

Unionville BIA – Board of Directors Meeting

October 15, 2014

Board of Directors Present: Tony Lamana, Larry Mariani, Sylvia Morris, Councillor Don Hamilton, Keing Li

Quorum: No

Staff: Mary Pan

Guests: Linda Briggs

Markham Jazz Festival

1. Summary

- a. Linda Briggs gave summary of the festival. Approx 30 concerts from Fri-Sun. 3 bandstands. Hot dogs are the only food vendor allowed (Shopsy's) because it helps to feed volunteers. Encourages all restaurants to put something out front. Street performers so something is always going on. Bars and restaurants hire their own acts, we promote it. 2013 had bad attendance due to rain on Sat. Nothing was cancelled. Friday was huge – Bruce Cockburn was a big hit. Global TV came on Fri with Susan Hay for evening news outside of Millennium. Thinks that too many festivals occur in “the gated park”, even though Unionville has a great environment – they charge entrance fee. Sadly, we cannot do so.

2. Funding

- a. Funding comes mainly from government grants and corporate sponsorships. City gives grant of \$10,000. This year, festival budget is \$130,000. Of that, \$75,000 was spent on artist fees and expenses. If there is not enough money, the artists suffer – not enough advertising, hotel rooms etc. With the hotels, Linda always thought the selling point for the hotels would be to fill the rooms with Jazz Festival goers. Some of the hotels said “we don't care because we're full that weekend anyway”. The Hilton says “We're giving them in-kind rooms and were not seeing a return in our investment”. The previous \$130,000 didn't include in-kind donations. With the hotel

rooms, it may be \$134,000. Linda believes that the festival is growing, but they still need some big names to bring people in. Last year, festival conducted surveys because for the past few year, we've gotten a Celebrate Ontario Grant – biggest, most important grant. Issued by the Ontario Ministry of Tourism. It is very competitive to get a grant (200 of 500 applicants receive). Last year, \$44,625 was given, all used for the Fri and Sat artists. This year, TD Bank came on as title sponsor and benefited by having the festival named as "TD Markham Jazz Festival" .