

21st
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FESTIVALS

21st CENTURY FESTIVALS INCREASING SUPPORT

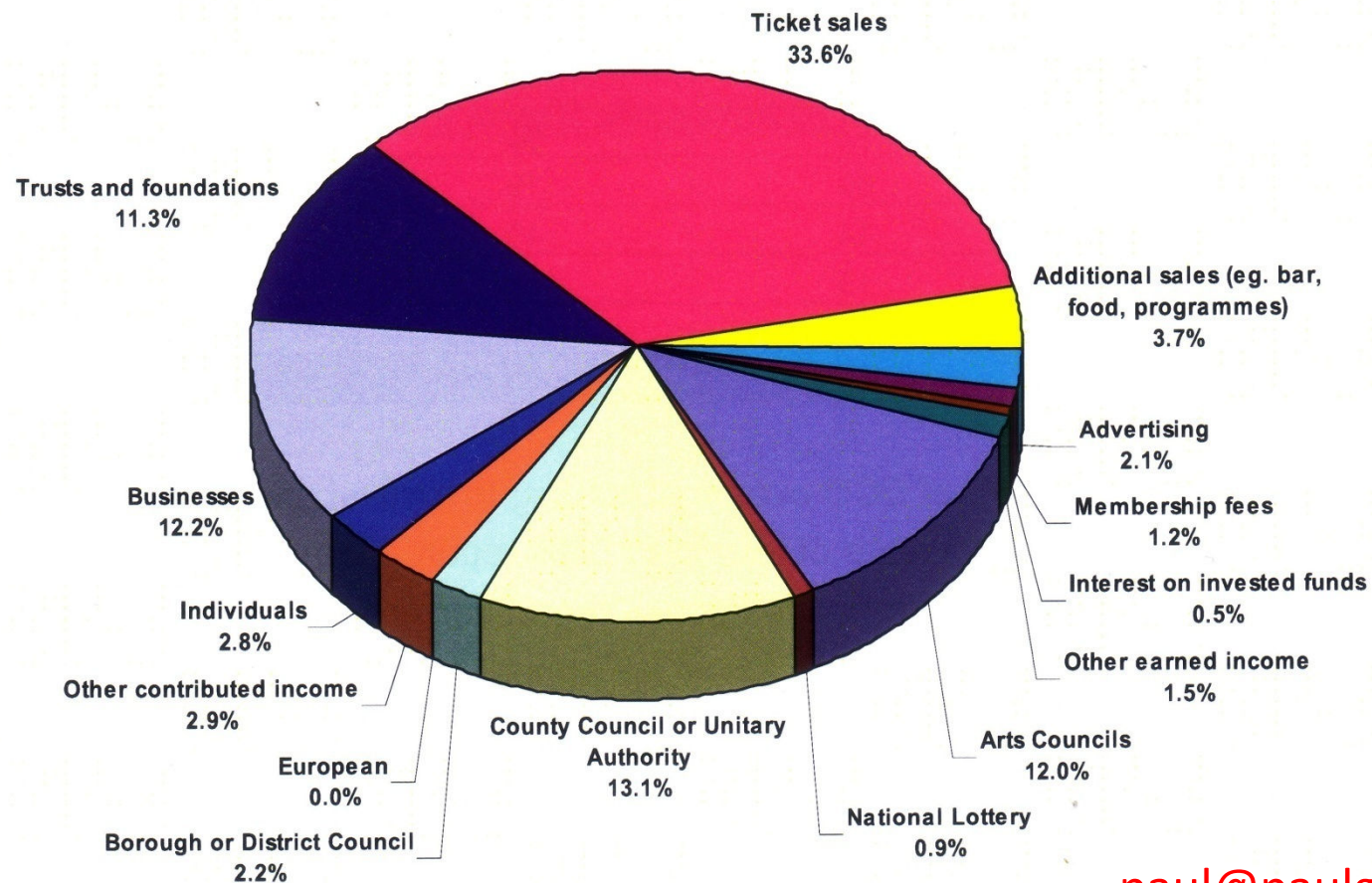


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PARTNERSHIPS

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Festival income sources by total income (BAFA only)



PARTNERSHIPS



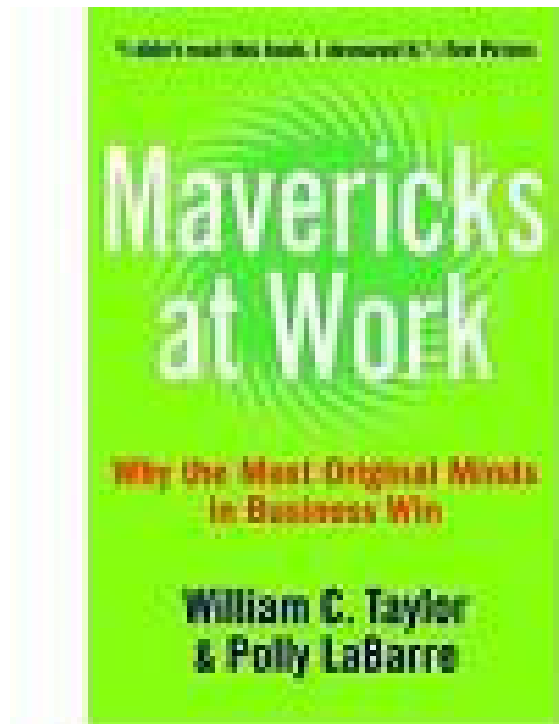
- Financial
- Content and Expertise
- Marketing
- Political
- Resource Sharing
- Shared Objective
- The Festival and Events Industry



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“What works in Edinburgh each summer has worked in so many situations in this book – an architecture of participation through which head-to-head competition leads to group collaboration. To make your organisation as competitive as possible, maximise the opportunities to collaborate with as many smart people as possible outside your organisation.”



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Volunteer. Meet new people. Connect to community.

Thanks for all the great information and wonderful exposure for the voluntary sector. You are doing great work!

Diane

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- Facts on Volunteerism
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I Want To Volunteer

I Need Volunteers

Sign Up For Newsletter

Festival Volunteer Fair

Volunteer Edmonton hosted the 4th annual **Festival Volunteer Fair** on May 12, 2011 at City Hall.

The Festival Volunteer Fair is an event featuring multiple arts and cultural festivals and celebrations showcasing their volunteer opportunities to the public.


This year's event featured multiple festivals that celebrate visual arts, dance, music, culture, film, theatre, literature and much more!

If you missed the 2011 Festival Volunteer Fair, you can still learn more about volunteer opportunities available with Edmonton's Festivals.

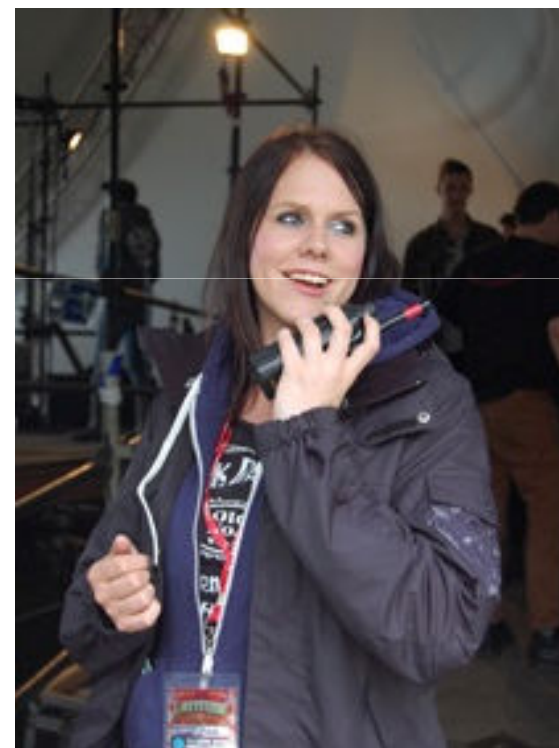
Click [here](#) to view a list of festivals that participated in the Festival Volunteer Fair.

Click [here](#) to view photos from the 2010 Festival Volunteer Fair.

Last updated: May 16, 2011



Volunteer Edmonton is a program of [The Support Network](#)
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Advocacy

DRAFT VERSION 6

LUMIERE EVALUATION REPORT



Report
March 2010

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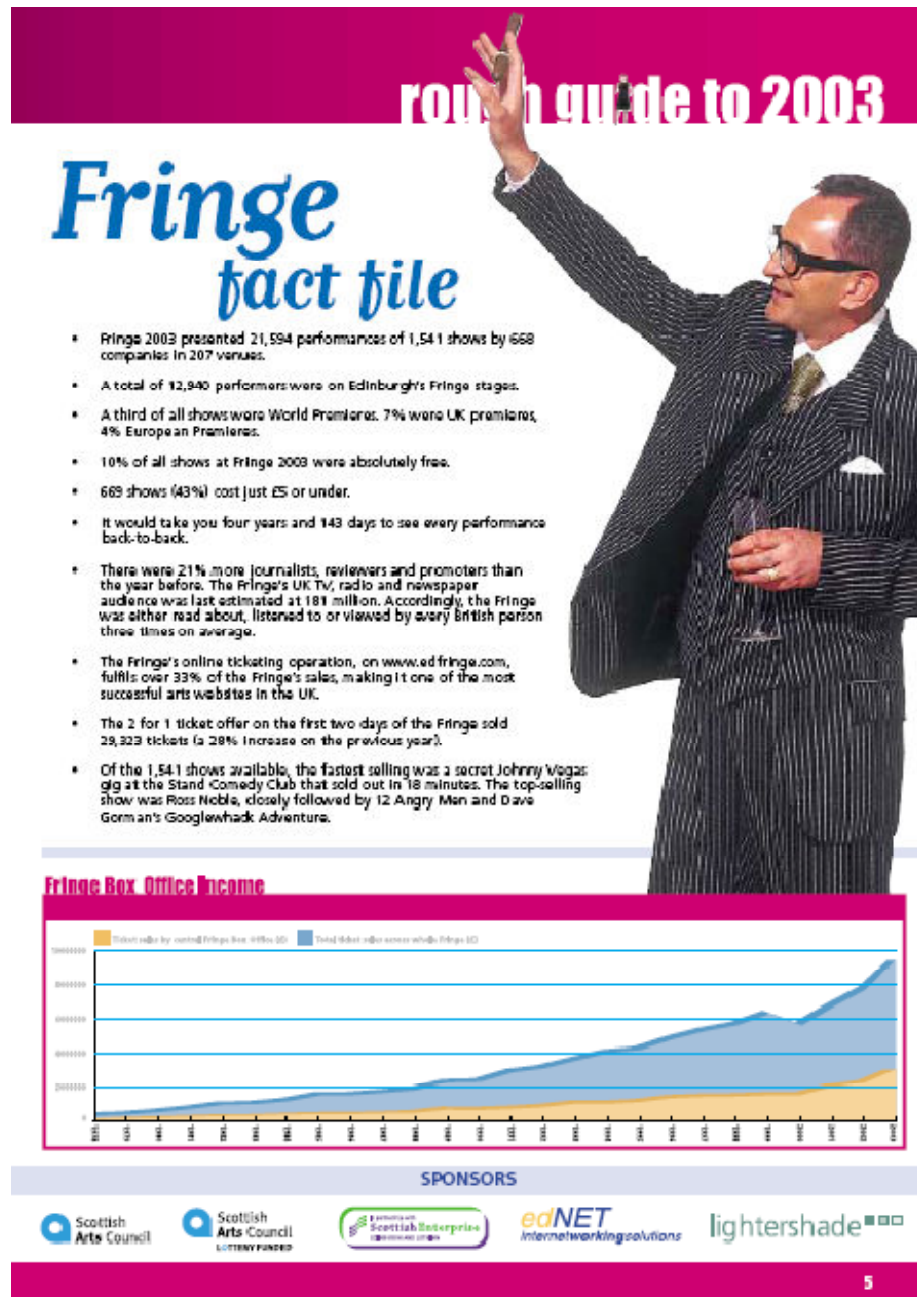
4. Conclusions



Arts Council Korea

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- Fringe 2003 presented 21,594 performances of 1,541 shows by 668 companies in 207 venues.

- A total of 12,940 performers were on Edinburgh's Fringe stages.

- A third of all shows were World Premieres. 7% were UK premieres, 4% European Premieres.

- 10% of all shows at Fringe 2003 were absolutely free.

- 669 shows (43%) cost just £5 or under.

CHELTENHAM FESTIVALS

ANNUAL
REVIEW
2007

cheltenhamfestivals.com

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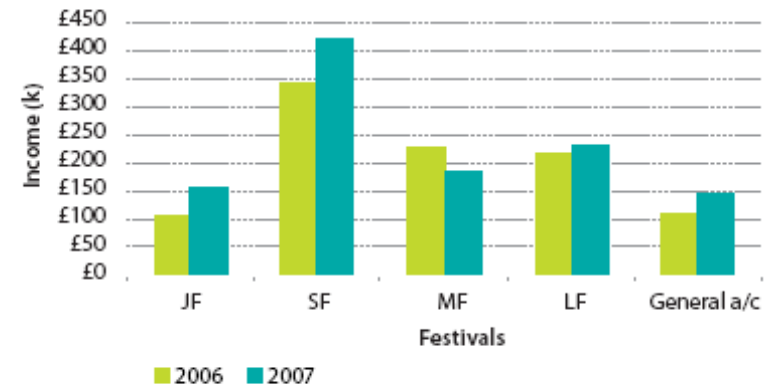
We believe the programme of every Festival should give audiences the opportunity to discover and participate in new and interesting work, and should challenge perceptions

Nevertheless, we do not allow political or artistic fashion to deter us from giving our audiences access to outstanding performances of high art which some critics may deem inaccessible.

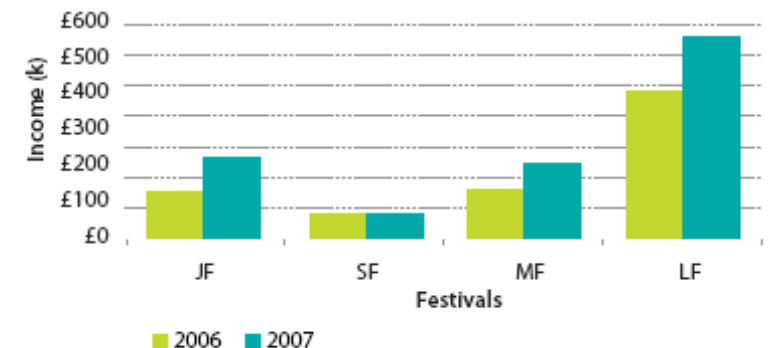
Growth in 2007 was impressive with some 14,000 extra tickets being sold.

Sponsorship and Box Office Income

Sponsorship Income 2006 & 2007



Box Office Income 2006 & 2007





The festival runs educational and engagement activities in the wider community. These range from programming community choirs – such as the acclaimed Festival Chorus, Bigger Sky and Sing Your Heart Out – to world-class education programmes in schools.

"This has been an incredible journey – the pupils have learned to express themselves in ways they didn't know were possible"

Matthew Brown, head of music at Hellesdon High School



Brighton Festival – everyone benefits

Brighton Festival is the leading mixed arts festival in England bringing together a programme of international artists and performers for three weeks of energy, excitement and creativity each May.

In 2004 the Festival contributed £20 million to the economy of Brighton and Hove.

Brighton Festival and Fringe

Brighton Festival delivers a unique programme of significant national and international artists and maintains close ties with its local community, bringing the City together with an array of opportunities for participation and involvement.

The 2004 programme combined music, dance, theatre, literature, street and visual arts, produced with international and UK artists and performers involving many Brighton venues and arts organisations.

Surrounding the Brighton Festival is the ever growing Fringe, which includes artists' Open Houses, exhibitions, performances and tours. The Fringe provides an open platform for new and developing talent. For many artists, performers and community groups it is the high spot of their year.

This study establishes a benchmark for Brighton Festival's future growth and for the many ways it impacts on the City and beyond. It demonstrates how the Festival benefits the economy, arts and culture, audiences and the profile of the City.



How does Brighton Festival benefit...

Arts and Culture

The Festival draws to the region an exceptional programme of UK and international artists and performers. From Trance Express to Teatro Kismet, Asian Dub Foundation to Scottish Opera, Cullberg Ballet to the National Orchestra de Lorraine, many are making their world or UK premiere, choosing Brighton Festival as the place to launch new work.

Brighton Festival 2004 featured:

- 5 world premieres
- 7 UK premieres
- 50 international companies and artists coming into the UK
- 1200 performances and events
- 6500 artists and performers in Brighton Festival and Fringe
- 900 artists show work in the Open Houses
- 200 artists in the Urban Art Trail

The quality of the Festival's artistic programme and its long-term existence in the City has had a direct impact on Brighton based arts organisations, offering significant opportunities for growth and development. Equally, Brighton Festival is made possible through the City's lively cultural community, key venues and arts organisations. Arts Council England's contribution of £400K to the 2004 Festival supported the work of over 1900 performers.

"It is so important that Brighton Festival offers opportunities to companies such as ours to showcase new work. We had a wonderful time in your beautiful city!" Festival performer

"Brighton Festival has a major impact on the cultural life of the city throughout the year" Felicity Harrod, Executive Director, Arts Council England, South East

"Participating in the Festival demonstrates that you are part of Brighton's creative energy" Brighton Venue Director

"The Festival's scope is hugely ambitious" The Independent

"A Festival of outrage and stimulation" Argus

How does Brighton Festival benefit...

Audiences

Brighton Festival is a festival of broad popular appeal. Its success is built upon the variety and range of events, created through a strong artistic vision and emphasis on quality. The Festival is hugely popular with the City's residents, but also attracts significant numbers of UK and international visitors into the City for its free and ticketed events.

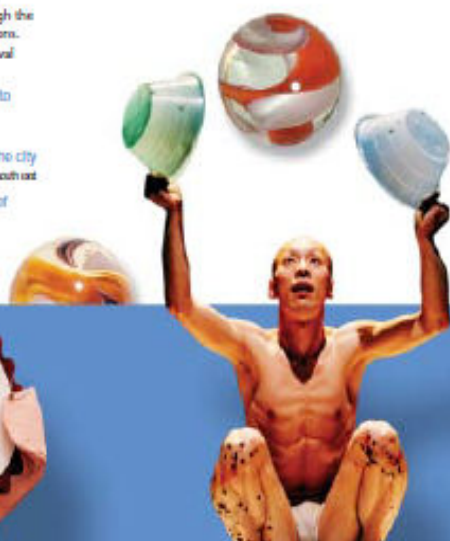
- Over 430,000 attendances at Brighton Festival and Fringe events
- 197,000 attendances at free events
- 69% of the audience come from Brighton and Hove
- 31% are visitors to the city
- 4,000 children took part in the Children's Parade

"I really like the way the performers involve the children, connecting with their natural inquisitiveness and playfulness" Hove resident, Argus

"Brighton would be a poorer place without its Festival" Brighton Venue Manager

"Brings people in Brighton together, and brings cultures together" Brighton resident

"People everywhere having fun" Brighton resident



How does Brighton Festival benefit...

The City's Economy

In addition to spending money on tickets Brighton Festival attendees, combined going to Festival events with having a meal or a drink, staying in hotels, shopping, taxis... All of which brings money into the City's economy at festival time.

- £20 million added to the City's economy in 2004
- Over £1 million spent on tickets
- Local businesses invested over £400K in the Festival
- Open Houses artists received over £840K in sales

Public Sector support of £1.1 million brought a return on investment of nearly £20 million into the City's economy in 2004, a return of over 17 times on their initial contribution.

"Brighton Festival has a vital role in the City's life and contributes to Brighton's strong creative economy"

Simon Fanshawe, Chair of Brighton & Hove Economic Partnership

"More people are in Brighton at Festival time so our sponsorship was commercially effective in bringing new people into the store; it has also enabled us to feel more part of the local community"

A Brighton Festival Sponsor



Brighton Festival – Putting Brighton on the Map

Brighton Festival is a positive force in raising awareness of arts and culture, it has helped to build Brighton and Hove's profile, and contributes to the City's quality of life and its economy. The Festival brings the best to the region, stimulating local talent to raise its game, helping the City face increasing competition, and making Brighton a major magnet for the creative industries.

- £1 million of press coverage was generated by the 2004 Brighton Festival
- It has been responsible for building talent and creating new work
- It reinforces the unique eclectic mix that is Brighton, blending the contemporary with heritage, architecture and community
- It has become a respected leader amongst national and international festivals

What Brighton Festival does today, others do tomorrow – the Festival's innovative 'Adopt an Author' education project, has now been expanded countrywide. Brighton Festival's commitment to cultivate site specific projects sees Brighton theatre company dreamthinkpeak's 'Don't Look Back' which premiered in 2003, now touring worldwide.

"Few cities outside London have looked so large in the British consciousness as Brighton. The heady cocktail of seaside frivolity and bohemian chic has inspired many writers" Brighton Festival Artist

"We are inundated with people at the weekends.....It really does bring in a lot of people that use us for food and drink" Brighton Restaurant

"Good for the Town, business and tourism – adds a bit of colour" Brighton Business Director

"Brighton's annual arts festival is as characterful as the town itself" The Independent



High Performance Rodeo Calgary's International Festival of the Arts 2011 Report to the Community



"Celebrating 25 years of groundbreaking theatre in 2011, the One Yellow Rabbit theatre company's High Performance Rodeo isn't just carrying the bulk of Calgary's arts and culture scene on its accomplished shoulders [in January], it's putting our city on the map."

Kelly Doody, The Calgary Herald

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Attendance Highlights

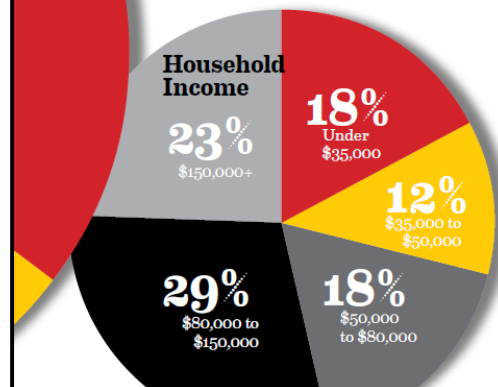
21,643 ticketed attendees
63,398 total attendees

Male: 37%
Female: 63%

13% of patrons came from outside of Calgary.

43% of patrons were first-time attendees

94% of patrons were satisfied with the value of their tickets.



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	Event Priority	Stakeholder Priority	Evidence
Economic success – making money for ourselves			
Outreach – bringing the arts to more Local Residents			
Broadening the definition of the arts for more Local Residents			
Bringing cultural and artistic diversity to communities			
Artistic achievement			
Bolsters tourism			
Attracting bigger audiences than the year before			
Bringing communities together			
Bringing festivals to communities with little access to culture			
Create shared community experiences			
Allowing unknown / marginal arts genres to be in the limelight			
Create economic impact for the area			
Creating artistic innovation			
Improving quality of life			
Changes perceptions / stereotypes about the local area			
Opportunity for international artists			
Exposure/benefits for local artists.			
Create a sense of tradition			
Fostering/nurturing local culture			
Fostering the next generation of local artists			
Create employment opportunities			
More local artists stay and live here because of our festivals			
Showcasing local talent to the rest of the country / world			
Showcasing local talent to Local Residents			
Fostering a local identity			



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- Who is the funder
- What is the message
- What is the fact or figure



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Closing Remarks

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