

2019/2020  
ANNUAL REPORT



"Loved the variety this year!  
Looking forward to more of the same!"



HUNTSVILLE  
festival of the arts

# OVERVIEW

Number of Shows & Events – 28

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Total Attendance – 15,417

4,745 Paid • 10,672 Free Admission

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Annual Budget – \$363,343

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## Revenue Sources

Earned – 59% • Private Sector – 14% • Public Sector – 27%





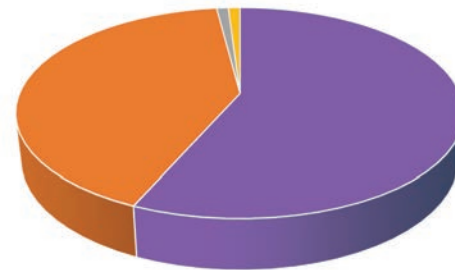


**HUNTSVILLE**  
festival of the arts

[huntsvillefestival.ca](http://huntsvillefestival.ca)

## AUDIENCE POINT OF ORIGIN

- Local – 58%
- Other Ontario – 39%
- National – 3%
- International – 1%



■ Local – 58%   ■ Other Ontario – 39%  
■ National – 3%   ■ International – 1%

## DEMOGRAPHICS

- Female 70% - Male 29% - Other 1%
- Largest Female Demographic - Ages 55-64 (17%)
- Largest Male Demographic – Ages 45-54 (6%)

## REGIONAL ECONOMIC IMPACT

Based on Ministry of Tourism TREIM Model

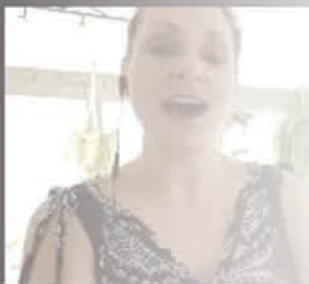
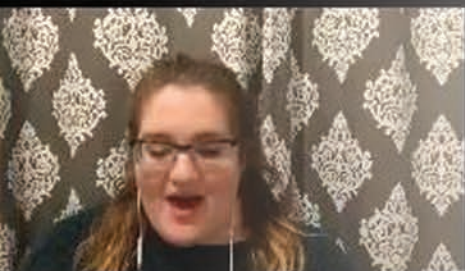
- Total Visitor Spending — \$2,866,977



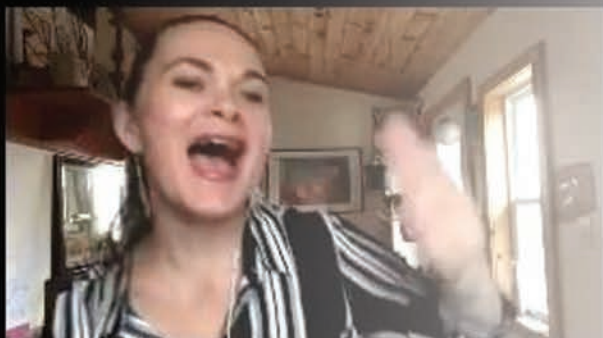
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## IN THE FACE OF COVID-19



Like so many, the Huntsville Festival of the Arts has been deeply affected by the COVID-19 Global Pandemic. The organization saw its revenues reduced by 49% compared to its previous year (79% in its last quarter).



In the face of the challenges presented by COVID-19, HfA stayed relevant and active by adapting its programming. This included:

- 2 Drive-in Concerts
- 2 Boat-in Movies
- 9 online concerts
- 6 online arts education programs engaging youth in the community
- 2 art making projects taking place in public spaces

HfA is committed to serving the Huntsville Community. During the pandemic, we have reached hundreds of youth with education programs, generated thousands of dollars in economic activity and raised \$3,000 for local charities.







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*"Keep on!! Good variety and enjoyed the membership features of keeping me informed ahead of time".*

## COMMITMENT TO ARTISTS

142 ARTISTS PRESENTED

76 LOCAL ARTISTS ENGAGED

67 INVITED ARTISTS ENGAGED

**TOTAL PAID TO ARTISTS \$ 149,544**





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## OUR SUPPORTERS

Local Business Sponsors – 13

Community Partners- 9

Media Sponsors – 5

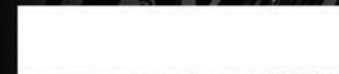
Provincial & Federal Funding

## 44 FESTIVAL MEMBERS

11 Best Friends • 32 Friends



*Festival Friend*



*Member Number*

[huntsvillefestival.ca](http://huntsvillefestival.ca)



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## CONCERTS

20/09/19 — George Canyon with Charlie Major

05/10/19 – Lloyd Spiegel

26/10/19 – WOODSTOCK

8/11/19 – Country Legends Tribute Tour

20/11/19 – Burton Cummings: Up Close & Alone

01/12/19 – Men of the Deeps: Christmas in the Mine

14/12/19 – A Christmas Carol

01/02/20 – HYPROV with Colin Mochrie & Asad Mecci

22/02/20 – Blackie and the Rodeo Kings

06/03/20 – Hawksley Workman & Sarah Slean

03/05/20 – The Young Novelists (Virtual Concert)

18/07/20 – Drive-In Rolling Stones Tribute

22/08/20 – Drive-In Tribute to the Tragically Hip







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# EDUCATION

## NUMBER OF PROGRAM PARTICIPANTS:

In Person – 64

Virtual – 65

Total Hours of Instruction: 1,634

## ONLINE VIEWERS 5,718



\$2,000 AWARDED IN SCHOLARSHIPS TO LOCAL STUDENTS  
STUDYING THE ARTS  
IN A POST-SECONDARY INSTITUTION.





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## FRINGE EVENTS

This year featured a number of new and returning events taking place in a variety of venues around Huntsville as well as online.

Play, Pie & a Pint

Black Whole Cabaret Quarantine Reunion Concert

Movie on the Docks

REACH

Group of Seven Canoe Murals

Music At Noon



## NUMBER OF ATTENDEES

IN PERSON EVENTS – 7,832 • ONLINE – 3,999







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## MARKETING REACH

Newsletter Subscribers – 2,609 (+28%)

Media Partners – 5

Website Views – 23,560 (+30%)

Facebook Likes – 2,829 (+11%)

Avg Monthly Reach- 12,734

Instagram Followers – 1,256 (+16%)

Twitter – 2,261 (-1%)



**2,829**



**1,256**



**2,261**

