

Strategic Plan Summary (2025-2027)

The Collingwood Music Festival strives to become a cultural cornerstone of the South Georgian Bay Area by enriching the community through diverse programming and expanded youth engagement. Key priorities will be increased youth-centred programs, off season concerts, donor engagement, and digital outreach to build a sustainable and inclusive arts community.

Strategic Goals & Initiatives

- ◆ **Fundraising & Donor Engagement:** Secure 3-year sponsorships, establish a Fundraising Committee and host annual donor events and fundraisers.
- ◆ **Youth Outreach & Education:** Expand the Youth Academy to a 5-day program with scholarships covering 20% of tuition fees. Engage 500+ students annually in school outreach. Launch a Rising Star Afternoon Series during the summer.
- ◆ **Community & Family Programming:** Introduce “Symphony Under the Stars”, a free outdoor concert in partnership with local municipalities.
- ◆ **Off-Season Concerts:** Expand the number of off-season concerts to broaden audience engagement year-round.

Financial Plan & Growth

Added value in 2025: **\$80,000**, with an estimated **\$50,000 annual increase** from **donors, sponsors, grants, and ticket sales**. The festival plans to hire an Executive Director & Development Manager to streamline operations and fundraising.

Strategic Initiatives Allocation (2025-2027)

