



**RAVEN WOOD**  
EXPERIENCE

Strathcona County's First Summertime Music Festival  
July 19 & 20 2019  
Broadmoor Lake Park

Bill Roberts, Chair  
Ian McCormack, Director

## Background

- ▶ This new music festival will bring music and entertainment to Strathcona County residents and the surrounding Edmonton metropolitan area.
- ▶ The festival will reflect our County's culture and family values, while supporting and encouraging both youth and amateur musical talent.



## Bringing the Community Together

- ▶ Outdoor music festival, showcasing broad spectrum folk music that is family-focused and appeals to a wide demographic
- ▶ In addition to music:
  - ▶ Artisans
  - ▶ Beer Tent
  - ▶ Food Trucks
  - ▶ Kid Zone
  - ▶ Workshops



## Working with Youth

- ▶ Giving a stage to up and coming, home-grown amateur talent
- ▶ Showcasing professional local bands and artists
- ▶ Welcoming successful Strathcona County musicians who are living away and return home to perform and mentor up-and-coming young talent
- ▶ Celebrating performers from other local music or dance schools.
- ▶ Canadian professional headliners will cap off each evening



## Schedule of Music

- ▶ Early Afternoon
  - ▶ Young Local Musicians
- ▶ Late Afternoon
  - ▶ Local Professional Musicians
- ▶ Evening
  - ▶ Notable Canadian Headliner



## People Make It Work

- ▶ Attendance
  - ▶ Expected 1,000-1,500 for year one
- ▶ Volunteers
  - ▶ Approximately 200



## An Experience For All

- ▶ Timing
  - ▶ Friday, July 19 – mid afternoon until 10:00
  - ▶ Saturday, July 20 – mid-afternoon until 10:30
- ▶ Location
  - ▶ Broadmoor Lake Park football field
- ▶ Tickets
  - ▶ Will be in the \$50-\$75 range for the two days
  - ▶ Likely on sale online in spring



## People Behind Ravenwood

- ▶ Bill Roberts – Chair, (Celtic Raine Productions, show producer, film and video production)
- ▶ Roxanne Carr - Vice Chair, (former Mayor Strathcona County)
- ▶ Jason Brisbois - Treasurer, (management of financial performance and optimization)
- ▶ Cheryl Salter-Roberts - Secretary/Director (owner of BriarPatch Family Life Education Centre)
- ▶ Tim Dancy – Director, (former reporter, producer)
- ▶ Jeff Johnson – Director, (Barrister and Solicitor, Ahlstrom Wright and a professional musician)
- ▶ Stacey Lozinski – Director, (marketing and media)
- ▶ Ian McCormack -Director, (President, Strategic Steps Inc)
- ▶ Ian Pregitzer - Director, (host of house concerts)





## Sponsors Behind Ravenwood

- ▶ ACT Club
- ▶ Black Top Paving
- ▶ CKUA
- ▶ Darwin Mulligan Photography
- ▶ Origami E-Commerce
- ▶ Pembina Pipelines
- ▶ Pixels and Relish
- ▶ R. Ouse Concerts
- ▶ Servus
- ▶ Sherwood Park Music
- ▶ Strategic Steps



9

## Aligned with You

- ▶ Supporting your plan:
  - ▶ Goal 1: Build strong communities to support the diverse needs of residents
  - ▶ Goal 5: Foster collaboration through regional, community and governmental partnerships
- ▶ Supporting the Recreation and Culture Strategy Update
- ▶ Filling a summertime festival gap
- ▶ Ravenwood Experience is helping build *Canada's Most Livable Community*



10

## What We Need

- ▶ To make the first Ravenwood Experience fly, we need you to:
  - ▶ Speak about it
  - ▶ Share the idea
  - ▶ Make suggestions for improvements
  - ▶ Volunteer
  - ▶ Attend!
  - ▶ Continued great cooperation from RPC, EDT and other departments



## Thank You

- ▶ Questions
- ▶ For now, contact Ravenwood Experience Board Chair - Bill Roberts at [celticrairieproductions@gmail.com](mailto:celticrairieproductions@gmail.com).



**RAVEN WOOD**  
EXPERIENCE