

OBIAA 2023 AWARDS SUBMISSION

Contact Name: Adrienne Gordon	Pillar & Category: Marketing & Promotion-Special Events
BIA/Organization: Downtown Oakville BIA	Time period: July/August 2022
Entry title: The TD Summer Music Series	
Project description: <i>(two sentences; 50 words or less)</i> The TD Summer Music Series is a beloved 8-week event in July/August in Downtown Oakville that showcases a wide range of local musical talent and genres. This music series creates multiple opportunities for the community to come together to celebrate culture and arts. Enjoying the local musical series is a barrier-free way for the community, regardless of finances, background, ability, or individual differences, to enjoy the experience.	



NEED OR OPPORTUNITY

After two years of Covid-19, it was more important than ever to bring the community together and support local and small businesses. The TD Summer Music Series created multiple opportunities for the community to come together to celebrate culture and arts. The TD Summer Music Series is a recurring festival showcasing multiple musical artists each week over a series of 8 weeks. The event was staged in three locations throughout heart of Downtown Oakville. The musical acts showcased several different genres throughout the series to represent multiple voices, and cultures that highlighted several local artists. We also showcased student musicians to create opportunities for both the youth performers to learn and grow and also to demonstrate to the youth in the audience how they can become involved in culture and creative arts.

This economic support is imperative during the challenges the local businesses have faced as a result of Covid-19. Our activities and initiatives are created to be inclusive, equal opportunity events that draw the diverse community together. The TD Summer Music Series will draw people together week after week to share the experience of and celebrate music and art together. The opportunity to gather together more than once, while it will include different people each week, also creates the opportunity for people to meet and develop relationships where they didn't previously exist, helping to draw the community closer.

AUDIENCE

The TD Summer Music Series is a barrier-free way for everyone in the community, regardless of finances, background, ability, or individual differences, to enjoy the experience. The series will offer multiple genres which will not only welcome diverse crowds each week but will also help to expose people to new cultures represented through music, helping to create understanding and thus acceptance of different cultures. The inclusion of youth into the programming helps to bring multiple age ranges together, bridging the gap between generations.

GOAL AND OBJECTIVES

The Downtown Oakville BIA is dedicated to our vision to create the best environment in downtown Oakville in which to work, live, play and visit. Our strategic focus on our key pillars set the roadmap that will help us to build the most beautiful, vibrant and welcoming downtown, that is the heart of Oakville, and in turn, the best

part of the day for our community and visitors that spend time here. Offering the TD Summer Music services aligns with our goals of offering on-going activation series that connect

the community and support marketing efforts that will drive traffic and engagement, supporting our members and their businesses, and the future growth and success of downtown Oakville.

The project aligns with our strategy of making downtown Oakville the Best part of people’s day, and the goals of enriching the vitality and economic health of the area, to support local businesses small and large as well as the overall vibrancy of the community. It also aligns with our goals to bring visitors to the area and ensure those visitors enjoy their time here and thus visit again. Further, it supports our goals to beautify and create gathering spaces and drive increased traffic within the business district.

IMPLEMENTATION

The Downtown Oakville BIA applied and was awarded the TD Ready Commitment Grant- Connected Communities - Arts and Culture. We were awarded \$40,000 to run the program. The funds were allocated towards:

Overview	Budget
Artist Fees (x 8 events) \$2000per event	\$16,000
Materials,Supplies and rentals -	\$2,000
Sponsor Recognition Materials	\$5,000
Marketing - includes follow:	\$24,000 allocated (\$10K from TD and \$14 from BIA)
local print, digital	
google display ad network and facebook	
Blog TO	
local arena and Town facility advertising	

Overview of Event

Time: Every Saturday & Sunday, 3-7 pm throughout July and August

Talent: a variety of artists showcased in Towne Square, the central hub of Oakville Downtown, and along the streetscape.

Set up

- Artists had minimal setup, single/duo with instruments, mic and speaker, and a branded platform.
- From violins, to steel drums, and vocal performances, we delivered an exceptional line-up of talent guaranteed to be the best part of your summer day.

Sponsorship Deliverables

- A large Harmony Banner will be placed beside musicians on each date of the Series.
- A Blog TO Reel to promote the event, including TD recognition and a visual of signage placement.
- Prominent sponsor signage at each concert location during the eight-week installation
- Sponsor Recognition on the Downtown Oakville website and events splash page.
- Social posts acknowledge sponsorship on Instagram (25,000 followers), Facebook, during the months of July & August
- Inclusion as the presenting sponsor in both our members and community email newsletters (8K+ subscribers)

Media

- Included in Summer Happenings Promotion (Print & Physical)
- Kiosk Downtown (July through August)

- Poster and A Frame in Towne Square (July and August)
- Included on Oakville Community Centre screens
- Included in email to community database
- Digital Media Campaign (Google and Social)
- Home Page Banner of the Website July

The Downtown Oakville BIA works with the Town of Oakville to ensure a safe and accessible space for all who visits the area. Following guidelines and protocols to ensure everyone has the equal access to the experience.

RESULTS

- Music along the streetscape was a win for businesses less central to Towne Square
- Comments from the public and artists on programming highlighted how they loved on the diversity of performers.
- Weather! Every Saturday in July and August was an absolute gift, gorgeous and sunny.
- Most visited pages on oakvilledowntown.com over the summer months
- Great pick up from Blog TO – Well worth the investment – **69,400 views**
- Ad Words (May - August) 665,941 web impressions, 7,452 click throughs
- Social Post Metrics

Channel	Impressions
Social Paid	99,021
Google Paid	665,941
Social Organic	98,732

Quotes from Businesses

Fabulous line-up of musicians – good variety and a great time- 3 – 7pm will fit in with my times downtown- I can walk from my volunteer office work, and Thomas House to the square and spend an hour or so listening to some of my favourite music! Thanks for all your work at making Oakville a great place in the summer – I am so waiting to get onto one of those patios for lunch or later.

Mary, The Thomas House

Thank you, very much appreciated! Keep up the great work, awesome to see Downtown Oakville bounce back in such a BIG way after enduring the last few years of construction and Covid.

Greg, Clearstream Commercial Real Estate Ltd

SUPPLEMENTAL MATERIALS

- View all posts on our Instagram channel **@oakvilledowntown**
- Top viewed reel [Blog TO](#) here
- <https://visitoakville.com/events/td-summer-music-series/>

- <https://oakvillenews.org/oakville-culture-and-lifestyle/td-summer-music-series-arrives-downtown-oakville/>
- Photos and creative below

