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Community & Neighbourhood Services wanted to put on a cool special event for youth in the Summer.

Ollie Clifton, an exchange employee from New Zealand, wanted to shake things up a bit and proposed the idea of a battle of the bands. With the rising popularity of Canadian/American Idol it seemed like a great idea.
• High demographic of youth in a cluster of communities in NW Calgary (about 30,000) so Toast ‘n’ Jam started in the community of Edgemont in 2003

• Toast ‘n’ Jam has been so successful it has become a city-wide event

• The City is invited to come “Toast” in the warm sun and “Jam” each year to the cool sounds of local youth bands.
To provide Calgary’s youth access to resources & information

To provide an opportunity to local youth bands & individual singers to showcase their talent

To provide a Youth-friendly event that offers a safe environment for all youth to attend and enjoy the benefits of recreation

To promote business unit & interagency collaboration

Increase promotion and awareness of Toast ’n’ Jam
Toast ‘n’ Jam has helped start the careers of many local talents.

One Example of this is Matt Blais of the Matt Blais Connection. From the stage at Toast n’ Jam to experience on the Taste of Calgary stage, City TV’s Breakfast Television and the regular appearance of their songs on Calgary’s Fuel 90.3, the group is exponentially gathering attention throughout southern Alberta. Their debut CD release was released early in August 2008 and has been well received by fans and local critics alike.

In the year following Matt worked with the T n J committee as a youth representative.
Toast ‘n’ Jam
Success Stories

Matt Blais
The Process

What is involved:

Application process
  • Criteria for choosing bands

The Night at Beach Audio
  • Event orientation
  • Educational component
The Process

Setting up the event
• Staging, sound, skateboard ramp, etc.

Playing the event
• Equipment provided by AXE Music
  • 12 min. to play

Judging
• Professionals
• Feedback
Prizes

1\textsuperscript{st} – 8hrs of recording time at The Beach + $250 at Industry Images + and interview and song played on X92.9
2\textsuperscript{nd} - $500 for Axe Music + $250 at Industry Images
3\textsuperscript{rd} - $250 for West 49 + Coke prize pack

Fan Favorite - $500 for The New Black

Band Promo

• CD
• Band sheet

Feedback night at City Hall

• Performance Measures
• How can we improve
Corporate Partners

- AXE
- axemusic.com
- BEACH
- SUBWAY
- INDUSTRY images
- west 49
- 92.9 FM
- Calgary's New Rock Alternative
- Advanced Audio Production
- Canada's Creative Studio
- Calgary Olympic Development Association
- Canada Olympic Park
Innovative Marketing Ideas from Corporate Marketing & Communications

• Facebook Page
• Facebook Marketing
• Media Appearances:
  BT, City Talk, Shaw, CBC, Global
Innovative Marketing Ideas from Customer Service – Communication (Trudy)

- Business Cards
- Overpass Banners
- Email header and footer
- FAQ Sheet
- Large Info Sheets
- Media Kits
- CD of Bands
- DVD
Other Innovative Marketing Ideas

• City Web Page
• CD of Bands
• DVD
• Magazine Ads:
  Beatroute, FFWD, Swerve
• Interview on X92.9
Community & Neighbourhood Services:

CNS Mission: CNS strengthens individuals and communities to thrive by working strategically and with partners to address social and recreational needs

Facilitates/provides access for individuals, families, and communities to a broad range of social services and recreational opportunities
The Social Outcomes:

Youth are exposed to several City of Calgary Business Units which creates awareness and allows opportunity to introduce youth to other City of Calgary programs and services.

The incorporation of a resource fair showcases youth-serving agencies to participants as well as spectators of the event, providing youth with relevant information and awareness of new services.
The Social Outcomes (Cont’d):

The event provides an opportunity for youth to showcase their talent in a safe family oriented environment, which might not otherwise be possible.

Youth of all talent levels are included, creating a sense of belonging and acceptance in order to promote arts and culture amongst youth.
The Social Outcomes (Cont’d):

Partnerships amongst internal and external organizations increase resource sharing and leveraging through the collaborative process

The use of music creates an opportunity for youth not otherwise interested or engaged in other City programming to participate and increase their level of awareness relating City programs.
Spinoffs:

Axetreme Loud Lunch

• Spin off program of Toast ‘n’ Jam to promote arts and music to youth year round

• Loud Lunch is designed to showcase young musical talent in a junior high setting.

• Held over the lunch hour and showcases up to four bands from the school population.

• NO cost to the school
Spinoffs:
New youth program in partnership with The New Black

• Youth learn the history of music
• Positive rewards of musicality
• How to create a band
• How to record a piece of music
• Youth work with industry experts
Toast ‘n’ Jam – A New Direction

• Bring Toast ‘n’ Jam back to “grass roots” youth outreach.
• Engage with local youth in Calgary through the medium of music.
• Create the opportunity for local youth to be more involved in music, showcase their talent, and participate in educational workshops designed to develop their talent.
• Foster a life-long interest in music.
• Encourage and facilitate youth ideas.
• Provide youth access to music industry resources & information.
• To increase participation by Calgary youth in the planning & implementation of the program and possible final performance.
Toast ‘n’ Jam – A New Direction (cont.)

• To partner with local music industry businesses and professionals in order to expose youth to the various aspects of the industry and to provide educational opportunities that will increase their knowledge of the industry. i.e. recording, backstage set up, band promotion, other possible careers/roles in music, etc.

• Increase promotion and awareness of the program and its partners.

• Foster mentoring opportunities by connecting youth with local music industry businesses, professionals and local Calgary bands.

• Provide an opportunity for the participants to showcase their learning’s through a smaller scale performance if they desire one.
Target Audience

- Youth who are...
  - Junior high and senior high school students.
  - Not polished.
  - Solo performers or individuals looking to form their own band.
  - Starting up bands that want to improve their skills.

Outcomes/Measurements

- Specific for each stage of youth audience.
- Increased confidence, increased musical skills, increased knowledge of the music industry.
- Participants are able to apply learning’s from workshops to eventually play at venue, write songs, perform as a cohesive band, further their musical endeavours, etc.
- Conduct a pre- and post- program evaluation of the participants and the partners.
Program details/process

- Workshops to fit levels of experience with music.
- Help them break barriers, graduated experience.
- Success stories from past youth bands.

Workshop Ideas

- Tours of recording studio, radio station, performance venue
- How to tune your instrument, technicals (string guitar, re-head a drum, etc.)
- Stage presence
- Finding your own voice
- Song writing
- Band promotion
- Relationships with venues – finding a place to play
- Networking
- Professional Development and Getting a record deal – pros and cons for musicians
ANY QUESTIONS