



WHITE ROCK CONCERTS SOCIETY

Presentation to White Rock City Council - February 22, 2021

1

Who We Are

- A local non-profit society founded in 1956 by internationally renowned bassoon soloist, George Zukerman
- Primary objective is to bring an entertaining variety of professional classical music into smaller communities
 - featuring ensembles large to small
 - presentations from instrumental to choral
 - baroque to 20th century repertoire
 - engagement with performing artists



2

Our Mission



- Committed to changing lives through music's extraordinary power to communicate, inspire, uplift and entertain.
- We celebrate artistic excellence in classical music through
 - live performance of the world's great masterpieces
 - promotion of Canadian artists
 - a series subscription model without individual ticket sales



3

Our Unique Model

- We do not sell tickets to concerts
- Rather, we sell a maximum of 775 annual Society memberships
- Principal member benefit is attending a series of live concerts (typically 7 in a season running from September through April)
- Additional membership applicants are placed on a waitlist and invited to join as membership vacancies come available
- Typically sufficient vacancies to deplete waitlist each season

4

Artistic Excellence

- Each concert season is planned, scheduled and organized by our Artistic Directors:
Elizabeth and Marcel Bergmann
- The Bergmanns themselves are renowned international artists, performing as the *Bergmann Piano Duo*
- They are well connected to the musical community, locally and around the world



5

Our Performance Venue

- Performances held at the White Rock Baptist Church
- Excellent acoustic space and superb lines of visibility
- Small enough to capture the intimacy and dynamics of engaging with live performers
- Centrally located, easy access and available parking



6

Superb Value for Members

- As a non-profit society, we strive to operate on a break-even basis each year
- Artistic Directors are the only paid positions, plus some casual administrative support
- Otherwise run by volunteers, including 14 member Board, so minimal annual operating costs



7

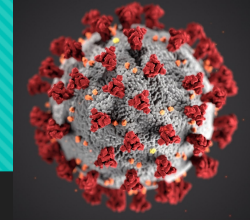
Superb Value for Members

- Allows lowest possible pricing for annual memberships
- Adults: \$160 per year
- Students (under age of 25): \$50 per year
- Avoid the long drive, traffic congestion and high cost of parking for equivalent quality concerts in downtown Vancouver



8

Our Challenges



- Our membership is predominantly an elderly demographic
- Increasing number of non-renewals each year for a variety of reasons, but mostly age related
- Need to attract younger audience, including students
- Challenges are being magnified by the pandemic
- Unsure when we might be able to resume a concert season
- No revenue since spring 2019, but unavoidable fixed costs continuing

9

Our Plan

- Increase awareness of our existence and offerings in the White Rock, Surrey, Delta & Langley areas
- Expand marketing beyond traditional word-of-mouth
- Promote high quality concert offerings and great value
- Promote the local community advantage
- Seek promotion and affiliation opportunities with other community groups and events

10

Working with City of White Rock

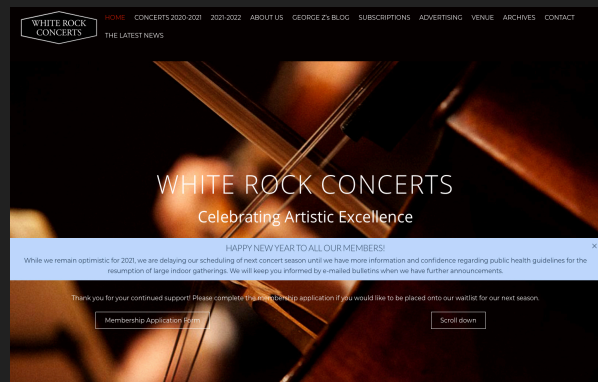
- We would appreciate any opportunity to raise the profile of White Rock Concerts within or by the City of White Rock
- White Rock Concerts now included in directory of "Arts and Culture Community Groups" on City of White Rock website
- Raise our profile with Arts and Culture Advisory Committee
- Advertise in the seasonal White Rock Recreation Guide
- Reach out to attract new-comers to the community

11

Additional Information



- We are happy to answer any questions or receive any suggestions!
- For any further information, please visit our website at:
www.whiterockconcerts.com



12