

# Les AMIS Concerts

Michael Pepa Artistic Director



Les AMIS Concerts

*Great Art Through  
Great Music  
Always*

# Les AMIS Concerts

(Charitable Status: 11901 4058 RRR0001)



🎵 35 Terrific years in Toronto

🎵 Now in the Town of Cobourg

🎵 In collaboration with Ken Prue and



🎵 Michael Pepa

🎵 Composer

🎵 Founding Artistic Director



# Les AMIS Concerts



## 🎵 Attracts Top Tier Musicians



**Dr. Lynn Kuo:** Assistant Concertmaster of the National Ballet of Canada Orchestra



**Dr. Erika Crino:** Faculty at the Kingsway Conservatory of Music in Toronto



**Rachel Mercer:** Principal Cellist of the National Arts Centre Orchestra, Ottawa



**Joyce Lai:** Artistic Director and Concertmaster of the Canadian Sinfonietta

## Also Les AMIS Artistic Advisors

# Les AMIS Concerts



## 🎵 Attracts Top Tier Musicians (cont'd)

- 🎵 **Sharon Wei:** Assistant Professor of Viola at Western University
- 🎵 **Marianna Humetska:** Piano Faculty at the National Music Academy in Lviv
- 🎵 **Max Christie:** Clarinet instructor at Glenn Gould School and UofT
- 🎵 **Winona Zelenka:** Assistant Principle Cellist of the Toronto Symphony
- 🎵 **Jeanie Chung:** Faculty member of the Royal Conservatory of Music
- 🎵 **Angela Park:** Artist-in-residence at University of Western Ontario
- 🎵 **Scott St John:** Juno Award Winning Violinist & Professor at University of Western Ontario
- 🎵 **Mark Skazinetsky:** Assistant Concertmaster of the Toronto Symphony
- 🎵 ... and many more

# Les AMIS Concerts



Oct 7, 2018  
MIR Trio



Nov 4, 2018  
88 Keys Erika Crino



Dec 2, 2018  
Contrasts



Feb 3, 2019  
TakeFive



# Victoria Hall Concert

Jan 13, 2019  
Canadian Sinfonietta



Michael Pepa receiving Certificate of Honour from Deputy Mayor Suzanne Séguin

**Huge Success!**



# Les AMIS Strategy

- 🎵 Make Cobourg a beacon for the High Arts
- 🎵 Attract patrons from large cities (e.g. Toronto)
- 🎵 Cooperate with community music groups
- 🎵 Introduce patrons to the works of contemporary Canadian and international composers



# Business Model

## 🎵 Ticket returns

🎵 Sell out The Loft and grow into Victoria Hall

## 🎵 Sponsorships

🎵 E.g., Staples, RBC, Long & McQuade, Fraser Ford

## 🎵 Grants

🎵 Town of Cobourg (\$6,000)

🎵 New Horizons Senior Program (\$16,000)

🎵 Future grant applications

🎵 Canada Council for the Arts, Ontario Arts Council, etc.



# Great Opportunity



- ‡ Very positive feedback from local patrons
- ‡ Musicians love coming to Cobourg for Les AMIS concerts
- ‡ Les AMIS success tied to Cobourg success
- ‡ Backing from the Town of Cobourg increases likelihood of provincial and federal support