

TO:	Sport, Recreation and Culture Committee
MEETING DATE:	September 5, 2018
SUBJECT/REPORT NO:	2019 Sunset Music Series CM 18-20
PREPARED BY:	Sarah Ane, Acting Associate Director, Community Services
SUBMITTED BY:	Sarah Ane, Acting Associate Director, Community Services

RECOMMENDATION:

1. THAT report CM 18-20 regarding the 2019 Sunset Music Series be received as information.
2. AND THAT the Committee and Council endorse the Town's leadership role in the operation of the 2019 Sunset Music Series.

EXECUTIVE SUMMARY:

Culture is a means of expressing creativity, forging an individual identity, and enhancing or preserving a community's sense of place. Increasingly, municipalities are recognizing the contribution of culture to quality of life and community and economic prosperity. Cultural experiences are opportunities for leisure, entertainment, learning, and sharing experiences with others. From museums to theatres, dance studios to public libraries, culture brings people together.

Supporting arts and culture contributes to the economy of a community by generating employment, bringing revenue to other industries, growing tourism, and creating an exciting and dynamic place to live. A vibrant cultural sector helps attract new innovative businesses and individuals seek to live and work in communities that provide a well-rounded community experience. Beyond the economic impact, cultural activities contribute to the positive social and cultural fabric of a community. Specifically, music is a form of celebration, with the power to build bridges and unite communities. Music adds vibrancy, celebrates diversity, and increases the livability of a community.

BACKGROUND:

Since 2010, the Sunset Music Series (SMS) has been held at Charles Daley Park and has been operated by the Rotary Club of Lincoln with minimal involvement from Town staff. The weekly music series is held during the months of July and August and consists of nine performance evenings that highlight different musical genres and utilize the park, including the bandshell venue.

Historically, the SMS has been volunteer-driven. In 2017, over 110 volunteers dedicated their time to ensuring the success of the music series. Attendance at weekly concerts is consistently strong (Appendix A). The average attendance per concert was 927 attendees in 2017. In May 2018, SMS organizers approached Community Services Department staff to discuss a transition in operating model for the 2019 series.

The SMS takes many months of planning and organization in order to execute a quality final production for Lincoln residents. Planning commences 6-8 months in advance of the summer. Community partnership is integral to the organization and management of the SMS and its self-sustaining operation. Historically, the program team has included two members of the Rotary Club of Lincoln, one staff representative from the Community Services Department and one technical expert from a local music production company. Current roles and responsibilities for each involved party are noted below:

Current Operating Model	
Rotary Club of Lincoln (Lead Partner)	<ul style="list-style-type: none"> • Organization and management of the program • Team leadership • Coordination of promotional activities • Liaison with vendors • Budget administration and financial • Event insurance & first aid coverage • Fund development • Volunteer recruitment and management
Town of Lincoln	<ul style="list-style-type: none"> • Shared oversight and management of program • Provision and supervision of venue • Point of contact for public information • Assistance with promotion • Collection of performance group contracts
Private Production Company	<ul style="list-style-type: none"> • Development of program talent • Negotiates contracts with performance groups • Organizational requirements for JAM NIGHT • Sound set up and production

FINANCIAL – STAFFING – LEGAL CONSIDERATIONS:

Financial:

SMS organizers have been open and transparent with regards to the operating costs related organizing and executing this annual program. While the music series operates with a nominal surplus on an annual basis, longstanding relationships with community groups who profit-share from the sale of concessions onsite are key to financial viability.

Project Financial Statement (December 2017)

TOTAL REVENUE (Actual)	\$20,579
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Sponsorships, donations, weekly collections

TOTAL DISBURSEMENTS (Actual)	(19,736)
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NET BALANCE	\$843
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As of December 31, 2017, the Sunset Music Series bank account balance was \$13,425 (Appendix A). Completed financials for the 2018 concert series will be available by mid-fall 2018. Freewill collections and percentage concession sales contributed to nearly \$15,000 of the concert series \$20,000 budget (Appendix B).

The SMS, as it is currently modeled, is a self-sustaining community project. Since its inception, the Rotary Club has operated on the principle that every dollar invested in the series by donors (vendors & audience) and sponsors is used to sustain the project. Consequently, any funds in the SMS account, held by the Rotary Club of Lincoln, will not be used for any other purpose. If the Town assumes full responsibility for the project, it would be entitled to any funds in the current account.

Staffing:

With support from the corporate communications team, the Rotary Club of Lincoln, community volunteers and business sponsors, the 2019 SMS is proposed to be supported by staff in the Community Services Department. The need for hands on event management and coordination by the Town would include the following responsibilities:

- Coordinating the pre-series planning process among lead project partners;
- Securing performers' contracts;
- Sourcing rentals/purchases of event equipment, signage and other supplies;
- Procurement of services (e.g. sound & lighting, parking management, waste management, first aid);
- Sourcing and arranging food & beverage vendors;
- Administering regulatory requirements - e.g. Food Handling Certification, SOP
- Development of online promotional content and development, procurement and distribution of program print materials;
- Coordination of the program schedule including alternative scheduling, if required due to inclement weather;

- Event administrative duties including reporting, record keeping, budget monitoring, and project evaluation

In return, the Rotary Club of Lincoln would remain a partner undertaking its traditional roles except for the event management role, as outlined. The club's roles would continue to include:

- Volunteer recruitment, training, scheduling and on-site management;
- Fund development including recruitment of sponsors;
- SMS website & social media (Facebook) management;
- Financial account holder, deposits, accounts payables, etc.

Legal: n/a

RELEVANT CONSULTATION:

Lincoln is home to a variety of opportunities for residents to enjoy live music during the summer months at private venues, particularly wineries. Although many of these opportunities are free attend, they are met with the expectation that participants spend money on food and beverage products while on-site.

Many municipalities throughout the Niagara region offer summer concert series programming, free of charge to their residents. It is most common for municipalities to operate this type of programming with support from the business community and volunteers. However, there are examples whereby third-party agencies have been contracted to facilitate this type of programming.

Summer Concert Series Case Studies	
Coca Cola Concert Series (Niagara Parks Commission)	<ul style="list-style-type: none"> • June 1 to September 3, with free performances featuring local artists from a variety of musical genres from country • 8pm start culminating with fireworks over Niagara Falls at 10 p.m.
Concerts on the Canal (City of Welland & external proponent)	<ul style="list-style-type: none"> • City issues a Request for Proposal to retain the services of a qualified Proponents to produce and manage a Summer Concert Series. • Proponents must demonstrate and detail their funding model, with a reminder that patrons would be attending at no cost. • A municipal grant of \$40,000 is provided to the successful candidate. • Proponent must provide their own insurance and WSIB compliance
Concerts in the Park (City of St. Catharines)	<ul style="list-style-type: none"> • Free event provided by the municipality. • The concert offers on-site food options as well as a licensed area in the pavilion where Niagara College

	Teaching Winery and Niagara College Teaching Brewery serve beer and wine. <ul style="list-style-type: none"> • Operated by staff and volunteer • Allocated operating budget: \$12,000
Thursday Nights in Pelham (Town of Pelham)	<ul style="list-style-type: none"> • Municipally operated June-September, free to public • Combination of Pelham Farmers' Market (4:30pm-dusk), Pelham Supper Market (4:30-9pm) and Fonthill Bandshell concert series (7-9pm). • Family-oriented evenings that draw large crowds and offer a unique experience of food, family, friendship, music and fun.
Music in the Park (Grimsby BIA)	<ul style="list-style-type: none"> • Not financially supported by the municipality • Operates late July to end of August in conjunction with Movie Night in the Parks (Grimsby Parks and Recreation Department)

Music tourism offers artists a means of showcasing their talents and promoting their work. Local music scenes can help brand communities to attract tourists from Ontario and around the world. Three-quarters of those who attended the Jazz on the Mountain at Blue in 2013, hosted by the Town of Blue Mountain Village, travelled from over 100 kilometres away. In Ottawa, almost 12,000 people travelled over 40 kilometres to attend the Ottawa Folk Festival in 2014. In that year, the Folk Festival drew an audience of over 54,000, up from only 2,500 in 2010.

STAFF COMMENTS:

Culture is the lifeblood of a vibrant society, expressed in the many ways we tell our stories, celebrate, remember the past, entertain ourselves, and imagine the future. Creative expression helps define who we are and helps us see the world through the eyes of others. In addition to its intrinsic value, culture provides important social and economic benefits. With improved learning and health, increased tolerance, and opportunities to come together with others, culture enhances our quality of life and increases overall well-being for both individuals and communities.

Culture helps build social capital, the glue that hold a community together. By bringing people together, cultural activities such as festivals, fairs, or classes create social solidarity and cohesion, fostering social inclusion, community empowerment, and capacity-building, and enhancing confidence, civic pride, and tolerance. The social capital created through culture increases with regular participation in cultural activities. Culture is important to the vitality of all communities.

An outdoor music series not only generates revenue in the Town, but also showcases the Town and Region's musical diversity while providing performance opportunities for both professional and community-based groups and creating a focal point for Lincoln residents and tourists to unite in celebration of music and culture. Cultural activities are growing as a driver of employment and can act as a powerful catalyst for cultural inclusivity, youth engagement and as a powerful contributor to civic identity, tourism and is a tool for urban

development and social transformation. The SMS promotes use of Lincoln's largest destination park by residents and showcases it to visitors alike.

ALTERNATIVES FOR CONSIDERATION: n/a

COMMUNICATION/ENGAGEMENT OVERVIEW:

Event naming would remain consistent in order to ensure that residents can easily identify the event as they have come to recognize it. SMS will celebrate its 10th anniversary in 2019. The opportunity to enhance the music series branding (logo, social media platforms) with the corporate communications teams exists.

ALIGNMENT TO CORPORATE PLAN:

In January 2015, Council adopted a new Corporate Plan, which sets out its priorities and strategic directions for this term of Council. The cultural planning strategic direction encourages the identification and support of inclusive opportunities for all ages to participate in community life through cultural activities that promote in a civil, caring community where we can thrive collectively.

The Future Focus Corporate Plan also speaks to cultural planning as an opportunity to attract investment and creative talent through growing local business, boosting tourism and enhancing community image.

ATTACHMENTS:

Appendix A: Sunset Music Series Annual Attendance

Appendix B: 2017 Sunset Music Series Financial Statement – FINAL (December 2017)

Appendix C: Sunset Music Series 2017 – Summary of Deposits

Appendix A: Sunset Music Series Annual Attendance

Year	# of Concerts	Total Attendance
2010	9	8,050
2011	9	13,000
2012	9	10,600
2013	9	10,750
2014*	8	7,700
2015*	9	8,650
2016	9	9,600
2017*	9	8,340
2018	9	TBA

**In 2014, 2015, 2017, inclement weather on multiple nights was a factor.*

2017 Sunset Music Series Financial Statement - FINAL (December 2017)					
	2015 ACTUAL (9 concerts)	2016 ACTUAL (9 concerts)	2017 BUDGET (9 concerts)	2017 ACTUAL (9 concerts)	DETAILS
REVENUE					
Sponsorships/Donations	\$ 11,360.00	\$ 5,000.00	\$ 5,000	\$ 5,500.00	Annual Sponsorship (\$5000) - Val Fleming: Concert Sponsorship (\$500) - Brock University
One-time Donation - BSFA	\$ 750.00	\$ -	\$ -	\$ -	
Free Will' Collections	\$ 13,379.30	\$ 15,208.00	\$ 15,000	\$ 13,839.65	Concert average - 2017 (9) = \$1538; 2016 (9) = \$1690; 2015 (9) = \$1487
Vendor Donation - Butterballs	\$ 1,050.30	\$ 1,138.20	\$ 1,100	\$ 789.45	
Vendor Donation - Eco-Defenders	\$ 300.00	\$ 482.00	\$ 350	\$ 450.00	
Other Vendors	\$ -	\$ -	\$ -	\$ -	
Transfer from Town of Lincoln	\$ 1,601.00	\$ -	\$ -	\$ -	
Total REVENUE	\$ 28,440.60	\$ 21,828.20	\$ 21,450	\$ 20,579.10	
EXPENSES					
Performance Groups	\$ 7,042.50	\$ 6,847.50	\$ 7,815	\$ 7,812.00	9 concerts - details below
Sound & Radio Transmission Rental Services	\$ 7,100.00	\$ 7,100.00	\$ 7,300	\$ 7,100.00	Electech
Promotion - Design, Printing, Media Ads	\$ 322.47	\$ 895.92	\$ 400	\$ 447.08	Print materials only
Website	\$ 271.20	\$ 50.85	\$ 400	\$ 203.40	Includes domain renewal & website hosting & maintenance
Volunteer Shirts	\$ 723.20	\$ 440.25	\$ 450	\$ 370.41	
Parking Attendants	\$ 2,700.00	\$ 2,700.00	\$ 2,700	\$ 2,700.00	Air Cadets - 9 concerts @ \$300
First Aid Service	\$ 562.50	\$ 562.50	\$ 570	\$ 562.50	Heather Lindey - 9 concerts @ \$55.55 each + HST
Miscellaneous	\$ -	\$ -	\$ 200	\$ 514.93	Gift cards for Jam Night Performers
Beamsville Eco-Defenders	\$ -	\$ 482.00	\$ -	\$ -	
Bank Fee	\$ -	\$ -	\$ -	\$ 26.03	
Total EXPENSES	\$ 18,721.87	\$ 19,079.02	\$ 19,835	\$ 19,736.35	
NET TOTAL	\$ 9,718.73	\$ 2,749.18	\$ 1,615	\$ 842.75	
2017 PERFORMANCE GROUPS					
	Payment	HST	TOTAL	Freewill Collection	
The Hired Hitmen (July 4)	\$ 800	\$ 104.00	\$ 904.00	\$ 1,908.35	
The Wanted (July 11)	\$ 800	\$ 104.00	\$ 904.00	\$ 1,465.20	
Soul (July 18)	\$ 900	\$ -	\$ 900.00	\$ 1,704.30	
Jam Night Band (July 25)	\$ 800	\$ 104.00	\$ 904.00	\$ 1,648.40	
Tianna H Jazz With A Twist (August 1)	\$ 800	\$ -	\$ 800.00	\$ 893.00	
Blue Radio (August 8)	\$ 900	\$ -	\$ 900.00	\$ 2,030.00	
Thomas Nelson Band (August 15)	\$ 900	\$ -	\$ 900.00	\$ 1,490.95	
Jimmy Marando Big Band (August 22)	\$ 800	\$ -	\$ 800.00	\$ 685.65	
Wendy Snider Band (August 29)	\$ 800	\$ -	\$ 800.00	\$ 2,033.80	
TOTAL	\$ 7,500	\$ 312.00	\$ 7,812.00	\$ 13,859.65	

Appendix C: Sunset Music Series 2017 – Summary of Deposits

Sunset Music Series 2017 - Summary of Deposits							
DATE	Freewill	Butterballs	Popcorn	Other	Sub-totals	Attendance	
July 4 - The Hired Hitmen	\$ 1,908.35	\$ 80.00	\$ 13.50	\$ -	\$ 2,001.85	1100	
July 11 - The Wanted	\$ 1,465.20	\$ 80.00	\$ 8.00	\$ -	\$ 1,553.20	1025	
July 18 - Soul FUNkshun	\$ 1,704.30	\$ 80.00	\$ 21.60	\$ -	\$ 1,805.90	1125	
July 26 - Jam Night	\$ 1,648.40	\$ 80.00	\$ 5.40	\$ -	\$ 1,733.80	950	
August 1 - Tianna H Jazz with a Twist	\$ 893.00	\$ 60.00	\$ -	\$ -	\$ 953.00	605	Pizza
August 8 - Blue Radio	\$ 2,030.00	\$ 80.00	\$ 15.95	\$ -	\$ 2,125.95	1265	
August 15 - Thomas Nelson Band	\$ 1,490.95	\$ 60.00	\$ 9.55	\$ -	\$ 1,560.50	845	
August 22 - Jimmy Marando Band	\$ 665.65	\$ 40.00	\$ -	\$ -	\$ 705.65	425	
August 29 - Wendy Lynn Snider	\$ 2,033.80	\$ 80.00	\$ 15.45	\$ -	\$ 2,129.25	1000	
TOTAL	\$ 13,839.65	\$ 640.00	\$ 89.45	\$ -	\$ 14,569.10	8340	