



Funds Distribution Report

Recipient Organization:
Whitehorse Musicians Guild

Address:
36912 311th St NE
Arlington, WA 98223

Contact:
(360) 386-5964
<https://wmgmusic.com>

Organization's General Goals:

Our mission at Whitehorse Musicians Guild is to enhance, stimulate and educate our community through the production of events featuring music, performing arts and collaborations that are inclusive and accessible to people of all ages, cultural backgrounds, and socio-economic levels.

Date of Award:	Level:
2025 Q1	\$2,501 to \$5,000

For more information, please read the attached report from Whitehorse Musicians Guild.

8802 27th Ave NE
Tulalip, WA 98271
TulalipCares.org

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Whitehorse Musicians Guild

Wednesday, October 8th 2025
WMGmusic.com

Report for Tulalip Tribes Charitable Contributions – Code: Q1 2025 14.2

Dear Tulalip Cares,

Thank you for your generous contribution of [REDACTED] toward our program. Your support was vital to the success of our second annual festival, **Rock the Mountain**. The event aimed to boost the local economy, raise awareness of local businesses and nonprofits, support local musicians, and generate funds for our other charitable initiatives throughout the year.

Event Impact:

- **Economic Boost:**
 - Approximately \$3,000 was spent on local lodging for the talent and contractors.
 - \$3,000 went to advertising on social media, and local print media (calendars, posters, flyers).
 - Over \$30,000 was spent on local contractors providing essential services such as audio, lighting, video, merchandise and refreshments. Most of the budget, around \$45,000, was allocated to the payment of over 80 musicians, most of whom are local artists, performing in 20 bands.

Funding Breakdown:

- **Sponsorships and Grants:** Approximately \$30,000 (both cash and in-kind).
- **Personal Investments:** Around \$10,000.
- **Ticket Sales and Vendor Fees:** Just over \$85,000.

Attendance:

- Total attendance was estimated at 1000 people, including volunteers, paid attendees, vendors, and performers.
- Of the attendees, 600 paid for admission, 120 were volunteers, and the rest included staff and hired talent.

Event Outcome and Learning: Building on what we learned from our first festival we made some important and valuable course corrections. First, we hired exclusively local bands, contractors and staff, which bolstered our impact within the community while also saving on travel and lodging fees. This helped us to achieve our economic return by lowering our budget and maximizing the benefit of our investment. Second, we shared resources with other shows by renting our stage and sharing lighting and sound contractors with the show before ours. We also maximized our use of the equipment we used, for instance, last year our two video walls were

used for displaying band and sponsor logos, and this year we invested in a camera system and broadcast the performance to the screens while also livestreaming on social media. These videos will now be used to advertise for our 2026 show. By reining in our budget, maximizing our efforts and resources and filling revenue gaps we are proud to say that we broke even! Of course, we realize that by redoubling our efforts and building on what we learned from this year we stand a good chance of a positive return next year.

We are happy to say that an estimated 1200 individuals benefited either directly or indirectly from the festival, including those in attendance, local businesses, nonprofits, and contractors. We partnered with 13 local businesses, 4 nonprofits, and several individuals. The festival was everything we promised it would be, and the positive stories and experiences will add value to the show and its future growth. We are eager to build on this experience and continue developing our program.

Thank you once again for your support. We look forward to working together as we plan for the next Rock the Mountain festival in 2026.

Sincerely,
John Farmer

President/Director, WMG

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www.WMGmusic.com

www.RocktheMountain.com

