

OJAI MUSIC FESTIVAL

OVERVIEW

Internationally regarded as one of the top cultural events of the summer, the Ojai Music Festival celebrates the convergence of exceptional artists, a stimulating and diverse repertoire, one of the most remarkable audiences for music anywhere, and the idyllic setting of Ojai in a unique four-day immersion experience.



Norwegian Chamber Orchestra performs Leoš Janáček's String Quartet No. 2, "Intimate Letters" at the 66th Ojai Music Festival on June 8, 2012 in Ojai, California.

HISTORY

- Founded in 1947
- 67 Festivals to date
- Performances from over 700 artists
- 134 premieres
- Six artistic directors, including current director Thomas W. Morris
- Notable music directors have included:

John Adams	Oliver Knussen
Leif Ove Andsnes	Kent Nagano
Pierre-Laurent Aimard	David Robertson
George Benjamin	Esa-Pekka Salonen
Pierre Boulez	Robert Spano
Aaron Copland	Igor Stravinsky
Ingolf Dahl	Michael Tilson Thomas
Peter Maxwell Davies	Dawn Upshaw
eighth blackbird	Mitsuko Uchida
Lukas Foss	
John Harbison	

LOCATION

- Ojai, population 7,862
- Libbey Bowl: 998 seats and 375 lawn

FESTIVAL EXPERIENCE

- Takes place annually in June
- Number of days: 4
- Concerts: 8
- Free community offerings: 10
- Talks and lectures: 9
- Social gatherings: 7
- Total attendance: 4,000

FINANCIALS

- Operating budget: \$1.7M
- Revenue sources: 20% ticket sales, 80% private funding

AUDIENCE

- Geographic base:
 - 50% Los Angeles County
 - 36% Ventura and Santa Barbara County
 - 14% Other

MUSIC EDUCATION

- Public school students: 2,084
- Multiple impressions: 14,472
- Free workshops: 500
- Interns: 14

DIGITAL PRESENCE

- Website visits: 131,267
- Video streaming audience: 2,000
- Social media "friends": 3,684