



General Manager's Report

Coming Together Again





Here We Go Again – March to April 2021

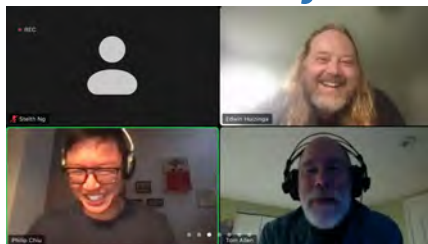
- After two pandemic waves, we felt the worst was behind us... we were wrong.
- We wisely decided to focus our early spring programming on virtual/online initiatives including *Into the Music*.
- AD and GM begin to plan for hybrid Festival for September.
- Even producing our online content was impacted by the third wave... venue for digital concert recording had to be changed at the last minute in late March.





Music Online, Looking Ahead– May to June 2021

- Staged our first-ever digital concert, *Up Close & Personal with Edwin Huizinga and Philip Chiu*, including intro and post concert green room hosted by Tom Allen.
- Next Wave Showcase 2021 online again – record number of submissions received.
- Received significant one-time grant from Canadian Heritage of \$31,500 to support SweetWater 2021 and early 2022 programming.
- Artistic Director provides overview of SweetWater 2021 offering a mix of in-person and online music experiences (Celebration Concert, 4 Community Concerts, and 4 Mainstage Concert.



Enjoy aspiring, emerging musicians in performance.



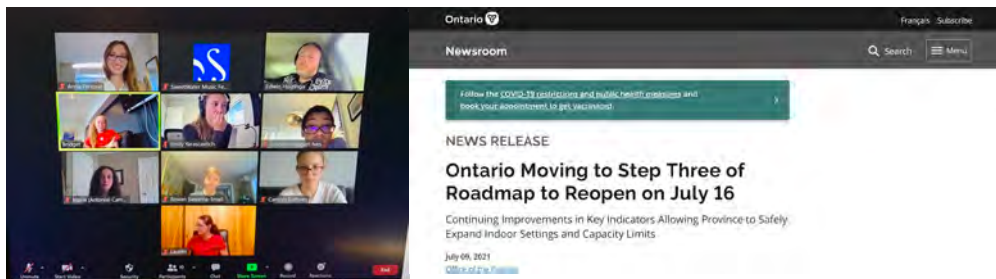
Canada





Pivot, Change, Update – July and August 2021

- Ever-changing COVID-19 rules and restrictions forced SweetWater to delay and adjust plans to ensure Festival could happen in September.
- These changes impacted ticket sales, venue confirmation, performers, programming, and marketing launch. Challenging summer.
- Next Wave Showcase performers receive mentoring from AD.
- Coming Together Again theme created for SweetWater 2021.
- Season Two of *Front Row* launched by Tamara Ilana.





Festival Comes to Life – September 2021

- 3 Front Row episodes released early September.
- 4 Community Concerts in outdoor locations in Meaford and Owen Sound.
- 4 Next Wave Showcase musicians perform on Festival stages.
- Return of Classical Jam event (held outside for the first time).
- Team 30-plus volunteers (and Board Members) helped bring it together.
- Health and safety plan again created in consultation with health unit.
- 17 featured musicians performing at SweetWater for the first time.





Music in the Fall & Winter– October 2021 to March 2022

- Eight new *Front Row* episodes released.
- New season of *Into the Music* featured two new sessions.
- Livestream Redux in October offered Festival concerts again.
- New episodes of *SweetWater Encore!* posted online.
- *July in January*, first digital event with 10 other Festivals.
- Redevelopment of SweetWater website begins – first full rework of site since it was first launched in 2013.
- Created new education video series, SweetWater Access Music – first video featuring Keith Hamm and Julie Hereish.





Making Music Happen!

- 9 live concerts attracting audiences over 700 people.
- 3 livestream concerts (a Festival first) and two digital concerts.
- Programming happening from April 2021 to March 2022 – first time ever.
- Reached multi-thousands online (560 for July in January alone).
- Provided artistic opportunities for 31 musicians from across Canada.
- MOST AMBITIOUS year of programming ever!





THANK YOU to our many supporters for helping us keep the music alive in 2021



- Artistic Director Edwin Huizinga for ongoing passion, vision, and collaborative spirit.
- The Board of Directors for their support, time, guidance, and courage.
- All of the performers for bringing music to audiences when they needed it most.
- Our generous donors, partners and long-time funders... there when we need them most.
- All of our many volunteers and community partners – vital to make things happen.

THANK YOU FOR THE MEMORIES!

“I will remember my years with SweetWater fondly.”

– Paul Eichhorn, General Manager

