

Lancaster Music Festival: Objectives

1. Put Lancaster on the map as a world class music performance and music industry location by celebrating the diversity and quality of our musicians, music venues and music organisations
2. Increase the number of regular music performances in our district by increasing the frequency of performances in existing venues and the number of venues that put on regular music performances
3. Increase the musical collaboration within our district between our musicians, music venues, music organisations and our academic centres
4. Increase the revenue and recognition of our local musicians when they perform in the district
5. Achieve name recognition and tangible benefits for the festival sponsors
6. Increase the revenue and recognition for local businesses involved in our music scene and the festival
7. Revitalise festivals no longer extant in our district and act as an incubator for new festivals in and around our district by using our model of a low budget, local collaboration, modular and sustainable approach that avoids reliance on outside funding
8. Increase the number of people attending this and other festivals in the district
9. Increase the number of out of town performing opportunities for our resident musicians
10. Increase the number of out of town musicians performing in our district and attract bigger name acts for subsequent festivals
11. Increase awareness locally, regionally, nationally and internationally of the combination of cultural, commerce, architectural, scenic, and educational qualities that make Lancaster a rewarding location to visit, work, play and live in