

Producer's Report April 26th, 2020

Short and mostly Sweet:

Our 2019 Festival was excellent. We increased our ticket sales by about 10%, and we purchased around \$250,000 worth of Capital assets (tents, golf carts etc). The weather, while not great, was a relief compared to 2017 and 2018. The rain that was forecast for Sunday afternoon and night stopped at Leduc. Just like the old days.

Well, 2020 is going to be different. Due to timing this far out and putting a brake on expenses, no ticket refunds, government funding, lower overhead than most organizations of our size, our endowment fund income, selling our mobile stage, having a casino last fall and our surplus, all of this combined will see us in good financial shape into early 2021.

The fate of our 2021 festival is in the balance. The solution is also out of our hands. We will take this situation one year at a time. No one knows what the touring industry will look like in the future but I am of the opinion that community organizations that offer great value for money and an excellent history of patron satisfaction and engagement may fare relatively better than most arts organizations and for profit presenters.

However, there are dangers ahead, so we will proceed cautiously but confidently.

It remains my great honour to represent The Edmonton Folk Music Festival Society.

Slaine mhath (good health) to all your families, and in remembrance of John Prine.

Terry Wickham (Producer)