



## Municipal Grant Application Presentation for Summer Music Series 2021



# Northumberland 89.7: Truly Local Radio

- ❖ Northumberland 89.7 FM (call letters CFWN-FM ) is a **volunteer operated, not-for-profit** based radio station located at 1000 Elgin Street West, Cobourg, Ontario.
- ❖ Northumberland 89.7 FM does not have charitable status. Operations funding comes from grants, donations, advertising and fundraising campaigns.
- ❖ Northumberland 89.7 FM provides local news, opinion, events coverage and is the only station to actively encourage and broadcast local artists and local music in Northumberland County.
- ❖ Northumberland 89.7 FM broadcasts at 700 watts and offers a local broadcast area of 50,000+ residents plus internet streaming.
- ❖ Winner of the 2016 and 2018 BAA Communication & Technology Award
- ❖ Northumberland 89.7 has been operating the Summer Music Series successfully since 2014



# Summer Music Series Concerts 2021

## Goals

- ❖ Increase year over year attendance (target: 250 per evening from 175)
- ❖ Offer free, engaging local entertainment for residents and visitors
- ❖ Compensate musicians and sound crew for their time and talent
- ❖ Create opportunities for local musicians for high-profile local engagement
- ❖ Increase visibility for Northumberland 89.7 FM
- ❖ Increase quality of show experience and presentation
- ❖ Provide sponsor opportunities for local business
- ❖ Generate a sense of local pride and community spirit

# Summer Music Series Concerts 2021

## Management Process

- ❖ Application: Band/artist bio and info + MP3 music file for adjudication & evaluation. Completed by March 15, 2020. ***\*\*2020 booked artists have first right of refusal for 2021***
- ❖ Evaluation: All applicants are reviewed by programming committee for:
  - (1) suitability for all ages
  - (2) diversity of music styles
  - (3) local musician content
  - (4) professionalism
- ❖ Booking: Scheduling artists, generating contracts, communicating expectations, ensuring tech needs, timing
- ❖ Promotion & Advertising: Radio promotion, printed posters and rack cards, social media engagement completed & launched by May 31, 2021
- ❖ Raffle Lottery License Application: For 2021, N897 will again apply for a Raffle Lottery License to run a 50/50 draw at every concert to offset operating costs

# Summer Music Series Concert 2021 Promotions

- ❖ 89.7 FM Summer Music Series Concert Radio Advertising
- ❖ Concert Posters & Rack Cards
- ❖ Summer Music Series Sponsorship Advertising
- ❖ On –Air Radio Interviews for Musicians
- ❖ 89.7 FM promotions on website and Facebook pages
- ❖ Performing musician websites and social media channels
- ❖ Town of Cobourg Event Calendar
- ❖ Northumberland News Events
- ❖ SNAPD coverage



The poster for the 2021 Summer Music Series Concerts features the Northumberland 89.7 FM logo at the top, which includes a stylized green and blue dome and the text "NORTHUMBERLAND 89.7 FM Truly Local Radio". Below the logo, the title "SUMMER MUSIC SERIES CONCERTS" is written in large, bold, pink letters. The main heading "2021 Concert Schedule" is in a bold, black, serif font. Underneath, it says "16 Great Performers" and "Two Concert Performances Each Night" in a smaller, italicized font. The time "6 PM – 8:30 PM" is also listed. A table of dates and performers follows, with a large red "COPYRIGHT" watermark diagonally across the middle. At the bottom, a thank-you message from Northumberland 89.7 FM is provided, along with logos for sponsors: Cobourg, Cameco, and Long & McQuade Musical Instruments.

**2021 Concert Schedule**  
*16 Great Performers*  
*Two Concert Performances Each Night*  
**6 PM – 8:30 PM**

July 7	String Mashup	+	Kim Doolittle
July 14	MOSAIC	+	Ganaraska Chordsmen
July 21	David Newland	+	Two Strangers
July 28	Matt Kowalyk	+	The Cedarail Band
Aug 4	Coup De Ville	+	Beagle Beach
Aug 11	Jackeb Daniels	+	The OFFBEATS
Aug 18	The Fade Kings	+	The C.L.U.B
Aug 25	John Sautner	+	Cruisin'

Northumberland 89.7 FM would like to thank all our sponsors and volunteers who assisted in planning the Summer Music Series concerts for 2021.

  

# Summer Concert Series 2021

## Benefits

- ❖ Professional, local musical entertainment, free for residents and visitors
- ❖ Sponsorship/branding opportunity for local businesses, services and products
- ❖ Enhancement of Victoria Park's status as a 'destination experience'
- ❖ Increased visibility for Cobourg as a centre of musical entertainment
- ❖ The Summer Music Series aligns with our **Cultural Master Plan** as a recurring musical event which contributes to the animation of public and natural spaces bringing entertainment, new experiences and economic impact to the community.

# Summer Concert Series 2021

## Municipal Grant Request

- ❖ In-kind use of the Victoria Park band shell for 8 concerts
- ❖ Municipal Grant Request for \$ 1,500 in cash
- ❖ Total Municipal Grant request \$ 2,300 value
- ❖ Cash cost to Town of Cobourg per concert: \$187.50
- ❖ Cost to Town per estimated volunteer hour: \$4.03
- ❖ Cost to Town per estimated attendee: \$0.75 (target)

Northumberland 89.7 Summer Music Series 2021 Budget	
Revenue	Amount
Town Of Cobourg Municipal Grant	\$ 1,500
Advertising / Promotion (weekly & total concert season sponsorships)	\$ 3,500
Project Income ( 50 / 50 Draw) Net \$250 x 8	\$ 2,000
Voluntary on-site donations (Pass the Hat) \$200 x 8	\$ 1,600
<b>Total Revenue</b>	<b>\$ 8,600</b>
Expenses	Amount
Performer Fees (16 performers)	\$ 4,200
Sound technician \$100 x 8	\$ 800
Sound & lighting equipment rental \$50 x 8	\$ 400
Graphic design & visual identity	\$ 250
Printed Promotional Materials (posters/rack cards etc)	\$ 600
Print media ad buy 125 x 8	\$ 1,000
COVID Preparations (Hand sanitizer, masks, etc on site)	\$ 100
Cobourg Lottery Application Fees	\$ 75
Lottery materials	\$ 75
SOCAN Fees	\$ 100
Sales Commissions (20% of advertising sales)	\$ 700
In-kind	
On Air Promotion / Production (\$720 value = \$30/hour x 3 hours per week x 8 )	\$ -
Victoria Park Bandshell (\$800 in-kind donation requested)	\$ -
Volunteer Labour - 372 hours (see column D)	\$ -
<b>Total Expenses</b>	<b>\$ 8,300</b>
Difference between Revenue and Expenses	\$ 300
Date: October 30, 2020	
By: David Newland - Event Coordinator, Northumberland 89.7 FM	





On behalf of Northumberland 89.7, our artists, our audience, and the community of Cobourg:  
thank you!

