

Local Government and Festivals



Folk Music Ontario - Festivals Retreat 2018

What's it all about?

At the 2017 Festivals Retreat in Sudbury, it was suggested that a comparison of each festival's relationship with local government would be an interesting exercise. This could aid in individual advocacy at the local level, and also serve as a benchmark in organizational planning, at the festival level.

The Survey

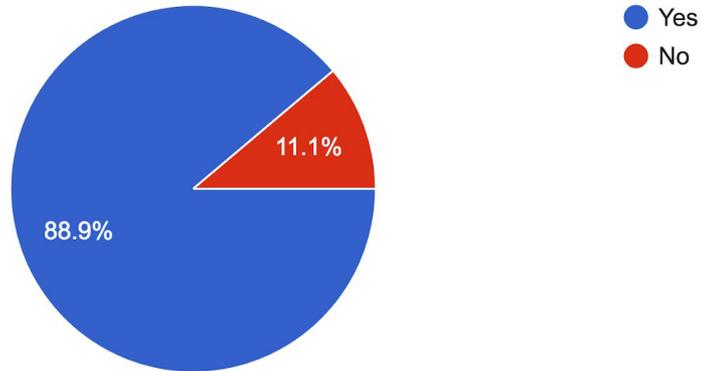
In January a survey was sent out around this topic, and 8 responses were received. This does provide some interesting data, however a larger sample would be much more useful. This survey may be adjusted a re-circulated to collect more responses.

The Results

3) Do you regularly receive funding from your local government? If not, skip to #5.



9 responses



The Results

Roughly how much do you receive annually from your local government?

- Up to \$5,000: **1**
- \$5,000 - \$10,000: **0**
- \$10,000 - \$20,000: **2**
- \$20,000 - \$30,000: **3**
- \$30,000-\$100,000: **1**
- \$100,000 +: **1**

The Results

Which department/body handles your local government funding?

- Parks & Recreation: **1**
- Arts Council: **1**
- City (general): **2**
- Tourism Department: **1**
- Combination (tourism, recreation, parks, other): **1**
- Community Services: **1**
- Other: **1**

The Results

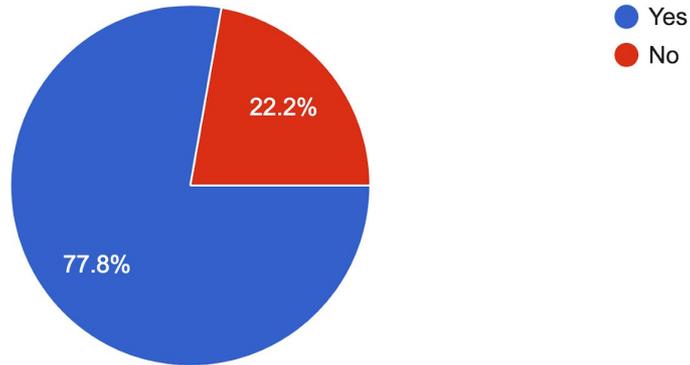
Are there any additional sources where you have accessed support from your local government?

- No (2)
- Shared advertising with Tourism, BIA, Parks & Recreation
- In kind - Parks and Rec, Public Works, Arts and Culture, tourism marketing, Mayor acts as a stage host, city staff volunteer, Volunteer Fire Fighters (1st response)
- Parks and Rec
- Ont arts council
- Yes
- Tourism Dept. , Ward funds (Healthy Communities Initiative), waived fees on building permits, transit pass donations,

The Results

6) Do you use a municipal/local venue for your festival or other events?
If not, skip to #11.

9 responses



The Results

City Parks: **5**

Dedicated venues: **1**

Multi venue (in city): **1**

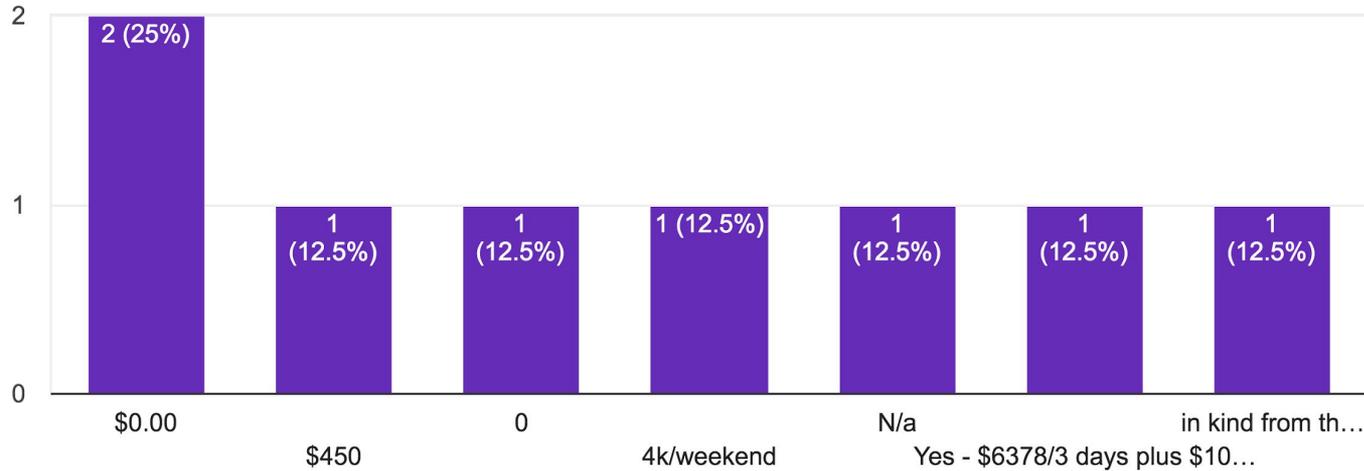
4 reported additional venues such as 'after hours clubs'

The Results

8) If you use a city venue, do you pay for the rental of this facility? If so, please enter the rate (i.e. \$5,000/weekend). If not, please enter '\$0.00'.



8 responses



The Results

9) If you use a city venue, are there additional costs associated with the venue for your organization? Please list as many as possible (with associated costs if possible), specifically related to that facility (i.e. technical director, sound & lighting, security, police, scissor lift etc.)

7 responses

The venue is a park so everything is an extra cost

Yes - Holding fee as baseball diamond can't be used - \$160; concession fees - \$465; OPP \$16,000?

No

Tents, stages, washrooms, signage, sound, lighting, security, police, park vehicles, office trailer etc.

Tents, staging audio & lighting, chairs

N/a

Facility director: \$2k/weekend
Technical \$30-\$40k
Security & Police: \$13k / weekend
Scissor Lift: \$1k-\$2k rental
building permits
electrician work: \$5k-\$7k in kind
+ more

The Results

Other aspects about venues?

- Historic aspects: **2**
- Waterfront: **2**
- City doesn't own but they support: **1**
- In danger of out-growing venue: **1**
- Working with city on site plans, long term: **1**

The Results

11) Does your local government provide you with any equipment/supplies for your event? If so, list it here (i.e. tables, chairs, lanyards, traffic cones etc.)

8 responses

traffic barriers, command trailer, Manager of Parks and Rec

Some waste containers; we partnered on the manufacture of picnic tables; hydrant adapter (there is a charge)

No

All the above a minimal cost

picnic tables, lanyards, traffic cones, road closure signs

no

On occasion

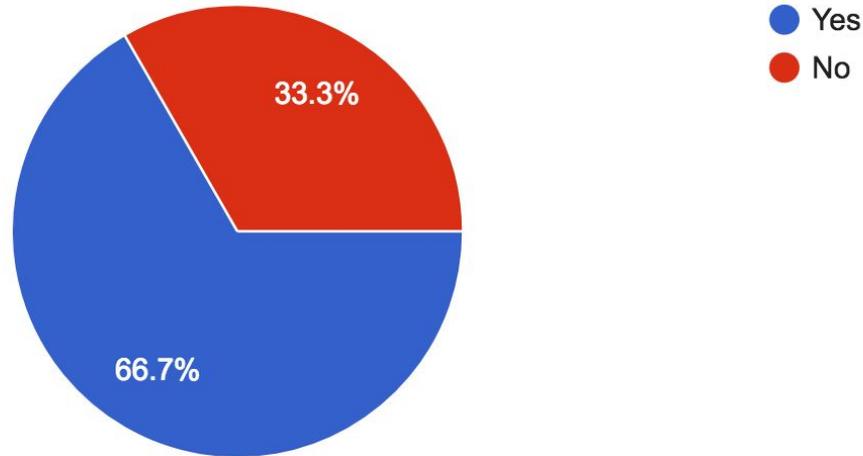
tables (300), chairs, traffic cones, recycle bins, mifi hub (sometimes), picnic tales, snow fencing, wooden barricades,

The Results

12) Does your local government help in the promotion of your event?



9 responses



The Results

13) If so, how? (i.e. billboard ad, listing in leisure guide etc.) If not, please skip question.

6 responses

shared advertising on line and print, inclusion in Town displays at events

We pay for banners on city entrance signs; they distribute our rack cards to border crossings; City brochure, city web site,

Town web site

website, leisure guide

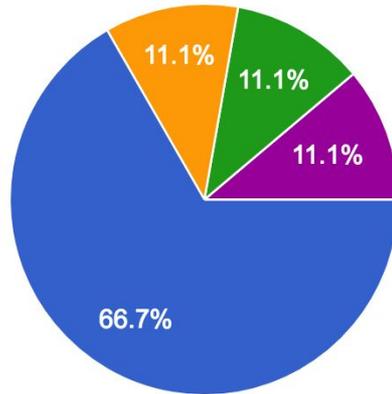
Listings

1 week billboard near park, listing in liesure guide,

The Results

14) In general, do you think your local government values your festival/event?

9 responses



- Yes
- No
- this administration does in the main, the previous one did not
- Somewhat, but not at the same level of other local music festivals
- in Toronto we are just one of many arts applications for grants

The Results

Other common themes:

- It's complicated
- It varies with the administration
- Grant funding gets eaten up by fees
- Inequitable with other events, recreation
- Local government is quite supportive

Now what?

- New ideas of ways to access support?
- Best practices from other festivals?
- Is there data to use in discussion with local officials?
- Can we improve this survey and gather more/better data?
- What is the potential impact of this conversation?

Dreaming...

**What do you hope the future holds,
as far as your relationship with local
government?**

**Additional
comments?**

FMO Advocacy Survey



Results + steps forward

The Survey

A survey was circulated in order to gain members' perspectives around advocacy in the folk music/festival community, and FMO's current and potential role.

Only 4 responses were received, so you are encouraged to please complete the survey, if you have not already done so.

FMO will make further attempts to circulate the survey and get more responses.

The Results

- Respondents were all FMO members
- 30% were organizational members, 70% were individual members.
- No festival members have responded yet.

The Results

What are a few of the main issues or challenges that affect your work (or your organization's) in the folk music community?

3 responses

government policy, artist career development, audience development

Publicizing events, volunteer recruitment, lack of representation at the conference for non profit community organizations and concert presenters.

crossing the border

The Results

In your opinion, what are the top priorities for FMO as an advocate for the folk community?

3 responses

as above.

Do more communication with members about what type of advocacy you are doing. Focus more on building a community within FMO. FMO should be more grassroots oriented and less industry oriented.

freedom to travel to the U.S., radio airplay

FMO's Advocacy Committee

- A volunteer committee made up of non-board volunteers and board members. The committee acts as a discussion point for potential advocacy issues, and engages in action around priority issues, as much as possible.
- **Issues addressed have included:**
- Building awareness around FMO and its role in advising policy/programs
- Seeking input on priorities faced by membership
- Royalties and tariffs for house concerts, self presenters
- An ongoing communication/relationship with Music Canada Live - network and advocacy organization for live music presenters.

Discussion?

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