



# ONTARIO CULTURAL ATTRACTIONS FUND LE FONDS POUR LES MANIFESTATIONS CULTURELLES DE L'ONTARIO

CASE STUDY: Royal Conservatory - Koerner Hall / 2015 Pan Am, Family, World and 21C Music Festival Concerts



## ABOUT THE ORGANIZATION:

The Royal Conservatory is one of the largest and most respected music education institutions in the world, providing the definitive standard of excellence in curriculum design, assessment, performance training, teacher certification and arts-based social programs. Koerner Hall is Toronto's intimate and acoustically superb 1,135-seat concert hall. Designed in the tradition of Europe's great concert venues, Koerner Hall was built to provide an exquisite listening environment for all genres of music. With its intimate size, beautiful ceiling canopy of floating ribbons of wood, elegant interior ambience, excellent sight lines from every seat, and warm acoustics, Koerner Hall offers an unparalleled concert experience. Classical, jazz, pop, opera, and world music are right at home in Koerner Hall. Its high ceiling and first-rate projection and communication technology make it perfect for films, lectures, and educational or corporate conferences.

## PROJECT DESCRIPTION:

In order to broaden and expand its audiences the RCM presented three new concert series' in 2015: (1) "The Family Series" comprised of three performances that were geared to attract a younger demographic and to introduce audiences to different music genres; (2) "The Music of the Americas" series included five concerts featuring artists from seven different Pan American countries; and (3) three special world music concerts by artists that have a broad audience geographic reach including Pavlo (Greece), Vusi Mahlasela and Hugh Masekela (South Africa), and Oliver Mtukudzi and Kinobe (Zimbabwe). The RCM also enhanced and expanded the 21C Music Festival which presented works composed in the 21st Century by today's most fearless musicians and composers bringing us fresh new sounds and ideas." The Festival was significantly expanded in 2015 to feature 35 works, including 20 world or Canadian premieres. In addition, two prelude concerts took place in April 2015 to build momentum for the Festival.

## OCAF CONTRIBUTION:

\$100,000 (31% of marketing budget)  
\$50,000 repaid to the Fund

## HOW OCAF HELPED:

"The support from OCAF was immensely helpful as it allowed us to promote and market these events to a larger and more diverse audience than would have been possible without the support. RCM was able to reach new audiences in an expanded geographical range. More than one third of ticket holders were from outside Toronto and over 500 tickets were sold to people who reside outside of Ontario. RCM Performing Arts Division was able to branch out for the first time to an American PR firm, Bucklesweet Media, based in New York and Washington D.C."

EARNED REVENUE OF PROJECT: \$548,010

NET AFTER REPAYMENT: \$87,601 (33% over projection)

TOTAL ATTENDANCE: 14,585 (39% tourist - outside 40 kms)

## ECONOMIC IMPACT OF PROJECT SPENDING (BASED ON THE TREIM MODEL):

GDP GENERATED = \$5,073,851

LABOUR INCOME GENERATED = \$4,093,542

DIRECT PROVINCIAL TAXES GENERATED = \$252,264

TOTAL PROVINCIAL TAXES GENERATED = \$663,580



## ECONOMIC IMPACT OF VISITOR SPENDING (BASED ON THE TREIM MODEL):

GDP GENERATED = \$2,928,932

LABOUR INCOME GENERATED = \$1,959,656

DIRECT PROVINCIAL TAXES GENERATED = \$446,347

TOTAL PROVINCIAL TAXES GENERATED = \$620,616