

Re; Paisley Blues Festival Summer Series of Live Music

Dear Council:

Our Summer Series of Live Music is coming together well, and we are in constant contact with the health unit to ensure a safe, enjoyable series, all summer long. The purpose of our summer-long series of live music is to draw attention and visitors to Paisley, on a regular basis, to support businesses that have been hit hard by COVID, and will be affected by the next 2 summers of bridge replacement traffic issues. If we can get visitors to Paisley this summer for live music, great food, and some shopping, we'll have a better chance of getting them back during the next few summers, even with the traffic headaches that will be in the community. Our businesses are getting hit hard twice, back to back, with COVID first, then bridge replacement traffic issues.

How are we going to draw visitors? Easy: put on a talent packed lineup of Artists, all summer long, FREE admission, and promote it well! At last weekend's JUNO awards, 4 of the nominees and performers are booked to play in Paisley this summer (including one of the winners!) We also have 2 artists booked that were JUNO nominees last year. Add in a number of other award winning artists, and we have a very high quality live music schedule, which draws attention and visitors. We have already started promotion, and have the assistance of some other media sources in our area.

Our live music lineup in 2021 is really focused on diversity, in both gender and ethnic background. We are a proud signatory of Keychange, an international campaign that encourages music festivals to feature female artists in at least 50% of their programming. Our 2021 music is well balanced with Canadian artists from various ethnic backgrounds as well! So far, 8 of the artists that we have booked are from minority ethnic groups (black, first-nations, latino, east Indian). We feel that offering a diverse lineup presents a very welcoming image of our community, and will attract a larger, diverse base of visitors.

Paisley Blues Festival wishes to ask the Municipality of Arran Elderslie to support the 2021 Summer Series of Live Music, in the amount of \$3000. (total series budget close to \$60,000).

2021 is a very critical year for the community. A very strong live music lineup will draw visitors, support business, and provide a venue for our communities to reconnect, in a FREE, safe, fun environment.

Thank you!

Maxwell Johnston

President

Paisley Blues Festival