

Invest Ottawa DMS Future Proof

Success Story: Odyssey Showcase

The Story

For over two decades, Ottawa's Odyssey Showcase has contributed to the study of Canadian history, music, art, and performance through engaging and educational programming. After receiving a federal grant in 2001, Founder Deborah Davis launched the collective with a group of artists and friends to present their first piece, *Canada Roars: A Musical Taste of our Canadian Heritage*, portraying Canada's history through music. Since its inception, Deborah's business has evolved into a highly successful charitable organization, performing at major public events, elementary and secondary schools, and independent shows - until the COVID-19 pandemic put a stop to all large gatherings.

The Obstacle

Deborah needed to quickly pivot her live presentations into a medium that could adapt to the lockdown environment of the pandemic. Traditionally, ticket sales were nominal, so Deborah relied heavily on corporate sponsors to finance Odyssey's operations. After she was unable to secure corporate sponsorship in 2020, Deborah knew she needed to find new ways to reach out to both existing and new donors.



The Solution

Deborah turned to the Digital Main Street Transformation Team to optimize the online presence of Odyssey Showcase. The team was able to create a brand-new website capturing and showcasing the collective's values and history in a user-friendly and interactive format. The team also provided a detailed social media strategy for Deborah to implement and created stakeholder funding information that she can use to help find potential sponsors moving forward. Throughout the process, Deborah worked collaboratively with the team in creating an online presence that aligned with the long-standing educational mandate of Odyssey Showcase.

The Update and the Future

After working with the Transformation Team, Deborah now has a clear vision for how to move forward during these unprecedented times. Now that she can easily manage social media content by using the team's tactics and strategy, she has more time to focus on Odyssey's newest initiative, *Canada Speaks*, a program featuring culturally diverse Canadian artists and histories.



Testimonial

"I recommend the Digital Main Street programs to every small business and in every sector, particularly the arts," says Deborah of her experience with the Future Proof Program. "If you need to pivot your business to a digital platform, you need to take advantage of this wonderful service."

Get Connected!



Deborah Davis
Founder, Odyssey Showcase

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