



Report of the Education and Outreach Committee

Annual General Meeting

Sweetwater Music Festival April 21, 2022

Next Wave Virtual Showcase

The 3rd annual showcase for up and coming young musicians was held virtually with a June 16th launch giving each of the 10 participants their own timeslot for presentation each week. The online format has continued to be well received and the committee is in favour of continuing using this format. Participants were chosen by Edwin Huizinga from among the applications received. Each digital performer was given an honorarium of \$100.00 and a one on one 'office hour' session with Edwin Huizinga. 4 performers were also invited to volunteer with the Festival in September (in person) as part of the mentorship program. Future considerations are having a central location (mentor house) for the mentees to commune together and offering a senior internship opportunity for one of the selected mentees. The latter would have a separate application and offers a larger fee. The senior mentee could also participate for in person outreach in schools.

As part of our local outreach, the Grey County Kiwanis Festival recommends 2-3 participants who meet the Next Wave Showcase criteria. These participants were guaranteed a spot in the showcase. Future considerations are not to guarantee a spot for those recommended so that all chosen participants are based on merit. Discussion should be had on whether we offer something different for the local performers who are recommended, but not chosen to perform in the Next Wave Showcase to continue to support our local initiatives.

Community Concerts and Festival Weekend

During the Festival weekend (September 16th-19th) 4 Community Concerts were presented around the region this year. The smaller number of community concerts worked better for the musicians and 3 concerts are being considered in the future. Next Wave mentees were involved in each of the pop up concerts with performances from each one being the opening act. The mentees acted as volunteers as well. Future consideration is perhaps to have one of the community concerts be exclusively the youth artists (mentees) allowing them to learn how to curate and run a show themselves with the support of Sweetwater.

Our Saturday family friendly community concert with Coco Love Alcorn had a good turnout but her programme presented was not as well received. The revived Classical Jam also had a lower turnout though many liked the outdoor setting at the Arboretum Pavillion. Future consideration is to have instead an educational style workshop promoting all the creative parts of music, not just performance. The feedback from this can be applied to future classical jam and family shows as well as act as an audience builder. The String Instrument Showcase returned with four luthiers put in the spotlight during our Sunday Community Concert.

Online Activities – VIDEO BASED Outreach

Since there were no school visits due to covid, digital outreach continued to be a main format. Front Row and Into the Music continued this year as engaging outreach to audience members and educators alike. Julie and Keith Hamm recently had their video launched targeting a youthful audience with focus on chamber music. As this was recently just launched early spring, there are no group notes yet about feedback and future considerations. It will be part of an on-going series of videos from different musicians under the SweetWater Access Music banner.