



January 27th, 2021

County Council Priority Funds Request

To County Council.

The Music Society of Strathcona is seeking funds to present the 2021 RavenWood Experience Music Festival. As you will remember we ran our inaugural Festival in 2019. We provided Council a full post report of the 2019 Festival as well. In most situations in 2020, Music Festivals and other Cultural Events were often cancelled or presented in a scaled down version due to COVID-19 across Canada. The Music Society, following the guidelines set by the Province, was able to provide a Virtual version for the 2020 Festival. The Virtual Festival surprised us by being a great success. We had over 4000 views of the two-night Festival. While it was a success with viewers and fans of the Festival, it was not a revenue generating event. We could not sell tickets, or have a beer tent etc. We were able to secure some sponsorship and small grants to cover our costs of the artists and studio space. We did have some funds left over, but definitely not enough to cover this year's event. This year we need to increase our revenues to present the 2021 Festival as an in person Cultural event. We are seeking support from County Council and the Community at large to help us successfully deliver this years Festival. We want the RavenWood Experience Music Festival to a long-term event in Strathcona County, along with building solid long-term partnerships.

A handwritten signature in blue ink, appearing to read 'Bill Roberts', with a stylized, flowing script.

Bill Roberts
Chair
On Behalf of the
Music Society of Strathcona County
Presenting RavenWood Experience Music Festival

Music Society of Strathcona County		
Approved 2021 Budget for RavenWood Music Festival		
Booked Date: Saturday, July 17, 2021		
Set Up: Friday, July 16, 2021/Strike: Sunday, July 18, 2021		
Expenses		
Site & Production Costs		
Superior (Tents for Stage/Fencing/Draping/Chairs/Tables)	\$26,000	
Production Costs includes Stage	\$17,000	
Beer/Wine/Spirits/Beer Garden Supplies/Reefer Truck	\$5,000	
Power Generation	\$3,000	
Rental Fees for Site	\$2,500	
Portable Washrooms	\$1,500	
Subtotal of Site/Production Costs		\$55,000
Services & Supply Costs		
Security Company	\$10,000	
Marketing/Promotion	\$10,000	
Festival Merch	\$3,000	
Insurance	\$3,000	
Volunteer Food/Thank You's	\$1,500	
Socan Licensing Fees	\$500	
Video Production	\$500	
Childrens Area Supplies	\$500	
Subtotal of Services/Supply Costs	\$29,000	\$29,000
Performer Costs		
Paid Performers	\$12,000	
Hospitality for Performers (food, beverages, etc.)	\$4,000	
Subtotal of Performers/Expenses		\$16,000
Total of Expenses:		\$100,000
Revenues		
Ticket Sales		
Adult Tickets (\$45 x 1,000)	\$45,000	
Youth Tickets (\$10 x 100)	\$1,000	
Total Ticket Sales		\$46,000
Sponsorships/Grants		

Corporate Sponsorships/Donations/Grants	\$50,000	
Subtotal of Sponsorships/Grants	\$50,000	
		\$50,000
Merchandising Revenues		
Beer Garden Sales	\$9,000	
Merchandise Sales (seats/t-shirts/water bottles, etc.)	<u>\$5,000</u>	
Subtotal of Merchandise Revenues	\$14,000	
		\$14,000
	Total:	\$110,000
Revenues - Expenses = Profit		
\$110,000 - 100,000 = \$10,000 for 2022		