

La Jeunesse Choirs  
P.O. Box 925  
Cobourg, ON K9A 4W4



Wednesday, January 18<sup>th</sup>, 2023

The Corporation of the Town of Cobourg  
55 King Street West  
Cobourg, ON K9A 2M2  
c/o Clerk via Email

**Re: Municipal Community Grants Presentation – January 23<sup>rd</sup>, 2023**

Hello,

**La Jeunesse Choirs is asking for in-kind support to present our production of Disney's *Descendants: The Musical* this Spring at The Concert Hall at Victoria Hall.**

La Jeunesse Choirs believes the Arts has a unique opportunity to showcase & validate diverse perspectives. We provide a program where youth feel included, valued, and respected and take these values back into their schools & communities.

Our youth choirs' musical programs provide real-world benefits to our members, including:

- The mastery of performance skills such as singing, reading music & memorization.
- The development of self-discipline & stamina.
- Social connection through teamwork & shared experiences.
- And self-confidence arising from all these achievements.

My own daughter's experience with La Jeunesse was transformative. While she always loved performing, acting, and singing, she did not always have the confidence for it. She started La Jeunesse at 9 years old and it built self-confidence and stamina as a performer. As well as choral singing she was cast in ever-expanding acting roles. Now at 15 years old, she will be playing Queen Gertrude in *Hamlet* at her high school. And the benefits aren't just apparent in the Arts. She is confident in the classroom, working in teams, understands the value of preparation and the importance of being able to speak out & speak up for what she believes in.

*La Jeunesse Choirs is a charitable organization, run by a volunteer Board of Directors, whose mission is to support, share and celebrate the diverse musical talents of Northumberland's youth.*



Back in 2019 La Jeunesse Choirs took a leap of faith and undertook a four-performance run of Disney's *The Lion King Jr.* at The Concert Hall in Victoria Hall. It was a big step out of our comfort zone at Trinity United Church. These *Lion King* performances were incredible, the singing was beautiful, the costumes divine, choreography, sets, and lighting were inspired. We were supported by the local arts community, parent volunteers and local businesses. Council provided in-kind support and the Concert Hall staff provided box office, front-of-house, equipment, and technical support.

On the financial side these performances had excellent ticket sales – we even sold out 2 of our 4 shows. But the real success was the boost to our enrollment. In the fall of 2019, we had many new kids join the Choir, inspired by our production of *The Lion King*.

By March of 2020 we were working towards a spring Choir competition when Covid 19 shut everything down. During Covid restrictions we lost the momentum that we had worked so hard to build in 2019. We simply lost Choir members as they aged-out without being able to add any new younger members.

Which brings us to today and our hopes for our May Production. It is another Disney family musical at The Concert Hall. We have proven how this kind of event is a great showcase for our programs. Programs we believe in and think add a lot of value to the Arts so valued in our community. But the reality is that our numbers are only half of what they were in 2019 and that means half the number of ticket sales.

We are asking for an in-kind donation in the form of rent-relief for our Show Week from May 14<sup>th</sup> to 21<sup>st</sup>, 2023.. This will cover our install, rehearsal days, performance days and half-day strike. We estimate this to be a value of \$2500.

We believe that your support is well-placed. Our programs & performances are a valuable part of the community and important to the young people who “*find their voice*” with La Jeunesse Choirs.

Thank-you for your kind consideration.

Best

Lesley Myers  
Parent Volunteer