

**ROCK
THE
HARBOUR**

NOVA SCOTIA'S CLASSIC ROCK FESTIVAL

**COMMUNITY
ENGAGEMENT
& BENEFITS**

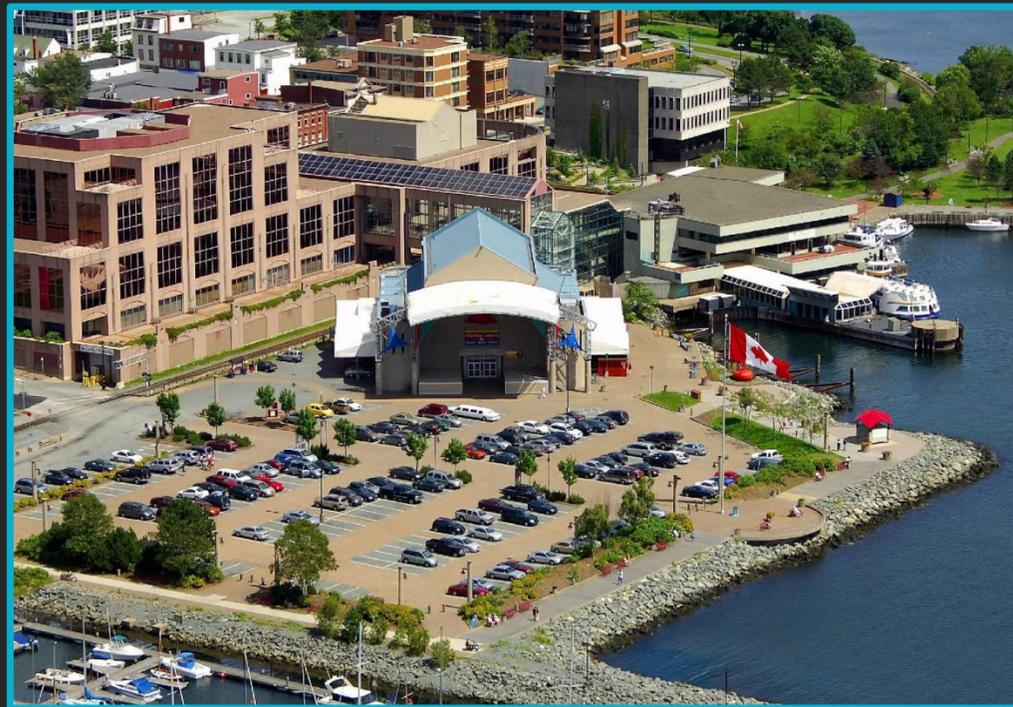


Rock the Harbour

Nova Scotia's Classic Rock Festival

- 3-day outdoor event held at the harbourside Alderney Landing Events Plaza in Dartmouth, Nova Scotia.
- Featuring an outstanding line-up of Classic Canadian Rock bands performing the hits we've loved for decades
- Local musicians and performers representing Atlantic Canada's best!

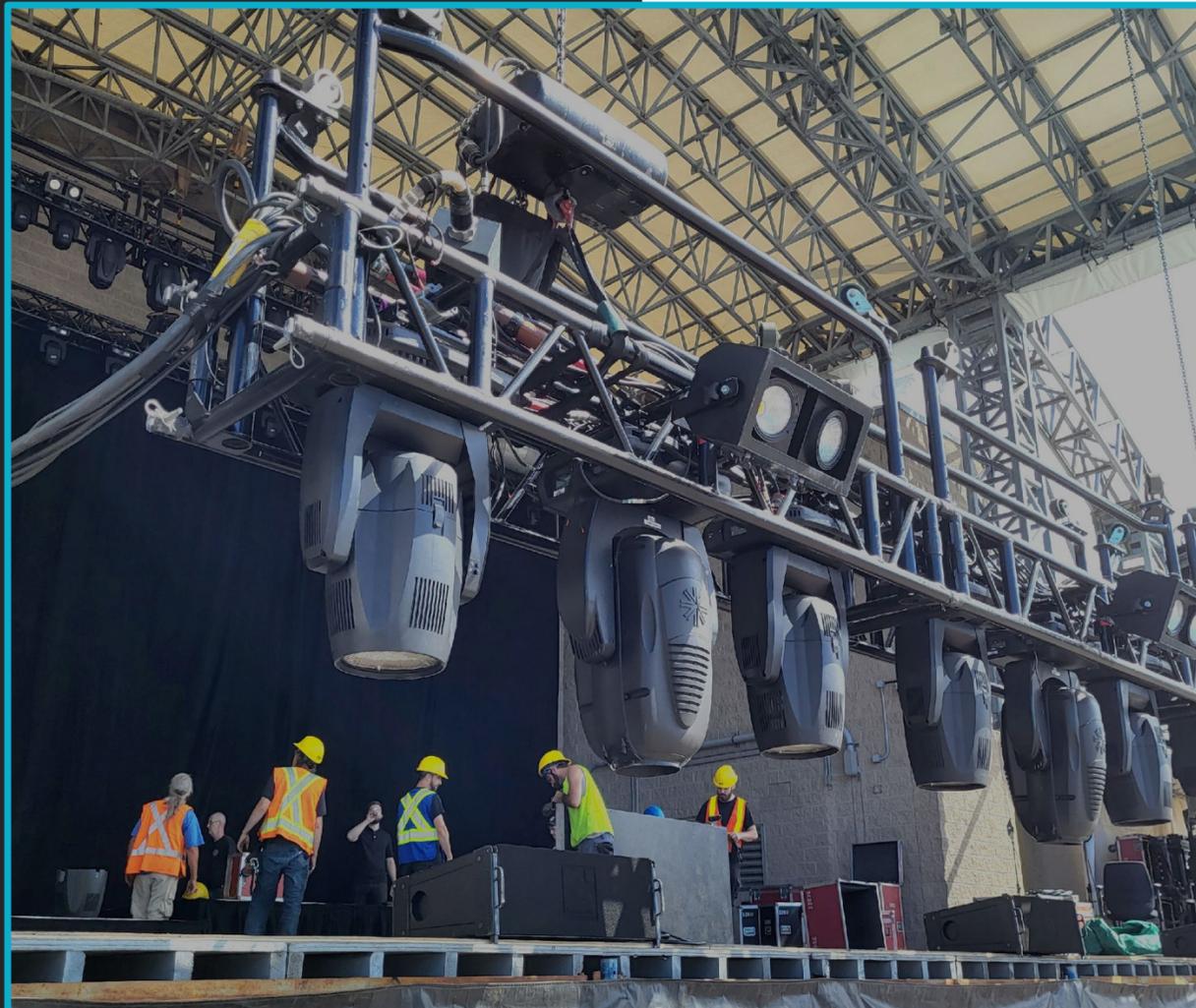
ALDERNEY LANDING



Rock the Harbour

AUG 16 - 18, 2024





LOCALLY OWNED & OPERATED

Alderney Landing is now the producer and owner of Rock The Harbour

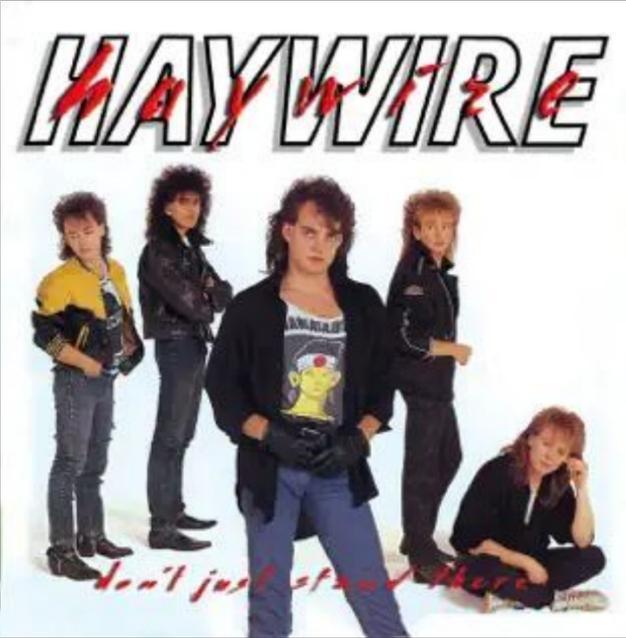
This transition facilitates enhanced revenue opportunities, thereby enabling Alderney Landing to expand its range of community programming initiatives as a non-profit organization.

Example: In 2024, "Allstar Cresting" partners with Alderney Landing as the sole provider of official Rock the Harbour merchandise and apparel.

In 2023, all merchandise sold out.



Rock the Harbour 2024



This year, the event has grown to include local (Atlantic Canadian) Classic Rock Bands.

EXPANSION OF MUSICAL REPRESENTATION

This expansion of musical representation signifies the event's growth and enhances the local content.

Atlantic Canadian Bands at Rock the Harbour 2024:

- Razorboy (Dartmouth)
- Titan (Dartmouth)
- Haywire

27% of the 2024 lineup is from Atlantic Canada!



INCREASED INVOLVEMENT OF LOCAL CHARITIES

- Last year, local charities volunteered their time to assist with the event, increasing the number of community members benefiting from their holiday meal program.
- This year, volunteer involvement has expanded to now include **Feeding Others Of Dartmouth, Kiwanis Group Dartmouth, and the Halifax Progress Club.**
- Charities will receive a donation for their labor based on standard staff rates, enabling them to offer additional support to the community.

INCREASED INVOLVEMENT OF LOCAL CHARITIES



Canadian Progress Club
HALIFAX CITADEL

Volunteers in our
community helped
Rock the Harbour
give back!



Rock the Harbour 2023
raised \$7568 for
Canadian Progress
Club Halifax Citadel.

Rock the Harbour 2023
raised \$3935 for Feeding
Others Of Dartmouth –
Margaret's House



INCREASED LOCAL EMPLOYMENT

With 2024's festival being managed at a local level, there has been a noticeable upsurge in the availability of employment opportunities within the community, thus contributing to the stimulation of the local economy and fostering a sense of community engagement and empowerment.



INCREASED LOCAL EMPLOYMENT

Some of the employment opportunities that Rock the Harbour brings include:

Security

Food Trucks

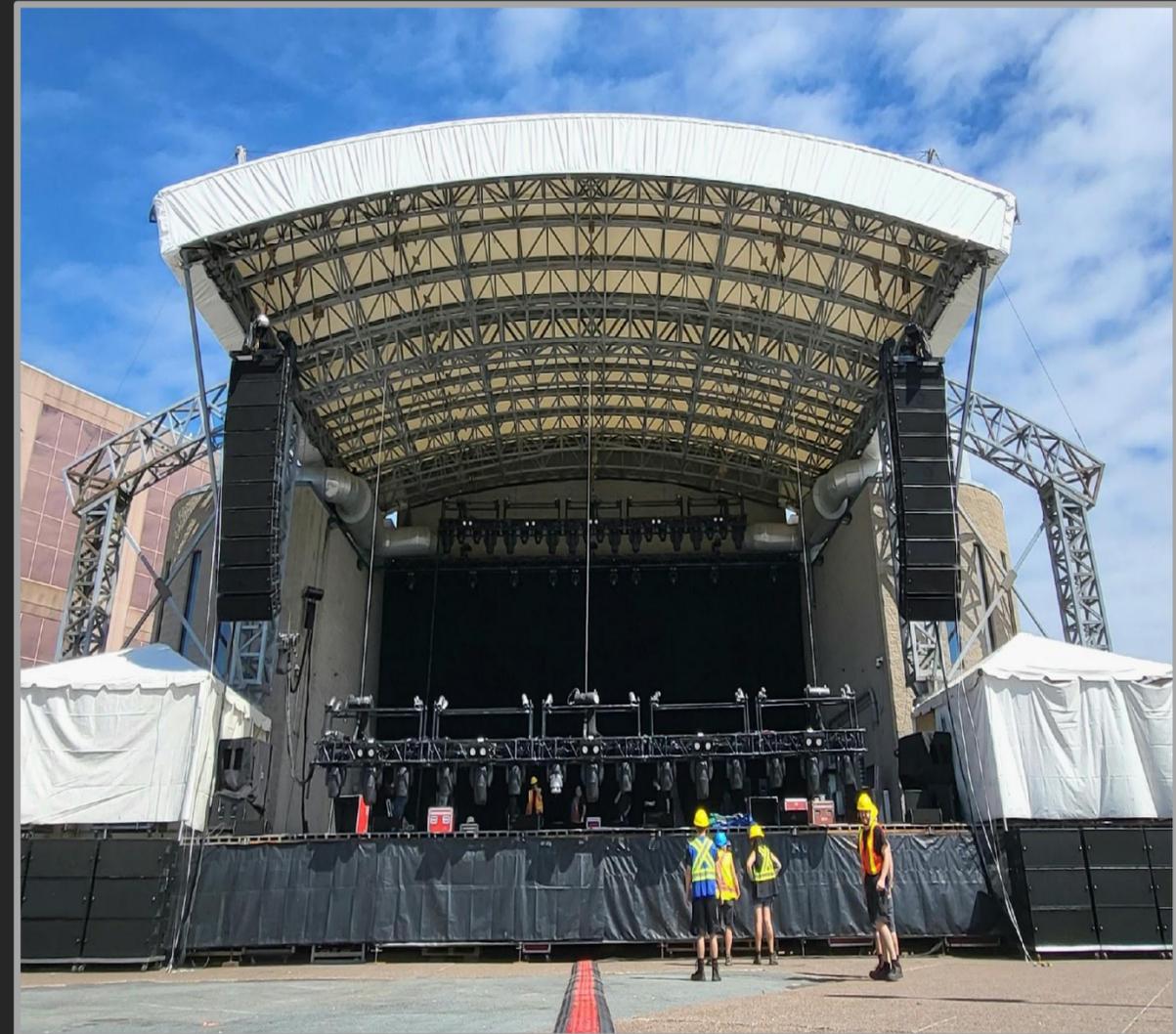
On-site merchandise printing

Set up/Tear down

Production Assistants

First Aid Providers

Local Influencers



INCREASED LOCAL INVESTMENT – Hotel room stays

122 hotel rooms have been booked for Rock the Harbour performers alone.

A minimum of **3500 out-of-province** concert-goers expected to be booking hotel rooms.

Local radio stations contesting to provide tickets and a minimum of **80 additional hotel room nights**.

INCREASED LOCAL INVESTMENT - Attracts out of province tourism

Over 60% of media spend has been directed to those in Atlantic Canada, outside the HRM.

Media Spend is \$40,000

Rock the Harbour 2023 attracted attendees from Ontario, Quebec and the United States.



INCREASED LOCAL INVESTMENT

Local Businesses

*Visitors to Alderney Landing spend \$36,195,840 annually at nearby businesses.

Rock the Harbour is projected to be the largest single contributor to this total boost to the local economy

Qualitative Community Impacts

Alderney Landing volunteers increase their future job prospects, community members develop deeper appreciation for diverse culture showcased at Alderney Landing, and as one attendee put it,

“Events at Alderney Landing bring out the best in us!”

***Numbers are substantiated in Alderney Landing’s Economic Impact Report**

TIXR



NOVA SCOTIA'S CLASSIC ROCK FESTIVAL

Aug 16 - 18 at Alderney Landing, Dartmouth, NS

FRIDAY AUGUST 16	SATURDAY AUGUST 17	SUNDAY AUGUST 18
DOUG & THE SLUGS	TITAN	RAZORBOY
ALDO NOVA	HAYWIRE	BARNEY BENTALL & THE LEGENDARY HEARTS
GLASS TIGER	CHILLIWACK	THE STAMPEDERS
	54.40	HEADPINS

\$ 200 CAD

Weekend Pass

\$ 75 CAD

Single Day Passes

2024's Ticket sales will be facilitated via TIXR – Alderney Landing's new ticketing provider.

Tixr provides increased opportunity for targeted marketing and tracking where visitors travel from.



LOCAL ROCKS!

These changes and growth signify
Rock the Harbour's evolving role in:

- Supporting the community
- Expanding its reach
- Fostering local participation and support

THANK YOU

QUESTIONS?