



2022 Annual Report



WHO WE ARE AND WHAT WE DO

From its inception in 2001 as a 10-day festival with a \$150,000 budget, Stratford Summer Music has grown to include 4 weeks of performances and events with a budget of over \$700,000.

MISSION

Stratford Summer Music stages an annual music festival of diverse and enriching musical experiences of exceptional quality, to celebrate music and to enhance the reputation of the Stratford region as a home for all the arts.

VISION

To celebrate the joy of music and to be recognized as one of Canada's most inspiring music festivals.

Message from the Chair

Jean Anne McLeod

The 2022 Season of Stratford Summer Music will be remembered for its success in bringing together a compelling array of musical artists and genres with music lovers of all ages, in outdoor and indoor venues across our community. We were beyond thrilled to see our patrons return and experience the joy of music.

From our spectacular opening night with generations of super stars and stars in the making sharing the stage, to our ever popular Friday Night Live jazz performances, to our children's series and inaugural World in the Weekend with SpringWorks PuppetWorks, to the Vocal Academy and the new Jazz Academy,

to the musical morning walks, to world renowned classical superstars, to magical summer evenings of outdoor music and of course, our beloved BargeMusic – it was a season of rebirth with audiences and artists coming together once again. We also experienced a new way to commune at the end of the season with a successful Fiddles & Food Trucks fundraiser, which we hope to make an annual event.

Our Artistic Director, Mark Fewer, and General Manager, Kendra Fry, together with the SSM team and volunteers worked tirelessly to ensure a season to remember and celebrate, with 45 live performances across eight different venues. They paved the way for “all roads to truly lead to music”, to the delight of our audiences, supporters and artists.

On behalf of the Board of Directors of SSM, I extend our heartfelt thanks and appreciation to our patrons, donors, sponsors and the many local businesses who supported our 22nd season and who have stood with us through the years in building our musical and artistic community. We also extend our sincere gratitude to the various Federal and Provincial programs and for the unwavering support of the City of Stratford. Our city, provincial and federal representatives never pass up an opportunity to support the arts in our community.

With less than 35% of our revenue coming from ticket sales and with almost 60% of our performances being free – our vision is to make the joy and thrill of live music available to as many people as possible in our community. The generosity of our

donors, sponsors and supporters allows us to keep that vision alive!

I would also like to thank my colleagues on the Board whose attention to our governance, finances, fund development and marketing are instrumental to our success.

Lastly, I would like to extend our thanks to our small but mighty team at SSM – including Mark Fewer, Kendra Fry, and Lana Mau– they make it happen – along with their amazing group of summer staff and of course our wonderful volunteers.

We have a clear vision for Stratford Summer Music – to celebrate the joy of music and to be recognized as one of Canada’s most inspiring music festivals. And as part of this vision, we are thrilled that in 2022, Mark Fewer accepted an extension of his contract as Artistic Director for another 5 years from October 1st, 2023. We are extremely happy to have Mark’s artistic talent at the helm through our 25th season and beyond!



Artistic Director's Message

Mark Fewer

The 2022 season was a year of innovation and renewal, with people returning to our performances of live music without the same level of restriction as the previous two seasons. The small but mighty team that makes up SSM again “punched above their weight class” with support from a healthy cadre of seasonal staff, volunteers, welcoming venues and their accompanying personnel, and of course the hard-working members of the SSM board.

Before the summer season began, we were treated to a springtime performance by The Slocan Ramblers at Revival House. The Ramblers were scheduled to perform at SSM in 2020, so it was good to finally have them in Stratford under the SSM banner.

Our Opening Night Gala saw side-by-side performances of established professionals with professionals in the making from the season’s participants in the Vocal Academy. Video presentations throughout the evening added a surprise layer of connection between artists and audience (this will become a

regular feature of our Opening Night events), making for a star-studded evening with members of the Order of Canada and Juno and Grammy winners all making appearances in support of SSM’s efforts.

2022 marked the final year of Phillip Addis and Emily Hamper at the helm of the much loved Vocal Academy, as Emily took a new position with Calgary Opera a month after SSM concluded and the family re-settled out west. The Vocal Academy will return in 2024 under new leadership. 2022 also marked the start of our first ever Jazz Academy, which saw students from St. John’s to Vancouver come to Stratford to learn from SSM’s new Team Canada Jazz Academy All-Stars. A highlight of the week’s events included one student joining in with the All-Stars at their performance at Revival House, which took the audience by surprise and nearly brought the house down. The Jazz Academy quickly received excellent support from the community (which continues at the time of writing) with support for 2023’s Academy secured.

A hallmark of SSM, the 2022 season again saw more than 60% of its performances given to the public free of charge. Our new World in a Weekend saw thousands of people (walk-up traffic) along the water, hearing both our Barge musicians and musicians at the Bandshell. This new partnership with SpringWorks PuppetWorks proved to be fruitful, with financial support giving us the opportunity to mount a winter version of World in a Weekend in January of ’23. The January events that were ticketed all virtually sold out. We also included a special performance for



over 300 students at Avondale United which was met with great enthusiasm by both students and teachers alike. Moving ahead we will continue to look to mounting performances in the winter as it proves to be a part of the calendar where our events serve the community well.

2022 also saw the continuation of strong partnerships with our many venues. Revival House, The Stratford-Perth Museum, Gallery Stratford, Factory 163 and Avondale United Church continue to be spaces that our audiences like to frequent.

2022 also saw the success of a new fundraising initiative - Fiddles and Food Trucks. A success on every level, the event brought the innovative blue-grass quartet The Fretless to Stratford for their first ever performance at SSM. As well as being a fundraiser, the event was also a friend-raiser, with a combination of ticket buyers made up of our beloved regular supporters as well as ones new to SSM. From the artistic viewpoint, 2022 was a good season with some signs in it of what's yet to come.

Our guest artists enjoyed their time with us, with many asking me to return as soon as I can fit them into the schedule. Covid was more difficult to manage in 2022, owing partly to the lack of clarity in messaging from the public health sector. The public reaction to returning to the concert hall was somewhat mixed, with some preferring to stay away, and others clamouring for more. Our unique combination of indoor and outdoor events helped make music available for all.

Indeed, 2022 was the season where all roads did lead to music.

My thanks to the board, the volunteers, our staff, and particularly to Kendra Fry and Lana Mau.



Condensed Financial Statements

The Stratford Arts Foundation O/A Stratford Summer Music			
Statement of Financial Position as November 30th, 2022			
		2022	2021
			\$
Assets			
Cash, Accounts Receivable, Prepaid Expenses		194,398	238,760
Long Term Investments and Capital Assets		243,134	181,627
Liabilities and Net Assets			
Current Liabilities		60,853	103,894
Long Term Liabilities		40,000	40,000
Net Assets			
Net assets invested in capital assets		5,316	2,671
Unrestricted net assets		122,145	93,466
John A. Miller Legacy Fund		97,474	76,247
Endowment Fund		111,744	104,109
Total Net Asets		336,679	276,493
Statement of Operations			
Revenue			
Tickets, Merchandise, Interest Earned		105,441	99,207
Donations, Sponsorships, Fundraising		315,849	255,919
Governments Grants		347,499	283,885
Total Revenue		768,789	639,011
Expenses			
Artistic and production salaries and expenses		394,618	276,644
Administrative and office		194,346	186,346
Marketing and fundraising		119,639	60,047
Total Expenses		708,603	523,037
Net Income for the year		60,186	115,974
Statement of Cash Flows			
Operations		24,437	119,600
Investments		-63,541	-44,032
Financing		-35,000	-30,000
Increase (decrease) in cash for the year		-74,104	45,568

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 Lana Mau, Administrator
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PRODUCTION

Jericco Vera, Production Manager
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 Ian Zeberek, Production
 Steve Lucas, Production Manager of World in a Weekend

PHOTOGRAPHY

Terry Manzo

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VOLUNTEERS

Gail Fisher, Volunteer Captain
 A complete list of our volunteers appears on our website

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Stratford Summer Music is presented by the Stratford Arts Foundation.

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