

Oct 24, 2025

To: All of our volunteers, fans, and supporters:

Re: An update regarding the City of Burlington and the Sound of Music Festival

The City of Burlington has decided to end its longstanding partnership with the Sound of Music Festival.

In early September, the City asked us to submit our *best-case* financial request. We saw this as a starting point for meaningful dialogue, an opportunity to discuss our current financial challenges, our shared history, and the rising costs of producing large-scale free music events. We hoped to explore how our 45-year partnership could evolve for the future. The city specifically asked how *they could better understand our priorities and determine how the city can best support our efforts moving forward.*

Unfortunately, it became clear that the City had a different plan from the outset and there was no genuine opportunity for collaboration. It appears that the City misunderstood our proposal, by suggesting that our “best-case” scenario was our *only* proposal. An ask of \$750K was not our proposal. Had we been able to speak collaboratively as done in previous years, we would have presented several feasible options.

Although a delegation spoke at the Committee of the Whole, it was evident that key decisions had already been made without input from the Sound of Music leadership. The passionate turnout of volunteers at that meeting reminded us once again of what makes this festival special: your loyalty, energy, and commitment through rain, wind, heat, and countless weeks and weekends of hard work. You are the heartbeat of this community!

The City has since announced an open call for others to organize a music event “in the spirit” of the Sound of Music Festival to be held on Father’s Day weekend. But let us be clear, there is no replacement for the Sound of Music. What we have built together over 45 years is more than an event; it is a tradition rooted in community, connection, and shared joy.

We are reviewing and considering next steps, including a possibility of submitting a proposal through the City’s new process, while also exploring creative new opportunities to ensure that the Sound of Music continues in ways that honour its legacy, and to embrace what comes next!

With deep gratitude,

Burlington’s Sound of Music Inc. Leadership Team