

The impact of a EUROPA CANTAT
festival on the hosting city
by Sonja Greiner, Secretary General

EUROPEAN
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INTRODUCING:

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Music starts and continues during some slides so that the text on the first slides can simply be read

One Voice for Choral Music in Europe

Europe Sings - Sing with Us
Inspiring Events – Lots of Occasions
Meeting International Friends
Research and Life-long Learning

The European Choral Association - Europa Cantat is a founding member of IFCM and a member of the European/International Music Council as well as Culture Action Europe, Musica International, and the International Choral Festival Network.



Looking back - merger

The European Choral Association - Europa Cantat is the result of a merger between Europa Cantat - European Federation of Young Choirs (EFYC), founded in 1960/1963 and the Arbeitsgemeinschaft Europäischer Chorverbände (AGEC), founded in 1955. The merger was completed in January 2011.



This is our new Motto (replacing the old „Mission and Vision statement“)

Membership

The European Choral Association - Europa Cantat has around 50 member organisations in 40 European countries and several hundred member choirs and individual members in over 50 countries worldwide.

The European Choral Association – Europa Cantat cooperates with other associations and music institutes and has recently started cooperating with research institutes.



Reaching Out

The European Choral Association - Europa Cantat directly represents around 2,5 million and reaches out to more than 20 million singers, conductors and composers in over 40 European countries including new and future members of the European Union.



EUROPA CANTAT Festival

EUROPEAN CHORAL ASSOCIATION
EA
EUROPA CANTAT

Tri-annual event since 1961, every three years in another town and country with 2.500 to 4.000 singers, conductors, composers and managers from up to 50 countries in Europe and beyond.

- Atelier rehearsals, Open Singing, Concerts
- meeting others, common meals
- from Gregorian Chant to contemporary music, vocal jazz and hiphop
- conductors' training, managers' training
- special events

europa cantat
XVIII
torino!
www.eactorino2012.it



The last festival was in Torino, Italy in summer 2012



EUROPA CANTAT XIX Pécs 2015

24 July - 2 August

Pécs has 2015 years and reasons to sing!



Hung(a)ry for Singing!

The next festival is going to take place in Pécs, Hungary, in 2015.



We start looking for a host city approximately 4 to 5 years before the event. This means that we or representatives of one of our member organisations has to go and speak to a representative of the city which seems to be ideal for such a festival. Part of these talks will have to be to convince these people that the city must give financial support to the festival and that this will benefit the city!

(In)tangible Impact

- Intangible Impact
 - Advertising
 - Image of the city
 - Impact on the country
 - Music Export
- Tangible Impact
 - Money paid and Money spent
 - future visits
 - future events



When „selling“ the idea to the city we should point out these benefits, explaining which impact such a festival as ours (with 3.000 to 5.000 choral people coming from all over Europe and beyond) will have on the city. I will outline the details, but this is an overview on the different aspects you can describe. In the slides I will mostly be using examples from our last festival in Turin.



This was the Festival EUROPA CANTAT in Turin in July/August 2012. One part of the „impact“ on the city was that the city was „dressed in magenta“ before and during our festival.

Intangible Impact

Intangible Impact – Advertising

- Marketing of the event
 - Brochures sent
 - Advertising in the magazine
 - Advertising on the Internet
- Media reports
- Mouth-to-Mouth propaganda

Intangible Impact – Image

- What the inhabitants will remember
- What the visitors will remember



Especially for smaller cities and cities looking at changing their image (e.g. from industrial city to a cultural city) or attracting more tourism, the intangible impact will be important. The name of this city will be mentioned many, many times in writing, in adverts, in meetings, among people talking with each other, on Facebook and Twitter, on radio and TV programmes, in newspapers etc. But there is also an impact on the inhabitants of the city who will see a city filled with singers



What the **visitors** of the festival will remember, is the beautiful centre of Turin, with great buildings, kilometres of „Portici“ (Arcades) and wonderful squares which during the festival were partly filled with music. Singers met each other all over the historical centre, they listened to concerts in fantastic concert venues and open-air spaces, they met friendly people – and the weather was great.



What the **inhabitants** will remember is that one of their main squares, Piazza San Carlo, was filled with people and music every evening, that they could hear (choral) music all over the town during 10 days, and they saw many happy, smiling and singing and often young people from all over the world, peaceful and interested in meeting people from other countries as well as Italians and the inhabitants of Torino

Intangible Impact

The impact on the host country's choral life, music education etc.

- inspiring young conductors and singers to get involved in international projects

Music export from the host country

- spreading repertoire
- presenting top choirs, conductors orchestras, and soloists
- training young managers
- creating links between choirs



Beyond the „normal citizens“ of the host city, there should and will be an impact on the choral scene and music life in the country. In Turin we had 1.200 Italian participants, without counting those only coming to visit the festival for a day or two. They all learned a lot, sang music of all styles and from around Europe and beyond, which will be sung again in concerts all over the country. And the non-Italian participants sang a lot of Italian music, listened to the best Italian choirs and orchestras and thus got a positive image of Italian choral life.



The music was learned in all these workshops

Tangible Impact

Money paid and money spent

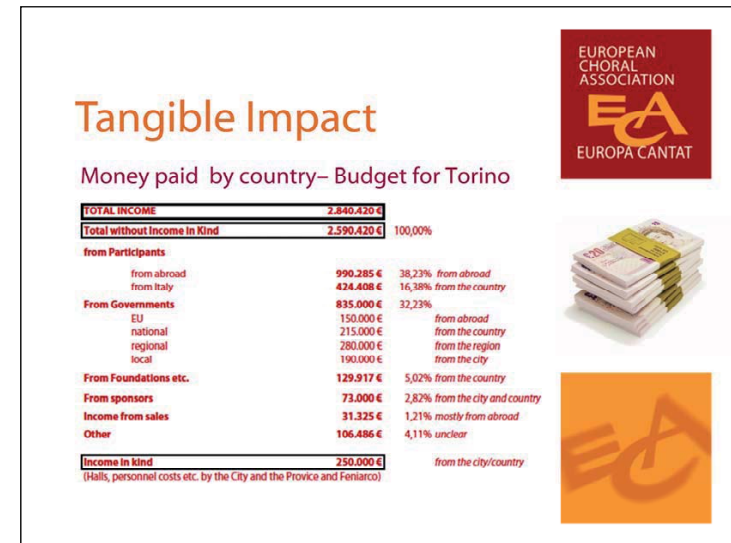
- Income
 - subsidies (international, national, local)
 - Sponsoring
 - contribution by participants
- Expenses
 - food and accommodation
 - Rental costs, stages, light and sound
 - artistic costs
 - money spent by participants directly



But what the city administration is mostly interested in today, is the budget – what will be the main sources of income and what will be the main expenses. The main reason why our festival shows a clear financial benefit for the host city is that our participants pay a participation fee, mostly covering costs for food and accommodation but also a small basic fee as contribution to the Artistic costs. In addition we usually manage to bring in subsidies from the European Union.



The total budget of our last festival was of approximately 2,5 Million EUR, including food and accommodation for the participants who asked the festival to organise their accommodation and their meals (about 3.000 beds in hotels, university homes and hostels, plus a total of almost 32.000 meals). A large number of people involved (about 2.500) live in Torino or organised their own food and accommodation. The festival is part of the Multiannual European Cooperation project „VOICE – Vision on Innovation for Choral Music in Europe“.



Looking at the income within our budget – you can see how much money was paid by:

-The City, the Region and the Country = subsidies from the country = 685.000 EUR public money from Italy

Plus approximately 600.000 EUR privat money from Italian participants, foundations and sponsors

- The participants, the European Union = money from outside the country = 150.000 EUR public money plus approximately 1 Million private money from participation fees

Tangible Impact



Money spent in country – Budget for Torino

TOTAL EXPENSES	2.846.105 €	
Total without expenses in kind	2.596.105 €	100,00%
Organisation	432.919 €	16,68%
Personnel	197.533 €	Remain in City
Travel Commissions + staff	75.036 €	Mostly go abroad
Travel Artists	54.100 €	Mostly go abroad
Office Costs	26.250 €	Remain in City
License Fee	80.000 €	Go abroad
Artistic	308.658 €	11,89% Mostly abroad
Concerts, Ateliers etc. (scores, fees to conductors, composers, orchestras, guest choirs and groups etc.)		app. 20% in the country
Production / logistics	1.560.367 €	60,10%
Accommodation	573.672 €	Remain in City
Food	424.428 €	Remain in City
Local transportation	49.165 €	Remain in City
Hiring of venues + instruments	231.792 €	Remain in City
Design of venues	150.578 €	Remain in City
Representation	12.243 €	Remain in City
Other expenses (copyright etc.)	118.489 €	Remain in City/country
Communication	294.160 €	11,33% Remain in City/country
Expenses in kind	250.000 €	Remain in City/country
<small>(Halls, personnel costs etc. by the City and the Province and Feniarco)</small>		





Looking at the expenses within our budget – you can see how much money was spent

- In the City = over 2 Million EUR plus expenses in kind
- Outside the city/the country = around 500.000 EUR

Of course there are also some „mixed“ expenses ...


Tangible Impact



Money paid and money spent – Torino 2012

Summary Torino Budget 2012

Income from the country	1.418.811 €	49,85%	2.840.420 €
Income in kind:	250.000 €	8,78%	
Income from abroad	1.171.609 €	41,17%	
Money spent in the country	2.140.042 €	75,19%	2.846.105 €
Expenses in kind	250.000 €	8,78%	
Money spent abroad	456.063 €	16,02%	
More money spent in the country than the country is contributing	721.231 €		




Here you can see the summary – and the difference, meaning how much money MORE was spent in the city/the country than the city, the region and the country invested into the festival. And this is only the amounts we can prove DIRECTLY from our own budget.

Tangible Impact

Money paid and money spent

In addition

- Hotels paid by participants themselves (over 1.100 people – average of 6-7 nights)
- Money spent by participants in restaurants (1.300 people, 7 days, 2 meals/day)
- Money spent by participants in shops
- Money spent by participants coming back for holidays
- Future events organised as consequence



In addition to the direct impact which can be proved by the budget, there are further expenses which are partly more difficult to prove. We are still waiting for the statistics from the Hotel system to have exact figures, but we know that about 1.500 participants of the festival did not book their hotel rooms through us and deducing the amount of people living in the region we estimate that **a bit over 1.100 people booked their own hotel rooms** for an average of 6 to 7 nights for average costs of 60 EUR per person which represents a total of **a bit under 450.000 EUR**.

Also, around 1.700 people organised their own meals, deducing the ones living in Torino and the region we estimate that **around 1.300 people paid their own meals in restaurants** for an average of 7 days, 2 meals a day, 10 to 15 EUR per meal, which would mean **another 230.000 EUR** .

These are expenses that can still be proved fairly easily, the following once, of course, cannot be put into figures: souvenirs and presents bought, money spent when people come back on holidays – and future events happening because of our festival being organised in Turin.

A careful estimate of the Management Team is that the total expenses made in the city are about double the total direct budget (approximately 5,5 Million EUR)

Some quotes

Mainz 2006 – article after the festival:

„The ten-day choral festival EUROPA CANTAT In August could be felt (in the middle of the period in which hotels usually have few reservations)“

Chorfestival füllte Kassen der Geschäfte
Altstadt-Händler: Nach WM und Hitzewelle kamen „3000 kultivierte Menschen“ zur rechten Zeit

„Choral festival filled cashboxes of shops – Just in time after heat-wave and Soccer World Championship 3000 cultivated people filled the town“ (Comment of shop-owners in historical centre of Mainz)



Concerning the souvenirs bought we had a very positive feedback from the shop-owners in Mainz after the festival in 2006. Also shopowners in Turin commented upon the fact that our festival participants had a high standard and bought a lot.

Some quotes

Utrecht 2009

In his New Year's Speech the Mayor referred to the EUROPA CANTAT event as the „most important cultural event of the year 2009“



Some further quotes which show how the city was happy to have had the festival

Some quotes

Bonn, Study of the Beethovenfestival

„The Study has shown that the City is profiting from two aspects: on the one hand the vast and mostly positive media reporting which - measured – goes well beyond the subsidies paid by the city (...)
on the other hand the money spent in the region, not only by the festival itself“
(Umwegrentabilität)



And a general quote from the Beethovenfestival in Bonn which had a professional study made about the impact of their festival on the city.

After sadly leaving the city with our festival, we also went back to speak to city officials at the beginning of 2013.

Some quotes

Turin 2012

„We were impressed by the fact that the festival was completely peaceful, there no police intervention became necessary during the complete festival, despite the huge amount of people from different countries involved“

„The EUROPA CANTAT Festival was like the Olympic Games for us – only it cost the city much less money!“



Here is what they said about our festival.

After the festival



After the festival, it often happens to us that the city representatives ask when we can organise the next EUROPA CANTAT Festival in their city. This is a sign of their enthusiasm and the fact that they believe the festival was good for the city. However, our principal is to change the location of the festival every three years, so we cannot return to the same city three or six years later. **This is a great chance for other international festivals – the city of Turin is waiting to host your event!**

Thank you very much for your attention
Sonja Greiner, Secretary General

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