

Account #	Account Title	2022 Requested	2021 Approved	2022 vs 2021 \$	2022 vs 2021 %	2020 Approved	2019 Approved	2018 Approved
<b>COMMUNITY CONCERTS</b>								
4589	111 Concert Series	6,600	5,500	1,100	20.0%	5,500	5,500	5,550
4589	115 Advertising	925	875	50	5.7%	875	875	800
4589	120 BMI music license	725	670	55	8.2%	670	670	670
4589	Miscellaneous	150	150	0	0.0%	150	150	0
<b>Band Concert Budget Total</b>		<b>8,400</b>	<b>7,195</b>	<b>1,205</b>	<b>16.7%</b>	<b>7,195</b>	<b>7,195</b>	<b>7,020</b>

## 2021 Highlights and Challenges

### Highlights

***"I love when people dance! I loved how diverse this season was. I love how it brings the town together"***  
***"It's a slice of small town Americana like a Norman Rockwell painting"***

- Launched a full 12-week summer series.
- Hosted our most diverse line-up of musicians to date.
- Rebuilt our pre-COVID audience with approximately 3,100 concert attendees.
- Secured \$1,800 in business sponsorships, enabling us to bring higher quality performers to Henniker.
- Contributed significantly to the economic vitality of our local business community with 77% of our surveys indicating attendees shopped local the night they attended a concert.
- Our season-ending show featuring Nick's Other Band was attended by 550+ people, highest attendance for a single show ever.
- Collaborated with SuperScoops on their 1-year "Henniversary" by having one of our rain-cancelled performers open for their planned band.
- Collaborated with the Town in sponsoring the State COVID van at one of the concerts.
- Increased our social media presence with weekly on-line audience feedback surveys.

### Challenges

***"Energy, great feel of post Covid"***

- Continuing COVID concerns as local cases escalated and town vaccination rate remained low (45 %).
- Unavailability of Community Center in inclement weather due to ongoing renovations (met challenge by getting permission from town to have a rain date).
- Booking musicians because the pandemic caused some performers to refuse our invitation to perform (39<sup>th</sup> Army Band had to cancel because of their on-call status for COVID duty. Hopkinton Band was not rehearsing. Rusted Chrome and Canyon Run disbanded).
- Increasing costs of bringing high quality, professional musicians to our community

## 2022 Goals and Initiatives

***"Good energy here. Other towns not at all like this"***

***"We love the variety and energy of the crowds, seeing everyone of all ages have fun"***

- Continue to bring a diverse range of performers to our community attracting a wide-audience of all ages by using our audience surveys as a road map in planning.
- Seek business sponsorships with revised Business Benefits Package to supplement town allocation.
- Coordinate with Hillsborough and Hopkinton so we all spend our allocated funds wisely and not have the same performers in each community.
- Seek additional audience donations tied to bandstand improvements (lights/sound system).
- Plan at least one special event over the summer (such as BrewFest or Ice Cream Social).
- Re-instate food vending at some concerts. Consider food trucks.
- Update our artist contracts to include rain date.

## 2022 Significant Budget Changes

*"It's just so fun! I know people come from other towns to hear them. It's a good use of some of our budget"*

- After 4 years of a flat budget, we are requesting an additional \$1,205 to \$8,400, specifically to offer additional compensation for some of the groups we have been significantly underpaying such as Nick's Other Band, our most popular band. We have not ever increased their compensation (\$550). Other communities nearby (Hopkinton) pay them double what we offer. They have informed us that they will need additional compensation to continue playing in Henniker for our series.
- The cost of bringing in quality performers is increasing. Some of the performers we want to book are beyond our average of \$500. We paid between \$650 - \$1,000 for several bands this year and they were, by far the most popular with our audience (Kotoko Brass, Groove Alliance, Beatles for Sale, Reggie Harris). The town allocation would be supplemented by business sponsorships for these higher end performers. Additionally, we anticipate an increase in the BMI/ASCAP licensing fee (it has gone up each year) and printing/design/advertising will likely increase slightly.
- Thus far two of our sponsors from last year have committed to 2022 and we anticipate that the other two will also continue their support. We will be looking for at least two additional businesses as sponsors.