



Music Society of Strathcona County

UPDATE FOR THE RAVENWOOD
MUSIC FESTIVAL FOR THE
SUMMER OF 2025

Attendance 2024



1,024 attendees over
Friday & Saturday



Approx. 100 more
attendees on Saturday

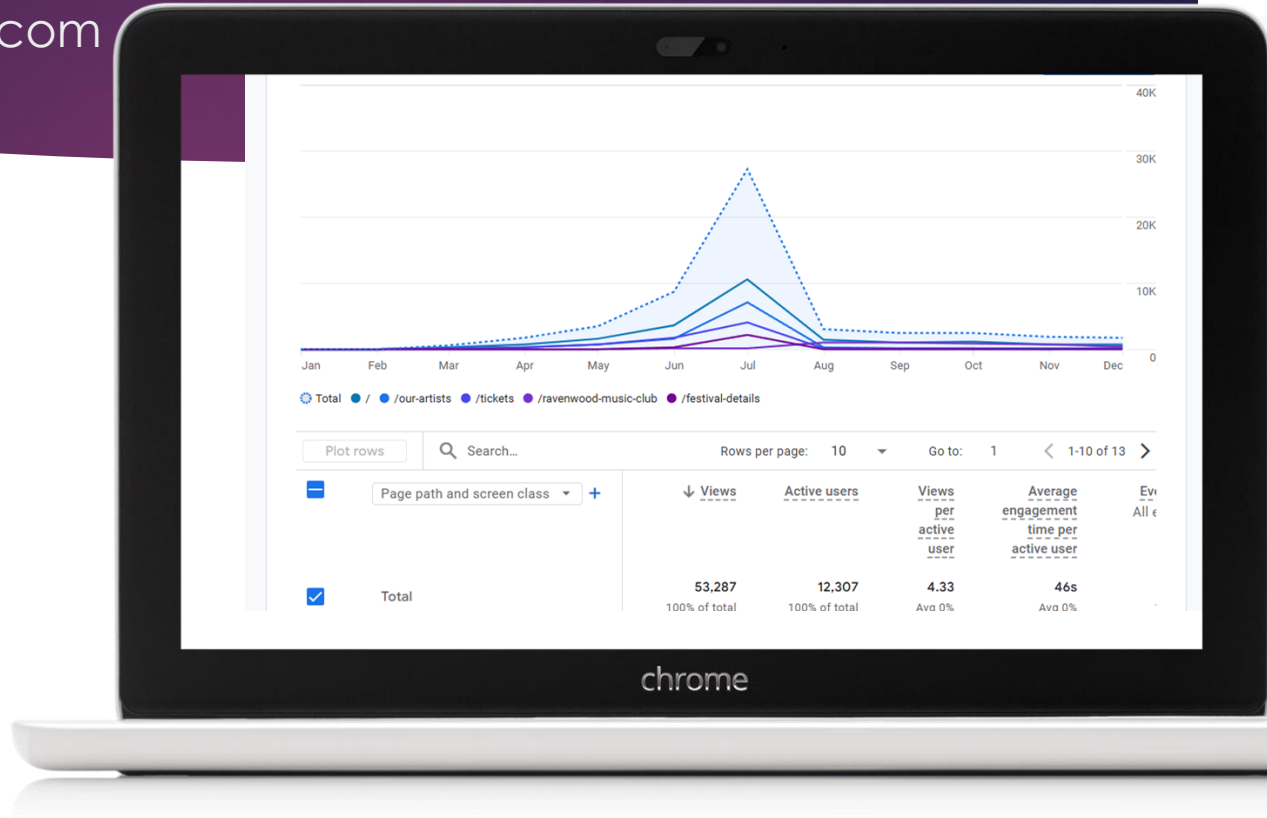
Website Views 2024

ravenwoodexperience.com

January 1 - December 31, 2024:

53,287 views

12,307 active users
including 10,905 from
Canada



Social Media Impact Facebook

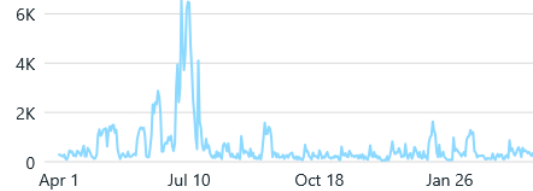
April 1, 2024 - March
31, 2025:

74,243 accounts
reached

124,695 views of our
content

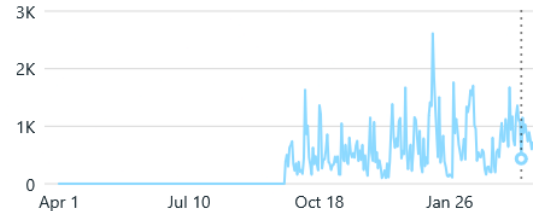
Reach ●

74.2K ↑ 60.5%



Views ●

124.7K



Social Media Impact Instagram

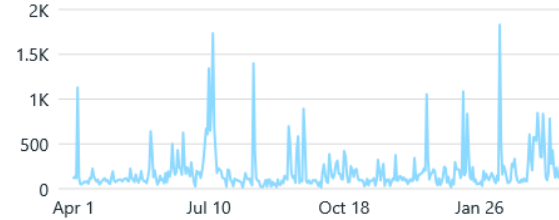
April 1, 2024 - March
31, 2025:

23,834 accounts
reached

70,769 views of our
content

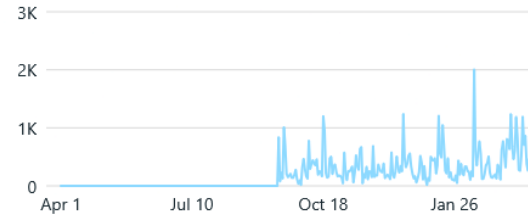
Reach ●

23.8K ↑ 332.5%



Views ●

70.8K



Other Regional Events

Rainmaker Rodeo Parade

\$6,500 in 2021 and 2022

**from the City of St.
Albert**

awarded for 2021 and 2022 as follows:

1. K-40 Club of St. Albert
Rainmaker Rodeo Parade
\$6,500

2. The Royal Canadian Legion - St. Albert Branch #271
Remembrance Day Ceremonies
\$1,730

3. St. Albert Christian Ministerial Association
Community Carol Sing
\$2,000

Total: \$10,230
CARRIED UNANIMOUSLY

Other Regional Events

Northern Alberta International Children's Festival

Over \$200,000 in 2019 & 2020

\$250,000 in 2021

from the City of St. Albert

NUMBER	DEPARTMENT	NAME	SCOPE STATEMENT	FTE	APPROVED 2019 \$	APPROVED 2020 \$	APPROVED 2021 \$
1	Emergency Services	Fire Services Over-Hire Model	Implementation of an "over hire" of up to 8 permanent staff to mitigate the increase in overtime. Not approving this business case results in a overtime base increase of \$563,700.	8.00	(563,700)	(575,000)	(586,500)
2	HR & Safety	Temporary Recruitment Support	To solidify funds for recruitment support to address peak periods (seasonality of recruitment) as well as build capacity to enable workforce planning.		20,000	20,000	20,000
3	Strategic Services & IT	Council Strategic Planning	Funds to facilitate an annual Council Retreat.		10,000	10,000	10,000
Base Business Case Total				8.00	(\$533,700)	(\$545,000)	(\$556,500)
Growth Business Cases							
1	Community Services	Maintenance of St. Albert Amplify Youth Festival	The Festival funding expires in 2018 and is recommended to be a core program delivered throughout the year to nurture and develop youth in arts and culture activities in an event festival.		100,000	-	-
2	Community Services	Maintenance of Northern Alberta International Children's Festival	City support is required to maintain the programs, services and delivery of the Children's Festival, due to declining revenues and increase costs.		203,600	208,600	250,000
3	Community Services	Maintenance of Arden Theatre Professional Programming	Funding is required to ensure the current level of The Arden Theatre Professional Programming Season due to a reduction in grant funding.		25,000	-	-
4	Community Services	Community Development Indigenous Reconciliation	To support the facilitation of indigenous reconciliation, appropriate recognition and implementation of indigenous cultural protocol.		10,000	10,000	10,000
5	Community Services	Mayor's Celebration 10th Anniversary	Additional funding for the creation of a video montage presented at the event in March 2019.		5,000	-	-
6	Emergency Services	Public Safety Maintenance	Add funds to RCMP Contract for 2 additional RCMP Officers, to continue to work towards 1:1000 officer to population ratio.		229,000	314,000	323,000
7	PW & Transit	Saturday Local Handibus Service	Saturday Local Service demand has grown to a point that nearly exceeds the service's capacity requiring a third Handibus.		29,000	43,500	44,000
8	PW & Transit	Transit Feasibility Study	Funds required to determine to what level St Albert Transit can work with local school boards to meet transportation needs.		60,000	-	-
9	HR & Safety	Non-Workplace Claims Adjudication	Funds to outsource non-workplace sick leave/short term disability adjudication to our benefit provider due to volume and complexity.		145,000	290,000	290,000
10	HR & Safety	Contractor Safety Advisor	To hire a Contractor Safety Advisor to implement a contractor management program to manage the 100+ contractors the city works with annually.	1.00	50,500	70,100	72,900
11	Strategic Services & IT	Three Year Service Review Plan	Funds to support delivery of Program and Service Reviews Program as per Council Policy C-CAO-15 Program and Service Review.		50,000	50,000	50,000
12	Finance & Assessment	Lifecycle Funding Enhancement	Increase annual contributions in the Lifecycle Reserve to address capital repairs, maintenance and replacement costs, as a result of annual review and assessments of existing capital assets.		800,000	800,000	800,000

Other Regional Events

DevonFest

An addition of \$15,000
to operating budget in
2022

Significant Budget Changes

The net Quality of Life Department Budget shows a decrease of \$110,000:

- Decrease in wages after not replacing the Community Development Coordinator position
- Downtown Markets were successful in 2022. To continue support of this program in 2023, the part time Summer Events Programmer position has been made full time.
 - Addition of \$7,000 to casual wages
 - Could be offset with additional Canada Summer Jobs grant funding

Other Options for Council's Consideration: not included in draft budget

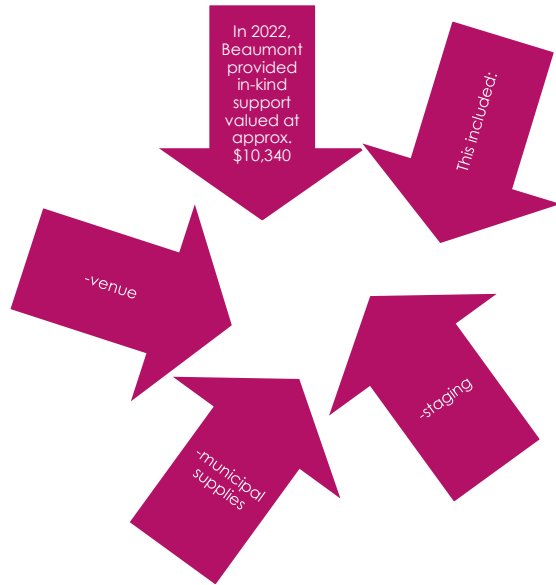
1. Communities in Bloom is looking for support to compete nationally in 2023. Additional costs include travel & accommodation for two judges, programming for the day, & staff or contract time to put together a profile book.
 - Increase contribution to Communities in Bloom by \$6,500.
2. DevonFest is planning to continue an annual concert promoting tourism & community pride.
 - Addition of \$15,000 to operating budget under Cultural Grants
3. The Town of Devon's 75th Anniversary is coming up in 2025. Initial ideas for the event range from \$50,000-100,000 comprised of both Town and sponsorship funds. Recommendation for a planning committee be initiated in 2023 with planning costs of approximately \$5,000. Additional funds will be requested in the 2024 (deposits) and 2025 (event costs) operational budgets.

Prepared by: Paresh Dhariya, P.Eng, CLGM, General Manager, Planning and Operations
Jordan Higgs, Manager of Parks, Recreation & Culture
Meghan Morrison, Community Programs & Events Coordinator

Date: October 19, 2022

Other Regional Events

Beaumont Music Festival



SUBJECT: Beaumont Blues and Roots Festival

INQUIRY DATE
December 13, 2022

COUNCIL MEMBER
Daneluik

INQUIRY
In addition to the current \$50,000 budget allocation by the City of Beaumont to the Beaumont Blues & Roots Festival, please provide an estimation of the annual in-kind donations provided to the BBRF by the City of Beaumont such as use of the land in Four Seasons Park, use of the city's stage, time and activities spent by the City's office staff and workers in assisting the BBRF & any other assistance provided by the city.

RESPONDING DEPARTMENT
Recreation

RESPONSE
The City provided in kind support to BBRF in 2022 at an approximate known value in excess of \$10,340.

- Use of City Stage: 2022 - \$3020
 - Breakdown: delivery/set up @ \$860, dismantle/pick up @ \$860, and monitoring for 20 hours @ \$1300
 - Note: AV, sound, lighting is paid by BBRF
 - Contracted service by Invert 720 Productions
- Use of municipal supplies: -\$1620
 - Provided picnic tables -\$40 x 30, Garbage and recycling cans -\$10 x 20, 8' folding tables -\$15 x 12, Folding chairs -\$2 x 20
 - Conservative estimates based on cost to rent same from River City Events
- Use of Four Season's Park: n/a (do not charge for exclusive use, request to use space is managed through special permissions)
- Materials to repair to Four Seasons Park (Parks): -\$1000
- Labour - Parks: -45 hours (value -\$3500)
- Labour - Facilities: -16 hours (value -\$1200)
- Administrative time re: safety – consult with Fire, ME, RCMP – not captured.
- Events: -5 hours
- Building permit and safety inspections: - 7-9 hours
- Planning & Development : 0 hours

Other Regional Events

Beaumont Music Festival cont.

In 2019, a 5-year agreement was signed to support the festival, including:

- \$50,000/year

- use of staging

- use of City resources & infrastructure

- \$50,000 for 2025 as well

- Intend to open a third intake in late 2022 for projects taking place in 2023
 - In future, the number and date of intakes TBD
- 1st year (offered in 2022)
- Review process: Apply through Beaumont Arts Council

Funding Agreements

- a) Beaumont Blues and Roots Festival Society (BBRF)
 - 5-year agreement signed Jan. 2019, in effect until December 31, 2023
 - Schedule B – Conditions signed annually
 - \$50,000 per year, plus:
 - use of City SL100 stage (~\$1,800)
 - use of other City resources (garbage/recycle cans, road barricades, picnic tables)
 - assistance from City staff, RCMP/ME, Fire (delivery of additional city resources, consultation on EMR and safety plans)
 - Other non-profit organizations that receive funding from the City of Beaumont participate/partner/financially support BBRF during the festival and/or throughout the year with other BBRF initiatives (eg. Beaumont Society for the Arts, Artists' Association of Beaumont)
 - Beaumont recognition includes: recognition of Beaumont as the main supporter (verbal and print), speaking opportunity for the mayor, prominent display of Beaumont banner
 - Reporting requirements: report by October 31 summarizing the event (attendance, impact to local economy, revenues and expenditures, lessons learned and recommendations for the subsequent year).
- b) Beaumont Society for the Arts (BSA)
 - Annual agreement
 - Use of funds has evolved over the past six years, with some overlap to supporting organizations that receive grant monies from the City of Beaumont either by direct agreements or through grant programs
 - 2022 the BSA supported many of the same arts/culture/heritage organizations and their projects/events that received grants from either/both the Community Grant Funding Program and the new Beaumont Arts Council Grant
 - i.e., BBRF, AAB, BADAS

Canadian Live Music Association Here & Now Report*

Live music in Canada
produced **\$3.73 billion**
in tax dollars

In 2023 alone, the Canadian
live music industry generated
\$10.92 billion in **gross
domestic product (GDP)**.

Live music is vital to Canada's social fabric.

Beyond its significant economic contributions, live music is a core tourism driver and brings people together, fostering opportunities for connection around a shared cultural experience. Across Canada, live music helps build a sense of local, regional, and national pride and identity through homegrown talent and cornerstone music venues. It also improves the quality of life and well-being for all Canadians, and enhances city building, placemaking, and safety by transforming public spaces into vibrant culture hubs.

* canadianlivemusic.ca/economic-impact-assessment

Canadian Live Music Association Here & Now Report*

Calls to Action

To help Canada's live music industry realize its growth potential and continue making significant economic contributions, **Hear and Now** research has identified several key calls to action:

1.

Protect existing venues as the lifeline of the industry.

2.

Support risk-taking among venues & promoters with strategic initiatives.

3.

Engage the private sector through sponsorships, partnerships, & collaborations.

4.

Address & assess systemic barriers faced by IBPOC individuals & members of the 2SLGBTQ+ community.

5.

Attract, nurture, & retain talent in Canada's live music industry.

6.

Improve fair compensation and working conditions to attract & retain talent across the industry.

7.

Foster national connection and collaboration to tackle industry-wide challenges.

8.

Encourage innovative business models, including new revenue strategies and more robust contingency planning.

9.

Integrate live music more deeply into Canada's tourism initiatives, capitalizing on its potential to drive tourism and cultural engagement.

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Thank you. Questions?

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