



Orangeville Blues & Jazz Festival

2023 Overview

ORANGEVILLE
BLUES
and **JAZZ** festival
FIRST Weekend
in JUNE

Festival Mission Statement, Core Business and Organization Structure

- The Orangeville Blues & Jazz Festival is a not-for-profit volunteer driven organization that promotes an appreciation of blues and jazz music by hosting an annual festival and related events
- 3 days of free and paid admission entertainment primarily in Downtown Orangeville
- Small Board of Directors provide financial and operational oversight
- 200 + volunteers provide ~5,000 hours

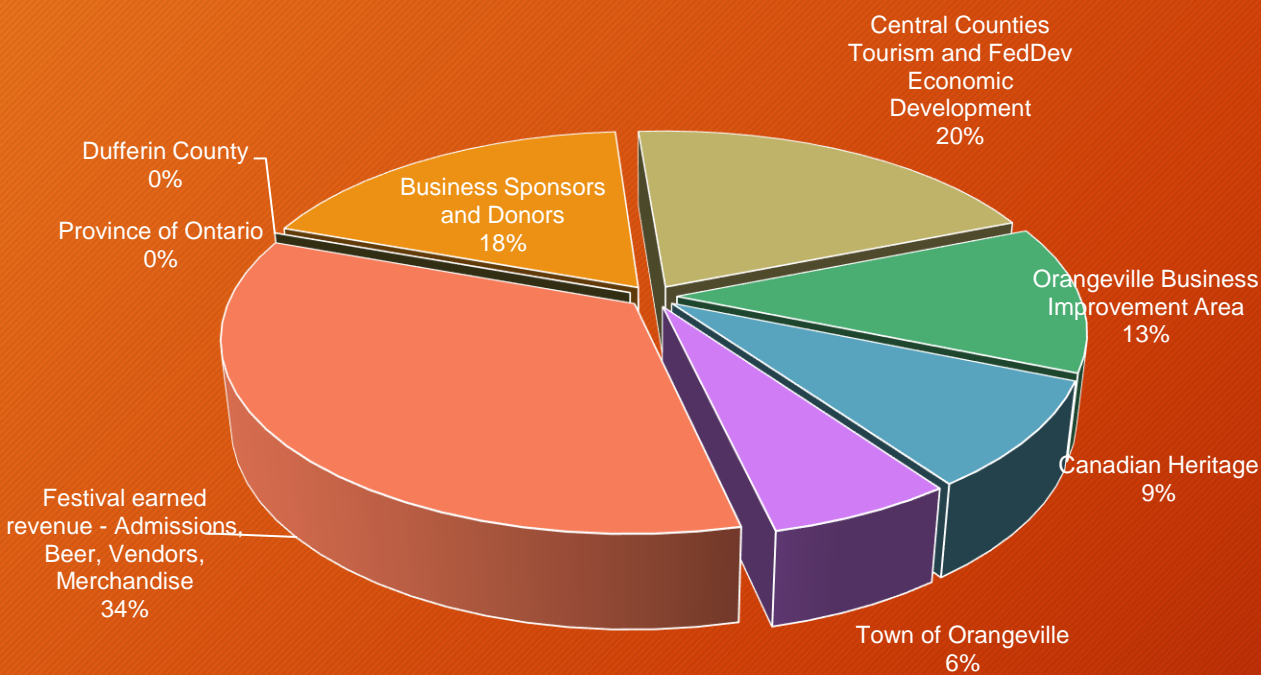


2023 Financial Overview

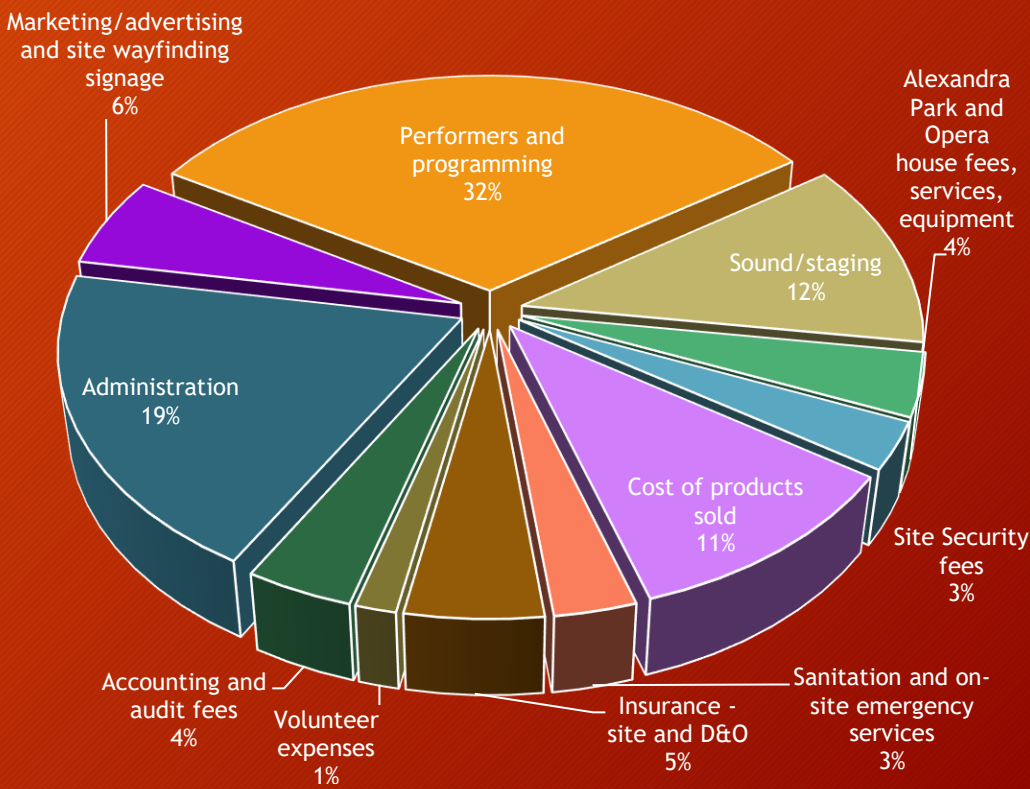
- The Festival annually attracts over 17,500 unique attendees representing 40,000 visitations, approximately 75% local (regional) attendees and 25% non-local visitors.
- Tourism Regional Impact Model (TREIMS), results estimated over the Festival's economic impact to be over \$1.2 million in direct and in-direct event related spending and in goods and services during the 3 days
- Festival Operating Income and Expenditures (next slide)

Festival Financial Overview (2023)

2023 Festival Income by Source
Total: \$301,845



2023 Festival Expense by Source
Total: \$299,525



2023 Festival in Review

- Events and programming overview - 75 acts were presented on 3 stages, pop-up street performances and in participating event venues.
- Attendee intercept and online survey highlights - 92% of respondents recording an awesome to good experience, 81% were returning attendees from the previous year; and 97% of people noting they would be returning next year.
- Post Event Research, Analysis and planning assumptions going forward - 500 surveys plus community feedback received on opportunities and enhancements to be considered as part of the planning for future festivals



2024 - 20th anniversary Planning & Priorities

- Event dates: May 31 - June 2, 2024
- Events and Programming - plan on recreating the memorable, small-town festival, focused on quality programming and a memorable experience
- Attendee and Stakeholder Input and Relationship Building - measure, analyse, public response and attitudes to assist in addressing areas for improvement and enhancements
- SWOT Analysis - Financial Challenges and site capacity limitations



Closing Remarks

- Our role in the community - the downtown location of the Festival is an integral part of the Festival's unique brand and helps the destination appeal for local and non-local attendees
- Initial 2024 Operating Budget Planning - we are realizing cutbacks in federal and provincial grants, while seeing operating costs increase
- 2024 Town of Orangeville Community Fund Grant request - additional funds requested to help offset the billable services and fees that the Town provides to the Festival.

