



# Music Society of Strathcona County

UPDATE FOR THE  
RAVENWOOD MUSIC  
FESTIVAL FOR THE  
SUMMER OF 2024



## Our Early Years:

Established in the Spring of 2018 by the Music Society of Strathcona County. The first RavenWood Music Festival took place in Broadmoor Lake Park in Sherwood Park in July of 2019.

Governed by a Board of Directors and a incredible group of dedicated community and local volunteers.





## The Covid Years:

Covid did not stop us from presenting the Festival. For both 2020 and 2021, we were able to recreate RavenWood as a Virtual Experience. Thousands of viewers participated online. In 2021, we were able to also have a small in person audience – a great boost to our artists! We also spent this time working on our structure.



## RavenWood Music Festival Friday, July 12<sup>th</sup> and Saturday, July 13<sup>th</sup>, 2024:

In 2022, we were excited to be back outdoors and chose to use our resources to re-launch our Festival with a soft build within our smaller budget. We decided on a 1day event with the idea of building excitement for 2023. This worked very well, so this past Summer, we presented a newly energized Festival, and we were back to 2 days of movement and music. This was our best year ever: happy attendees, thrilled artists and a balanced budget. After a week off for a well-deserved break, we began planning the RavenWood Music Festival for the Summer of 2024.



## The 2023 Line Up:



### **Friday, June 23<sup>rd</sup>, 2023:**

Crescendo Music Studios Youth Acts, The Payphones, Playing with Fire, The Long Run

### **Saturday, June 24<sup>th</sup>, 2023:4**

Crescendo Music Studios Youth Acts, Steven Sware, Jacquie Daniels, Two Late to the Party, River Poets, Rated R, Sass Jordan



## Tickets for 2023:

### Adult Tickets:

Friday \$45 plus fees

Saturday \$65 plus fees

Weekend Pass \$95

### Kids 12 and under:

Free Admission

100 %Volunteer Run  
Community Supported





## Site Amenities:

- \* Beer Tent
- \* Family Fun Zone
- \* Local Artisans
- \* Food Vendors
- \* Tents for shade – shelter from any rain
- \* Giveaways from Vendors and Artisans





## 2024 RavenWood Music Festival Sponsors:

We are currently approaching previous sponsors as well new community sponsors. We have applied for grants as well both locally and regionally. Mattamy Homes has confirmed they will be returning and we have meetings set up with other potential funders.





## Economic Impact:

We're hoping for up to 1000 guests of all ages again. We are regular attendees of the Chamber of Commerce events and have been working on building relationship with local businesses. We want the Festival to bring in not only local residents from Strathcona County, but people from around Alberta and beyond – guests who will likely spend money in our community.



## 2024 RavenWood Music Festival Core Budget:

We designed a tight budget of \$95,000.00 – this will cover all expenses, the site, artists fees and contingency funds for any last minute items that may emerge. Last year, our budget was \$90,000 and we spent \$88,000. We have increased our budget by \$5,000 in anticipation of supplier quotes being higher.





## Future MSSC Plans:

- \* Attract higher Profile Headliners within budget
- \* Continue RavenWood Music Club in the off season
  - \* To apply for and receive achieve Charitable Status
- \* Create Scholarships for local music students



NEW for 2024:  
The RavenWood Music Club:

The 6 show series taking place at the Strathcona County Museum. Began October 6th and ends March 8th, 2024. One show per month. The first 2 shows, with artists Ken Stead and Travis Matthews, sold out with wait lists for tickets. We hope this trend continues for the remaining 4 shows. The purpose of the Music Club is to continue the momentum we've created through the year and attract new attendees to the Summer Festival.





## Our Current Needs:

- Support in creating awareness to personal or business contacts so we can fill the park to our projected number of guests
- Our biggest hurdle is attracting attendees to an event that is **NOT** free but brings community awareness and has economic impacts for local businesses. To keep our tickets low in comparison to other Festivals that have to charge for tickets, our fund development is the biggest part of the work each year.

Question Period:



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