b>RESOUND</b>	<b>SOCAN</b>	<b>PV&amp;V Insurance</b>	<b>Ontario Trillium Foundation</b>
<b>Splitsville*</b>	<b>Sylvite Transport</b>	<b>T1 Agency</b>	<b>The Village of Tansley Woods*</b>	<b>Toronto Dominion</b>
<b>Telus Securities</b>	<b>The Terry Fox Foundation of Burlington*</b>	<b>The Beer Store</b>	<b>The Cover Guy*</b>	<b>Thinksound*</b>
<b>Tim Hortons*</b>	<b>Vitality Assurance*</b>	<b>Go Bee Inc*</b>	<b>Unique Restaurant Group*</b>	<b>Joe Dogg's Gas Bar &amp; Grill*</b>
<b>Wendel Clark's*</b>	<b>Canada's Largest Ribfest*</b>	<b>Majestic Wines</b>	<b>Paint Pros*</b>	<b>Burlington Tourism*</b>

\*Denotes a Burlington based partner