



REGION 16 SWEET ADELINES REGIONAL REPORT Year-end April 30th, 2020



The Region 16 Sweet Adeline Year from May 1st, 2019 through April 30th, 2020 was a productive one with many regional accomplishments while overcoming the COVID-19 challenges in the last 6 weeks of the year that affected both Convention 2020 as well as plans for the coming 2020–2021 year.

MEMBERSHIP

- Region 16 currently has 692 members (22 of which are Chapter at Large) and 19 choruses. Membership in the region has decreased by 5% over the last (2019-2020) year.
- Membership growth and retention is a key priority of the Regional Management Team. To support this, the following activities were organized:
 - A Membership Coordinators' luncheon Fall Music School for networking and sharing of ideas. (Attended by twelve choruses.)
 - Brainstorming membership strategies with three choruses
 - Referring seven potential members to choruses in their area
 - Developing schedule and resources for June 2020 Membership event

QUARTET SCHOOL

- Date: June 8, 2019
- Location: Durham College, Oshawa, Ontario
- Guest Faculty: Mo Field
- Attendance: 57 attendees with 9 complete quartets. This number was similar to the last Quartet School in 2017.
- Financial: This was planned to break-even, yet there was a small surplus of \$317.
- Feedback: Very positive.
- Next Quartet Event: Generally, quartet workshops are planned for every-other-year, bringing the next one to 2021.

FALL MUSIC SCHOOL

- Date: Held October 25-27, 2019
- Location: Sheraton Parkway Hotel in Richmond Hill, Ontario.
- Guest Faculty: Kim Vaughn
- Attendance: While the attendance numbers generally fluctuate throughout the weekend, there was a high of 258 attendees present for the Saturday evening dinner. This event was not as well-attended as previous years.
- Survey Results: 97% of survey respondents rated both the guest faculty and the overall event as "Good" or "Excellent."
- Seminar Song: A new song was purchased and provided to attendees to be sung, and used as a skills vehicle, throughout the weekend.
- Very Large Quartet Contest: This bi-annual event had 9 competitors, was well-attended and received excellent feedback.
- Directors: A Director & Assistant Director class and luncheon discussion/advice opportunity was held with the guest faculty.
- Membership: A Membership Coordinators luncheon for sharing and connecting was held.
- Financial outcome: This event experienced a loss of \$9,840 mainly due to the inability to meet food and beverage target which, in turn, is due to decreasing attendance over some prior years.



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CONVENTION

- Date & Location: Originally planned for April 2-5, 2020 at the Performing Arts Center in St. Catharines, Ontario.
- Cancellation: Upon receipt of notification from Sweet Adelines International on March 12th, 2020 that all regional competitions would be canceled due to the pandemic, Region 16 in-tun canceled our event.
- Education Class: convention workshop with Peggy Gram subsequently cancelled.
- Mass Sing: 7 retired but still active front-line directors were engaged to each direct a song. (This event was likewise canceled.)
- Financial:
 - Budget - A budget of \$50,000 was originally set.
 - Reimbursements - Non-member (guests), photos and videos orders and program ads, hotel deposits & meals were all refunded.
 - Contracts - The Performing Arts Center venue, bussing and hotel contracts were all cancelled without penalty.
 - Unrecoverable Expenses - \$4,342 (\$2200 for medals and awards which will be used at future conventions, \$820 for webcast videographer un-refundable fee deposit and flight, \$735 for administrative expenses that included badges, meetings, stipends and honorariums to the convention team.)

EDUCATION

- Internationally Funded Chorus Visits:
 - Faculty mileage and tolls were covered by Sweet Adelines International for 18 internationally funded coaching visits to Region 16 choruses.
 - The total dollar savings to choruses: \$2700 USD
- Quartets:
 - Region 16 has 25 registered quartets as of year-end.
 - Both private and under-glass quartet coaching was provided at Music School with excellent feedback having been received.
 - Region 16's Quartet Coordinator published regular monthly Sixteenth Note articles with helpful information for quartets.
 - Quartet School – See separate section on Page 1 of this report.
- Young Women in Harmony: Two (2) YWIH grants @ \$250/each were paid to Region 16 choruses holding youth workshops.
- Music School: See "Music School" section earlier in this report.

DIRECTORS

- Director Certification Program (DCP) : A review of DCP files determined the records are up to date and in order.
- Director Communication - In an effort to increase communication:
 - Several Sixteenth Notes articles for directors were published as reminders of the availability and importance of both the DCP and Fall Music School.
 - More posts with information of interest were made to the Regional Directors Facebook Group.
- Director Networking/Sharing: A Director & Assistant Director class and luncheon discussion/advice opportunity was held with the guest faculty at Fall Music School. Feedback was positive and this was deemed a success.



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MARKETING

- A new Region 16 logo contest was held, and a new logo created and launched.
- A "Marketing" column was created for the Sixteenth Notes to reach out to choruses with marketing tools that are available to them.
- Established new hashtags for Chorus and Regional posts to social media accounts.
- Recommended Facebook programs/themes for regional page postings.
- Edited promotional means for regional educational events.
- Participated in the Marketing Coordinator Sweet Adeline's Facebook Group to share ideas and keeping up to date on other regional activities.

FINANCIAL

This year it was decided that an annual financial report to the membership would be provided. Please note that all figures are in USD.

Profit & Loss (P&L):

- The P&L for the period May 1/19 to April 30/20, shows a surplus for the year of \$33,276. During the year each event is assessed on profitability and the P&L statement is structured to show the results. The purpose is not to make money on educational events, but to break even financially.
 - Quartet Workshop: See page 1 of this report for details.
 - Regional Convention: See page 2 of this report for details.
 - Fall Music School: See page 1 of this report for details.
- When the budgeted cost of convention is taken into consideration, together with subsidies to the winning choruses, a loss of \$26,724 would likely have been the actual outcome this year.
- [Click here](#) for Profit & Loss Statement.

Balance Sheet:

- The Balance Sheet as at April 30/20, shows strong reserves of \$494,412, represented by cash balances. Should convention have taken place, this would have been reduced to \$467,688 and still leave the region in a strong financial position.
- There was much discussion by the RMT this past year re. using some of this equity to support the region membership, and about the best way to do this so all members would benefit. When the pandemic came along, the unanimous decision was made to waive the \$100 USD regional assessment for May 1/2020 – April 30/2021. The expected loss in doing this for the following fiscal year was approximately \$90,000, reducing the region's reserves to \$404,412.
- [Click here](#) for Balance Sheet

Pandemic-Related Information - Regional Assessment Waiver (Communicated April 14th, 2020):

- All Region 16 regional assessments were waived for the next fiscal year. This means the \$100 USD per member assessment for the period of May 1, 2020 - April 30, 2021 *was not collected*.
- This \$73,500 assessment waiver was funded by a special Region 16 reserve fund set aside for an emergency as a result of careful regional treasury accounting over the past many years.

In looking forward, Region 16 stands in good financial shape for the next few years but will move cautiously ahead knowing that membership levels will be extremely important to a healthy financial future.



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COMMUNICATIONS

Sixteenth Notes:

- A new header and new look for the newsletter was implemented.
- Reminder emails are now sent in advance of submission deadlines to encourage more participation in the newsletter.
- Submissions from choruses increased considerably over the year.
- The RMT and some Resource Staff now submit regular articles, e.g., Quartet Corner, YWIH News, Education Corner.

Website:

- Successfully complete a conversion and data migration to a new website.
- The new website provider, HarmonySite, gives Region 16 the opportunity to develop new pages and features in the future.

Social Media:

- Region 16's Facebook page had almost 700 posts over the past year, averaging 57 per month.
- Page followers increased by 11% over the past 12 months.

Email communications:

Our Constant Contact program continues to be beneficial to Region 16 in monitoring the open rate for various email communications, e.g., for education events, RMT announcements, etc.