

Breakout 1 Notes

Community-building to promote music making

- 2 locations have very different energies/communities - one location depends on who is the Mayor - relationships with businesses. Lot of park events - rock camp in the park - rained. Christmas tree lighting, Attend monthly town meetings to stay connected - small town makes it easier to foster relationships.
- Community outreach very important- active w/local Chamber - always makes new connections at Chamber events. Administrator of Make Music Milwaukee. Active within schools & community at large. Try to nurture all community relationships - invite community members in to store for jam sessions, recitals, clinics - also go out to do petting zoos & instrument discoveries to get kids hands on instruments - do a lot with libraries & community festivals. Make Music Day also. Partner with other businesses to cultivate music making in the entire community - embrace new creative things - career day, music crafts
- Educational Services - heavily involved in their communities. Customer appreciation days, concerts in parking lots - school groups supportive with volunteering. Music Monday celebration. Starting in a new community you have to get to know a new community - what do you need? How can we help? Each community is different. They want to help however they can. Instrument testing, petting zoos - multipronged approach. Lesson centers, pro store - have to look at each market segment & see how to grow that segment - support is sometimes more important than the sale
- Small community store - tied into community & schools - XMas tree lighting, arts in the park, concerts, equipment/instrument donations, close with school districts, always available for fundraisers & provide sound for many local events. Dueling piano fundraisers - hire them to do a show & charge a fee at the door. Funds raised goes to the sponsor. Be creative & different to be memorable.
- Active in their community - get involved with free emergency repair, display at band festivals, large communities where they are located -

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Community-building to promote music making

- Community outreach important to foster relationships with schools. Sponsored a few university groups. Sponsor music camps which helps with visibility & exposure & get their name out there.
- Connected to local Chambers, recitals held at library, read to kids at elementary school to connect w/local community leaders (good networking opportunity), always on the lookout for unique events - sponsor local sports teams, volunteer for food pantry. Concerts in the park, festivals are resuming.
- Base whole business premise on community first, work w/local theater, provide classes for them, live Facebook each day to connect w/local community, outdoor expos, provide musicians,
- Very community centric, very active with local schools, foundation to help with scholarships, involved with charities & community events, started a jazz club & have met many different musicians thru that, wanted to get more females involved in music so they've increased those numbers, always try to be the "local community music store".
- Very active in their local community, just did earth day celebration & managed the stage & musicians, towns are very connected, bring students to perform, singing telegrams to support local library, play music at a local gallery + many other things too.
- One tip if you are new to a community - be patient - try new things. Make sure that you build relationships & find out what they need from them. Always do it for the right reasons not just to get the sale. Dont expect anything in return & be adaptable (covid). Dont be afraid to fail.

Breakout 2 Notes

Seasonal events: music camps, petting zoos, and more

- Offer practice space in store for jazz arts programs in the community. Interwoven relationships. Be consistent & do it for the right reasons.
- Halloween pet parade- during covid they changed it to a trick or treat event & handed out store/school info. Mothers Day singing telegrams, earth day, any themed day or holiday. New creative ideas.
- Oyster Fry event- started out as a small event but is now a 3 day mega event. Piggy back off these local events.
- Make Music Day a must. All staff play music all day - spills out in the parking lot. Put up a tent - invite community to come out & play music - all ages. Great relationship building community event.
- This spring & summer they are hosting “high interest days” - 30 minute sessions, hands on career day & presentations. Repair tech doing one on how she repairs instruments & have kids try out some instruments. Orchestra member is doing one too on how to play instruments.
- Music universities- invite parents in to ask about careers in music & different colleges/universities that have great music programs. Expand customer questions into actionable events/solutions.
- Go to universities & speak with music professors about careers in the industry to educate their students. Could do a zoom meeting with parents who have questions about college music programs. Look at the whole year & space out events nicely. Let events evolve & adjust & improve.