

# OJAI MUSIC FESTIVAL

## GENERAL FACTS

### LOCATION

- Ojai Valley population: 7,862
- Libbey Bowl: 964 seats and 375 lawn

### FINANCIALS

- Operating Budget: \$1.57M
- Revenue sources: 20% ticket sales, 80% private funding

### LEADERSHIP

- Board members: 16
- Board of Governors: 23

### AUDIENCE

- 57% ticket buyers purchase tickets to more than one concert
- 59% of ticket buyers return every year
- Number of Donors: 371
- 48% of subscribers are donors
- Tickets sold: 7,189
- Attendance at free community events: 3,698
- Number of total households: 1,430
- Digital audience\*: 93,492

### GEOGRAPHIC BASE

- 30% Ojai/Ventura
- 59% Southern California (LA, OC, SB)
- 4% Other California
- 7% Out of State

### MUSIC EDUCATION

- Public school students served in the Ojai Valley and area Ventura schools: 2,170
- Multiple impressions on students: 15,639
- Free workshops in public schools: 509
- 51% students classified as economically disadvantaged
- Schools and senior centers served: 14
- Artists-in-residence: 9
- Arts management interns: 15

*\*as of January 12, 2016*