

Breakout 1 Notes

Best practices for community outreach and engagement

- Rock concerts for community involvement. Proceeds to charity/local hospital. Lots of attention from concerts, for “organic marketing”. This was never intended to be marketing but store name got mentioned many times, and it has worked well. Musical petting zoos to try instruments, along with mini lessons has worked well.
- “Play date” event with instrument tryouts, pre-pandemic. Shifted so students could try 3 instruments in 30 minutes for a small fee that pays for cleaning/sanitizing. Personal connection & dedicated time with sales employee. Fee goes toward instrument rental as well.
- Approach community outreach & engagement a little differently, as a community partner. Civil unrest close to store led to a grocery store closing. Our store did a food drive to help people in their community, which went very well.
- “Christmas in July” sale with used instruments that people were donating, or with backlogged supplies. Brought community together before school resumed! Plan on doing it yearly.
- Travel around region to band camps to service schools in the area. Great face-to-face time.
- Involved with summer community concert series. Work with the Chamber of Commerce and food trucks. This year, it has been back in full-force.
- Festival events. Drum royale where all students will perform for three minutes, followed by a battle of the bands. The winner gets to perform in large regional arts festival, and on the radio as well.
- Outreach with local churches has been successful. Working on sound systems for outdoor church systems.
- Just say “yes” to opportunities to connect with the community.

Breakout 2 Notes

Best practices for lessons programs and music camps

- Community involvement very important - all comes down to relationships .
- Free lessons metro school district students to help supplement what has been learned in the classroom. Helps maintain relationship with schools.
- Community senior citizens band rehearses in store lesson studios. Beginning to feel the pressure of new variant; going to 100% masks in store. Concerned for any issues that may arise.
- Offers lessons rewards card, which takes students about 2 months to complete. It has been cost effective, and it has been easy to give rewards out to students for completing goals. This has increased involvement tremendously.
- Hosting recitals at different areas around the community. Outdoor recitals at nature centers and community centers have been effective.
- Hosted a junior high school band camp. There were still COVID concerns, so online options are also available.
- Virtual lessons have been able to continue on vacations and on snow days.
- Hosting rock camps, with half-day and full-day options. The half-day option really took off, and more camps were added. Added a show with each camp, and a virtual show. There was a learning curve because we had many students without any experience.
- Hosted a “sing, play, learn today” event in person. Offered four courses for early education, 3 months to 7 years old. Moved away from shared materials and spaced everyone out.