

OGDEN MUSIC FESTIVAL

OGDEN FRIENDS
OFOAM
OF ACOUSTIC MUSIC



2021-2022

OGDEN FRIENDS
OFOAM
OF ACOUSTIC MUSIC

fun
report

2021-2022 in Review

In 2021 and 2022 nearly 10,000 experienced Ogden Friends of Acoustic Music (OFOAM) events snOFOAM, Ogden Music Festival, Dia de Los Muertos en Ogden, and WILL & WAY. These events have aligned with our mission and vision to:

- Provide and promote live traditional and contemporary Americana music.
- Attract visitors from outside the region and help develop Weber County and Ogden as destinations for first class arts events and recreation.
- Provide educational, musical opportunities for all, with a focus on youth and underserved.

We are committed to being an environmentally responsible organization. We strive each year to reduce our waste and look for opportunities to reuse.

YOUR SUPPORT PUTS INSTRUMENTS IN KIDS' HANDS!

When kids have the opportunity to make music:

- Promotes cognitive abilities, concentration & speech ability
- Supports muscle development and motor skills
- Strengthens self-confidence
- Increases creativity
- Increases one's ability to self-reflect
- Boosts social competence & cooperation
- An instrument can become a valuable friend





Ogden Music Festival

OFOAM's Flagship Event!

Mainstage performances are curated to provide broad appeal to all ages and diverse cultures with roots in bluegrass and Americana.

Festival Sponsors:

- Over 76! See back panel.

Festival Attendance Increased

2021 **2,288** 20% first time

2022 **3,963** 40% first time

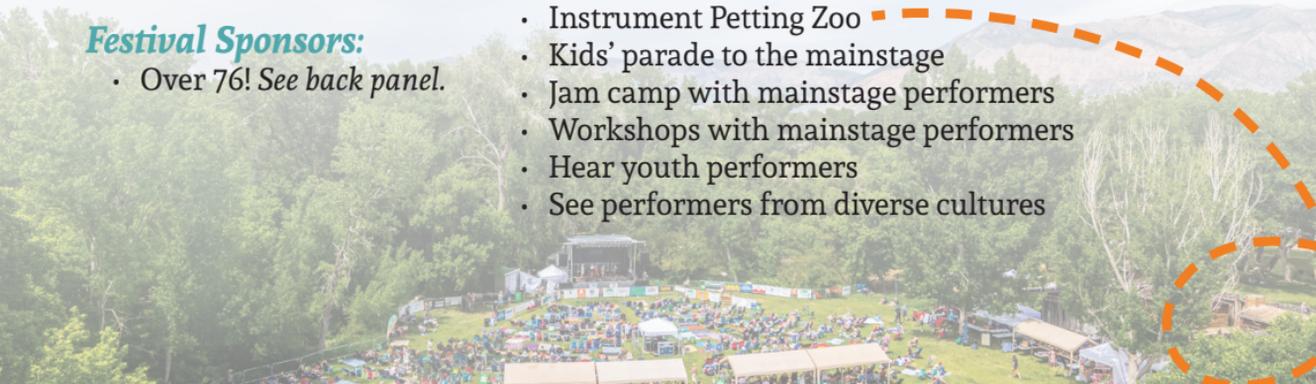


Many view the festival as a touchstone!

Kids grow up with the Ogden Music Festival kicking off their summer, and families and friends return annually.

Hands-on Opportunities for Kids:

- Free admission for 16 and younger
- Instrument Petting Zoo
- Kids' parade to the mainstage
- Jam camp with mainstage performers
- Workshops with mainstage performers
- Hear youth performers
- See performers from diverse cultures



WILL & WAY

In 2021 OFOAM established the business plan to loan instruments to children, youth and underserved adults in our community where there is an interest, a need, and or a financial roadblock. *At OFOAM, where there's a **WILL**, there's a **WAY**!*

WILL

Weber Instrument Lending Library

19 instruments loaned to date!
17 Guitars & 2 Violins

Library has 43 Stringed Instruments



23



1



7



7



5

The library also serves as the hands-on Instrument Petting Zoo at the Ogden Music Festival.

WAY

Weber Acoustic Youth

Youth who access WILL instruments and lessons become part of WAY.

WAY has Engaged

70 Students **5** Locations

79 Classes **7** Paid Instructors

WILL & WAY Partners

- Local Music Instructors
- Boys and Girls Club of Weber & Davis
- Youth Impact
- Weber County Library
- Ogden School District

OFOAM has financial support for lessons through December 2022, and is seeking additional support for 2023.

Dia de los Muertos en Ogden

Dia de los Muertos en Ogden (DDLMM) features:

- A nationally touring Latin artist or band
 - **2021 - Las Cafeteras**
 - **2022 - Suenatron**
- Local live performances (dance & mariachi)
- The Ogden School District Art & Music showcase
- Altars
- Kid's activities

OFOAM also provided access for secondary music students in the Ogden and Weber School districts with an assembly (40% lecture/60% concert) during the school day and at the Youth Impact K-12 afterschool program.

DDLMM Partners:

- Hispanic/Latinx Community
- LUPEC (Latinos United Promoting Education & Civic Engagement)
- Image de Northern Utah
- Ogden School District
- El Consulada de Mexico en Salt Lake City





2021-2022 Report Card

9,808 • 3,131

Individuals Served

Youth Served

PUBLIC PERFORMANCES

- **09.3-5.2021** *13th Annual Ogden Music Festival Fort Buenaventura*
2,288 total, 367 youth, 128 artists
- **11.4-5.2021** *Dia de los Muertos The Monarch*
865 total, 315 youth, 70 artists (95% Latinx/Hispanic)
- **01.28.2022** *snOwFOAM with The Lil Smokies The Monarch:*
179 adults, 3 kids, 7 artists
- **06.3-5-2022** *14th Annual Ogden Music Festival Fort Buenaventura*
3,963 total, 553 youth, 95 artists
- **10.08.2022** *Dia de los Muertos en Ogden Ben Lomond High School*
1200 attendees, 50% youth, 125 artists



Support OFOAM

We need your support for 2023 & beyond!

Your dollars and in-kind donations go directly to our events and programs and keep them accessible to youth and underserved audiences.

Please consider continuing and increasing your sponsorship. OFOAM is doing more for kids in Ogden than ever before, adding to the vibrant arts community and cultivating young artists, music lovers, and community.

Learn more by scanning code



ofoam.org

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