



Progressive Music Studio

HITTING HIGH NOTES DURING COVID-19

It has been said that necessity breeds innovation and Progressive Music Studio in Cayuga most certainly proved this in 2020.

Owned and operated by husband-and-wife team James and Hollie Gannett, Progressive Music Studio offers one-on-one and semi-private music lessons and has done so since opening in 2010. Progressive Music Studio offers classes for beginners to expert, using multiple instruments (including voice) and in a wide range of musical styles.

COVID-19 meant that Progressive Music Studio was unable to have in-person music lessons, which in March 2020, was 100% of their business. "We provide a service and not physical goods, so managing COVID-19 has





been extremely challenging. We've had to close our physical location for seven of the last 12 months," said James. Not operating the business was not an option, so James and Hollie looked for alternate ways to operate their business, and they found a great alternative. They would offer music lessons online, but they required some funding to implement the new technologies to be able to do so.

"We believe that Grand Erie Business Centre is better equipped to aid and support local businesses."

James explains, "Our business did not meet the criteria for support through the traditional bank system, so we required alternate means which Grand Erie Business Centre was able to provide. If Grand Erie Business Centre had not been able to assist us through the Regional Relief and Recovery Fund, we would have had to support the business by extending our personal credit."

Going online did not come without its own set of challenges. Adopting new technologies and ensuring that all of their students were able to use the new system has taken time. Also, Progressive Music Studio services a client base that is largely rural, and



internet connections are not always reliable.

Moving to an online model for music lessons is a new approach and uncharted territory, but it has garnered amazing results thus far. James and Hollie have been able to continue operating despite COVID-19 closures. In addition to themselves, they have also been able to keep all 3 of their employees working through this crazy and challenging time, which was extremely important to them.

"Other than just trying to encourage and foster music, we find that a lot of people find music to be a stress relief," says James. With all of the stress and uncertainty in 2020 stemming from COVID-19 having music as an outlet and something consistent to look forward to was appreciated by the students of the studio.

"Cayuga has a genuine love of music that we help them grow and they help us grow. In addition, the high school has a great music program and they really engage the students" says James.

Going forward, James says that Progressive Music Studio will offer both in-person and online lessons, as they have the systems in place to do both. Even when they were able to open for in-person lessons through the summer it was not unusual to get a call the day of a lesson and have a student request to do the lesson online. Parents running late, snowstorms, and car troubles are no longer an issue!



(Owners James and Hollie Gannett)

Due to COVID-19, community performances were not able to take place this past year. However, James, Hollie and the Progressive Music Studio team are looking forward to being able to get back out into the community with their students to share their love of music.

"We genuinely hope that all small businesses get the same kind of support that we received from Grand Erie Business Centre and that they are able to make it through this new and challenging time. As a local organization, we believe that Grand Erie Business Centre is better equipped to aid and support local businesses. They are able to come to the business, meet the team, and see what we do, and there is value in that" says James.

For more information about **Progressive Music Studio** visit www.progressivemusic.ca, or contact 289-284-0574.

For more information about **Grand Erie Business Centre** visit www.granderie.com or contact 905-765-5005.

