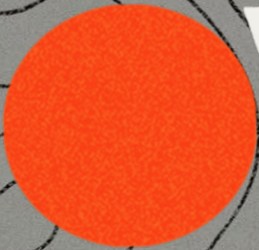
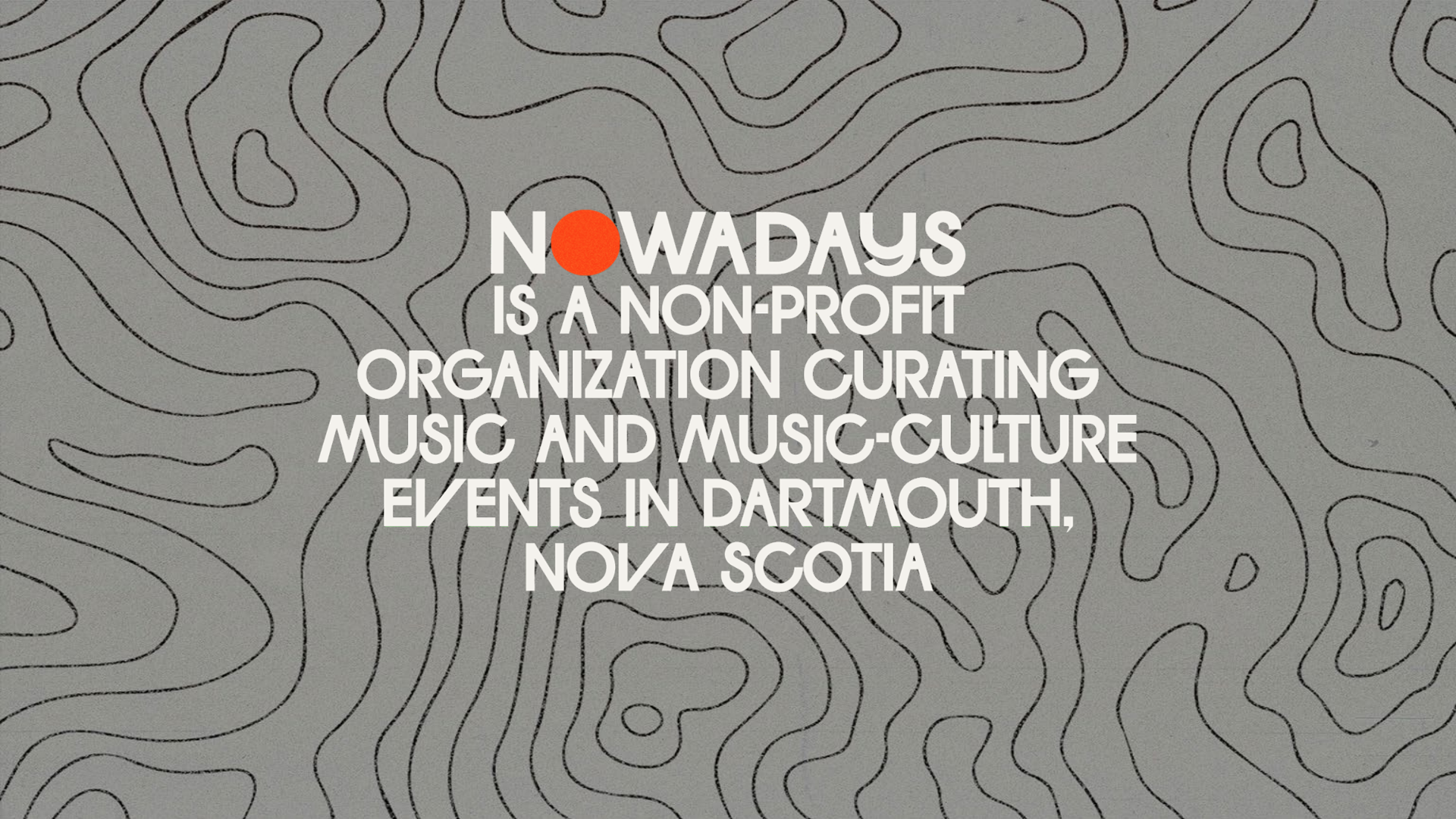


**N**  **OWADAUS**



The background of the image is a grey topographic map with white contour lines. The text is centered over the map.

**N**OWADAYS  
IS A NON-PROFIT  
ORGANIZATION CURATING  
MUSIC AND MUSIC-CULTURE  
EVENTS IN DARTMOUTH,  
NOVA SCOTIA



The background of the image is a grayscale topographic map. It features a complex pattern of white contour lines on a dark gray background. The lines are irregular and wavy, representing the elevation of a terrain. The overall effect is a textured, abstract pattern that resembles a map of a hilly or mountainous region.

**OCTOBER 10 - 13, 2024**

## FUNDING FOR...

- Artist and Audience Hospitality, Accessibility
- Artist Fees, Accomodation, Hotel Blocks, Out-Of-Town and In-Town Transportation
- Technician fees
- Off-season community development initiatives and **NOWADAYS** growth projects
- Developing compelling marketing strategies and dissemination





The background of the image is a grayscale topographic map with intricate contour lines. The lines are irregular and wavy, creating a complex, organic pattern that resembles a landscape's elevation. The text is centered over this pattern.

**Our primary goal is to build upon Dartmouth's creative echo that boomed in the 90s and with The Pop Explosion to increase national and foreign awareness of Dartmouth's travel-worthy displays of creativity.**









**WHO ARE WE?**





nsc

VISOR



## TODAY'S PRESENTATION

Where we've identities issues, and our strategy to solve them as outlined in our:

- Marketing Strategies
- Business Growth Plan
- Spin off/economic impact
- Infrastructure development





The background of the image is a light gray topographic map with black contour lines. The lines are irregular and wavy, creating a complex, maze-like pattern that suggests a rugged terrain or a complex landscape. The text is centered over this background.

# INDUSTRY CHALLENGES & INNOVATION



## **HOW DO WE GET PEOPLE HERE?**

CLEAR, EASY AND AFFORDABLE TOURING AND TOURISM SYSTEMS

Issue exists: artists aren't coming here, people aren't coming here

## **HOW DO WE GET PEOPLE TO COME BACK?**

AMPLIFY ARTIST AND AUDIENCE HOSPITALITY & CURIOSITY

Invest more money in what people receive, instead of cliched promotional tactics

## **HOW DO WE CREATED LASTING MEMORIES/IMPACTFUL EXPERIENCES aka NEW HISTORY?**

REIMAGINING VENUES AND VENUE ACCESSIBILITY

Placing venues in the heart of town, in non-hierarchical and historically enriched places

## **HOW DO WE COUNTERACT AUDIENCE/ARTIST ALIENATION?**

VOLUNTEER AND OUTREACH

Creating immersive volunteer, educational, and community oriented programs





The background of the image is a light gray topographic map with black contour lines. The lines are irregular and wavy, creating a complex, organic pattern. The text is centered in the middle of the image.

# MARKETING STRATEGY



## A QUICK NOTE...

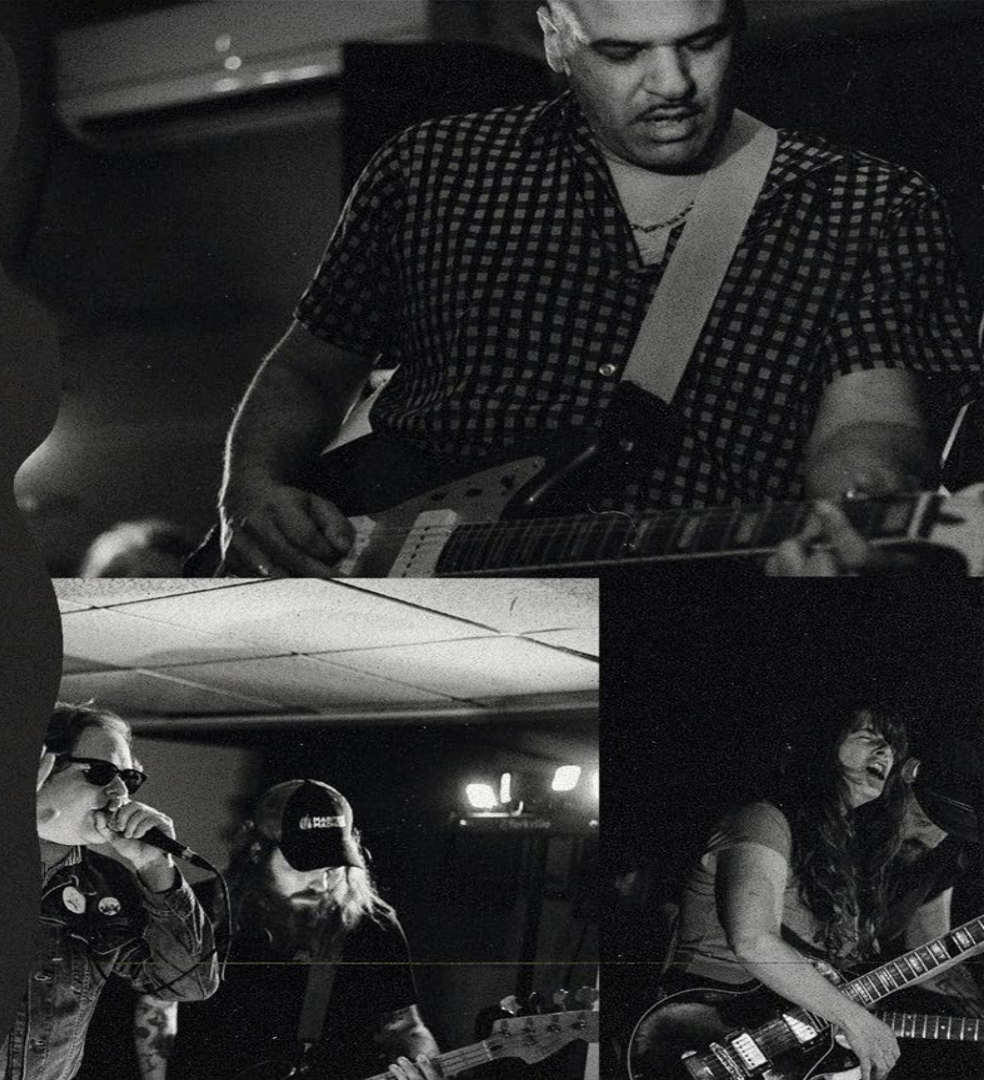
As we develop and implement our marketing strategy, it's important to remember that Halifax has a distinct personality. There's a friendly, goofy, and warm-hearted authenticity to the east coast. As our festival grows, we aim to reflect our city's personality in every aspect of promotion. While many festivals exude a sense of streamlined professionalism, we believe it's crucial for our professionalism to also convey humor, humility, and a spirit of play in order to stay true to what makes the east coast an appealing place to visit. We think that by showcasing this human, neighbourly, and authentic personality in our online presence and throughout the festival, we can set ourselves apart from other well-known music festivals.





# WE AIM TO . . .

1. Build brand awareness and recognition. Create a loyal and engaged community of fans.
2. Drive ticket sales and revenue growth.
3. Position the festival as a unique and desirable experience. Increase attendance and tourism in cities off-season and year-round.
4. Reimagine how live events are hosted and what a venue consists of, by placing our festival in the heart of Dartmouth in locally immersive venues.
5. Build strong relationships with local and international partners and create an annual “build up” towards our imminent festival.
6. Maximize social media engagement and online presence.
7. Encourage word-of-mouth marketing and lore through guerrilla marketing tactics.
8. Stay competitive and relevant in the festival market. Understand what technological advancements make seeing shows smoother, safer, and easier for attendees and volunteers.
9. Showcase local talent and support the local music scene. Offer a diverse and appealing lineup and programming.
10. Ensure effective communication and customer service. Monitor and evaluate the success of marketing efforts







## **PERFORMANCE INDICATORS**

Some key performance indicators that we will measure based off our marketing strategy include:

1. Annual ticket sales and revenue
2. Social media engagement and followers
3. Website traffic and online engagement
4. Festival attendance and capacity
5. Customer satisfaction and loyalty
6. Sponsorship and partnership involvement and revenue
7. Media coverage and press mentions
8. Brand recognition and awareness
9. Marketing return on investment
10. Fan engagement and community growth



## COLLABORATE WITH LOCAL AND NATIONAL RECORD LABELS, ART COLLECTIVES, AND DIY PROMOTERS:

- 1. Co-curated lineups:** Work with record labels and DIY promoters to co-curate lineups, showcasing their artists and affiliates.
- 2. Exclusive content:** Partner with record labels to offer exclusive content, like festival-themed playlists or limited-edition releases.
- 3. Artist showcases:** Host showcases for record labels and art collectives, highlighting their talent.
- 5. DIY workshops:** Partner with DIY promoters to offer workshops and panels on music production, marketing, and more.
- 6. Label takeovers:** Invite record labels to curate their own stages or areas at the festival.
- 7. Artist meet-and-greets:** Organize meet-and-greets and signings with artists from partnering record labels.







## INTERNATIONAL PRESS AND MEDIA OUTREACH:

1. Invite international music journalists and influencers to cover the events, entertainment, and cultural developments occurring during and around the festival.
2. Create impressive and specialized press kits for every media personality or institution approached. Our press kits come with gifts, promotions, and art that evoke a sense of play and nostalgia for the DIY days of the 90s. Inspire media to attend our events because of the thoughtful effort put into personalized promotional invitations and announcements.
3. Collaborate with international music blogs, social media reviewers, and tastemakers for features and video reviews. We'll promote their work if they give us a shout-out!
4. Reach out to connections at Spotify and Apple Music to collaborate on the original Nowadays original playlist.
5. Connect with international and national campus radio. Develop opportunities for Nowadays artists to come to universities to speak or play shows.
6. Activate relationships with national television and radio institutions (CBC, BBC) and organize opportunities for local and scheduled artists to promote the festival on television morning shows, national radio, and interview specials.



## PHYSICAL MEDIA

1. Create a zine or DIY publication showcasing local art, music, and culture. Collaborate with local photographers and artists who are young and emerging, and also apart of the 90s scene that put Halifax on the map.
2. Create collector's items only purchasable during the festival, and unavailable online: cards, limited edition merch, "NOWADAYS Presents" 7 inch vinyl, and tapes of exclusive recordings. Partner with local and national record stores to sell these rare recordings

## DIGITAL CONTENT

1. Produce high-quality live streams and video content showcasing festival performances and local talent. Collaborate with record labels to record and release high-quality live performances from the festival as both exclusive album/film packages.
2. Produce unique, high-style music videos for local artists with our team of media-savvy artists and technicians. Develop a videography brand that sets us apart from other popular internet programs like Tiny Desk, KEXP or La Blogothèque.
3. Distribute content through video streaming by partnering with services like Mubi, CBC Gem, and Bravo



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# **BUSINESS GROWTH PLAN**



## 2023

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	10	5	4	3
Volunteers	30	5	0	0
Spectators	650	70	10	5
VIPS (sponsors, government officials, etc)	10	5	3	3
Media	5	5	5	3
Totals Per Category	705	90	22	14
			<b>Total</b>	<b>831</b>

## 2024

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	14	7	6	4
Volunteers	42	7	0	0
Spectators	910	98	14	7
VIPS (sponsors, government officials, etc)	14	7	4	4
Media	7	7	7	4
Totals Per Category	987	126	31	20
			<b>Total</b>	<b>1163</b>

## 2025

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	20	10	8	6
Volunteers	59	10	0	0
Spectators	1274	137	20	10
VIPS (sponsors, government officials, etc)	20	10	6	6
Media	10	10	10	6
Totals Per Category	1382	176	43	27
			<b>Total</b>	<b>1629</b>

## 2026

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	27	14	11	8
Volunteers	82	14	0	0
Spectators	1784	192	27	14
VIPS (sponsors, government officials, etc)	27	14	8	8
Media	14	14	14	8
Totals Per Category	1935	247	60	38
			<b>Total</b>	<b>2280</b>

## 2027

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	38	19	15	12
Volunteers	115	19	0	0
Spectators	2497	269	38	19
VIPS (sponsors, government officials, etc)	38	19	12	12
Media	19	19	19	12
Totals Per Category	2708	346	85	54
			<b>Total</b>	<b>3192</b>

## 2028

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	54	27	22	16
Volunteers	161	27	0	0
Spectators	3496	376	54	27
VIPS (sponsors, government officials, etc)	54	27	16	16
Media	27	27	27	16
Totals Per Category	3792	484	118	75
			<b>Total</b>	<b>4469</b>

## 2029

Estimated Attendees	Local	Other NS	Canada	International
Participants (performers, organizers, staff,	75	38	30	23
Volunteers	226	38	0	0
Spectators	4894	527	75	38
VIPS (sponsors, government officials, etc)	75	38	23	23
Media	38	38	38	23
Totals Per Category	5308	678	166	105
			<b>Total</b>	<b>6257</b>



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# **SPIN OFF AND ECONOMIC IMPACT**



**Increased Foot Traffic:** An additional 300 people in downtown Dartmouth for three days and nights. Estimated to double by 2029.

**Economic Boost:** Positive impact on local restaurants, bars, and coffee shops.

**Job Creation:** Continued growth will require the hiring of dedicated staff.

**Community Engagement & Educational Opportunities:** Involvement of volunteers from local music schools, fostering partnerships between the schools and the city. Providing students with practical experience, demonstrating the value of music beyond the academic setting.





# THIS YEAR

Rooms Blocked: 30

Estimated Rooms: 28

Nights: 3

Room Nights Generated: 84





**BY 2029**

Rooms Blocked: **300**

Estimated Rooms: **280**

Nights: **3**

Room Nights Generated: **840**





# THIS YEAR (Estimates)

Estimated 5 drinks per person/per day

Average \$9 a drink x 5 x 300 = **\$40,500**

Estimated 2 meals per day per person

Average food expenditure is \$35 (between meals & snacks) x 3 x 300 = **\$31,500**

For a estimated revenue increase of **\$72,000**

This is on top of the average 3 day weekend sales for business as usual in Dartmouth





## **BY 2029 (Estimates)**

Estimated 5 drinks per person/per day

Average \$9 a drink x 5 x 600 = **\$81,000**

Estimated 2 meals per day per person

Average food expenditure is \$35 (between meals & snacks) x 3 x 600 = **\$63,000**

For a estimated revenue increase of **\$144,000**

This is on top of the average 3 day weekend sales for business as usual in Dartmouth





# TOURISM AND TRAVEL PACKAGES:

## For Audiences

1. Collaborate with local tourism boards, travel agencies, hotels, and via rail to offer festival-focused travel packages.
2. Collaborate with city-wide businesses to develop discounted and specialized activities that highlight natural, historical, and modern attractions. This can range from daily ocean view hiking excursions that end in a haunted pub walk, or collaborating with the vintage stalls and stores in town to develop a festival adjacent vintage crawl.
3. Ticket bundles: Offer bundles with record labels and DIY promoters, including festival tickets and exclusive merchandise.

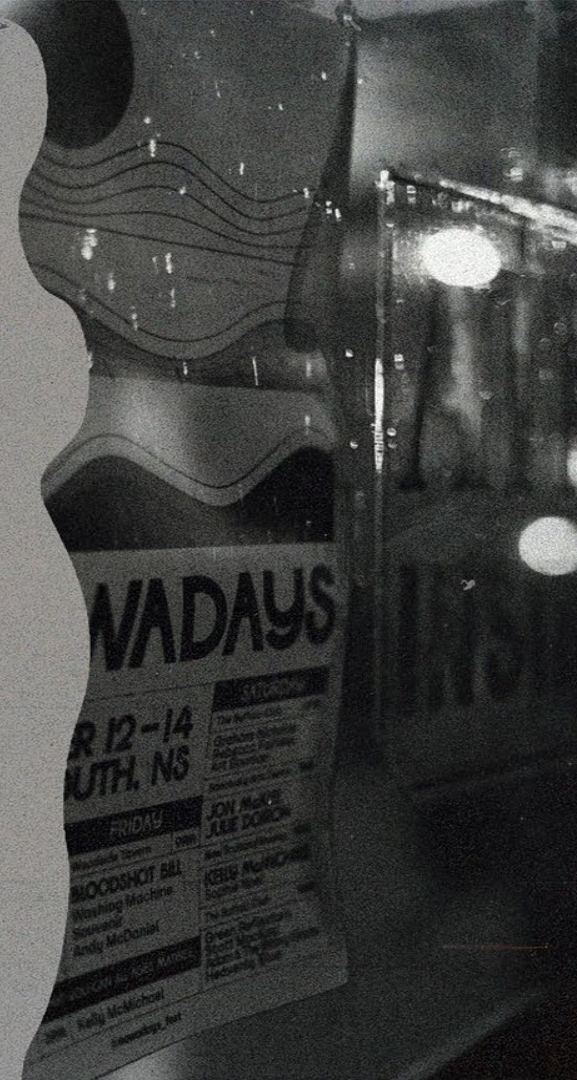
## For Artists

1. Offer competitive fees, hospitality, and hotel amenities. Create a pass for artists that provides significant discounts at local food, shopping and wellness sources. Thank them for taking the time to visit us in Halifax, and honour their choice by making their trip cost-effective and deeply hospitable.
2. Develop a comprehensive touring system that is both cost-effective and professionally fulfilling for artists. Create a "Path-To-Play" that takes artists from Quebec to Halifax with unique and rewarding gigging opportunities throughout the east coast.



# ARTIST RELATIONS AND BOOKING:

1. Establish relationships with international booking agents and promoters. Partner with renowned festivals worldwide for co-productions, artist swaps, or joint marketing initiatives.
2. Host intimate, secret shows and pop-up events in unconventional venues (warehouses, art spaces, etc.) maintaining the NOWADAYS mission to subvert venue and performance expectations. Throughout our 5 year plan, we hope to explore a wide variety of atypical spaces, heritage buildings, and secret locations that reveal the historic infrastructure of Halifax but also keep every event viscerally unique.
3. Artist-in-residence programs: Partner with art collectives to offer artist-in-residence programs, supporting emerging talent. The artist in residence is provided free accommodation, meals, promotion and guaranteed 7 shows around East Coast Canada.
4. Brand ambassadors: Appoint artists from partnering record labels and countries as brand ambassadors.





The background of the image is a grayscale topographic map. It features a complex pattern of thin, dark contour lines that meander across the frame, creating a sense of depth and texture. The lines vary in thickness and spacing, representing different elevations or levels. The overall tone is a muted, light gray.

**THANK YOU!**