PRIORITY FUND INFORMATION – Completed by Applicant Organization Name Music Society of Strathcona County Address #207, 48 Brentwood Blvd Street and number Subdivision if rural City or town Sherwood Park Province Alberta Postal code T8A 2H7 Contact person Bill Roberts Telephone 780-932-7000

Expense

Council Priority Funds – Application

Amount Requested \$ 30,000.00

Brief description of request

The Music Society of Strathcona is seeking funds to present the 2021 RavenWood Experience Music Festival. While we did run a Virtual Festival in 2020 to keep the momentum going, it was not a large revenue generating event. We could not sell tickets or have a beer tent etc. With the help of some sponsorship and grants we were able to cover the costs of the artists and studio space. We did end up with some funds left in the bank but not enought to cover this years Festival.

Please remember to attach a proposed budget and request letter to this request.

Signature

Email address (optional) ravenwoodexperience@gmail.com

Project

X Event

Project Type

Number of attached pages 5

Bill Roberts

Print name

Collection and use of personal information

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Council Priority Funds. Please be aware that information provided may be made public. If you have questions regarding the collection, use or disclosure of this information, contact Vicky Cushman at 780-464-8098.

January 30th, 2021

Date



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.

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	* 0.4.000	
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	<u>\$1,500</u>	
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	Ψ4,000	\$16,000
30010101 OF 1 enormers/ Expenses		<u>\$10,000</u>
Total of Expenses:		\$100,000
Revenues		
Ticket Sales		
Adult Tickets (\$45 x 1,000)	\$45,000	
Youth Tickets (\$10 x 100)	<u>\$1,000</u>	
Total Ticket Sales		\$46,000
Sponsorships/Grants		
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Corporate Sponsorships/Donations/Grants	\$50,000	
Subtotal of Sponshorships/Grants	\$50,000	
		\$50,000
Merchandising Revenues		
Beer Garden Sales	\$9,000	
Merchandise Sales (seats/t-shirts/water bottles, etc.)	\$5,000	
Subtotal of Merchandise Revenues	\$14,000	
		\$14,000
	Total:	\$110,000
Revenues - Expenses = Profit		
\$110,000 - 100,000 = \$10,000 for 2022		