



Huntsville Festival
of the Arts
30th Anniversary

2021/2022 ANNUAL REPORT



OVERVIEW

FINANCIAL

\$764,639

ANNUAL BUDGET

54 NUMBER OF SHOWS
& EVENTS

25,276 TOTAL
ATTENDANCE

6,903 PAID
ADMISSION

18,373 FREE
ADMISSION

REVENUE SOURCES

42%

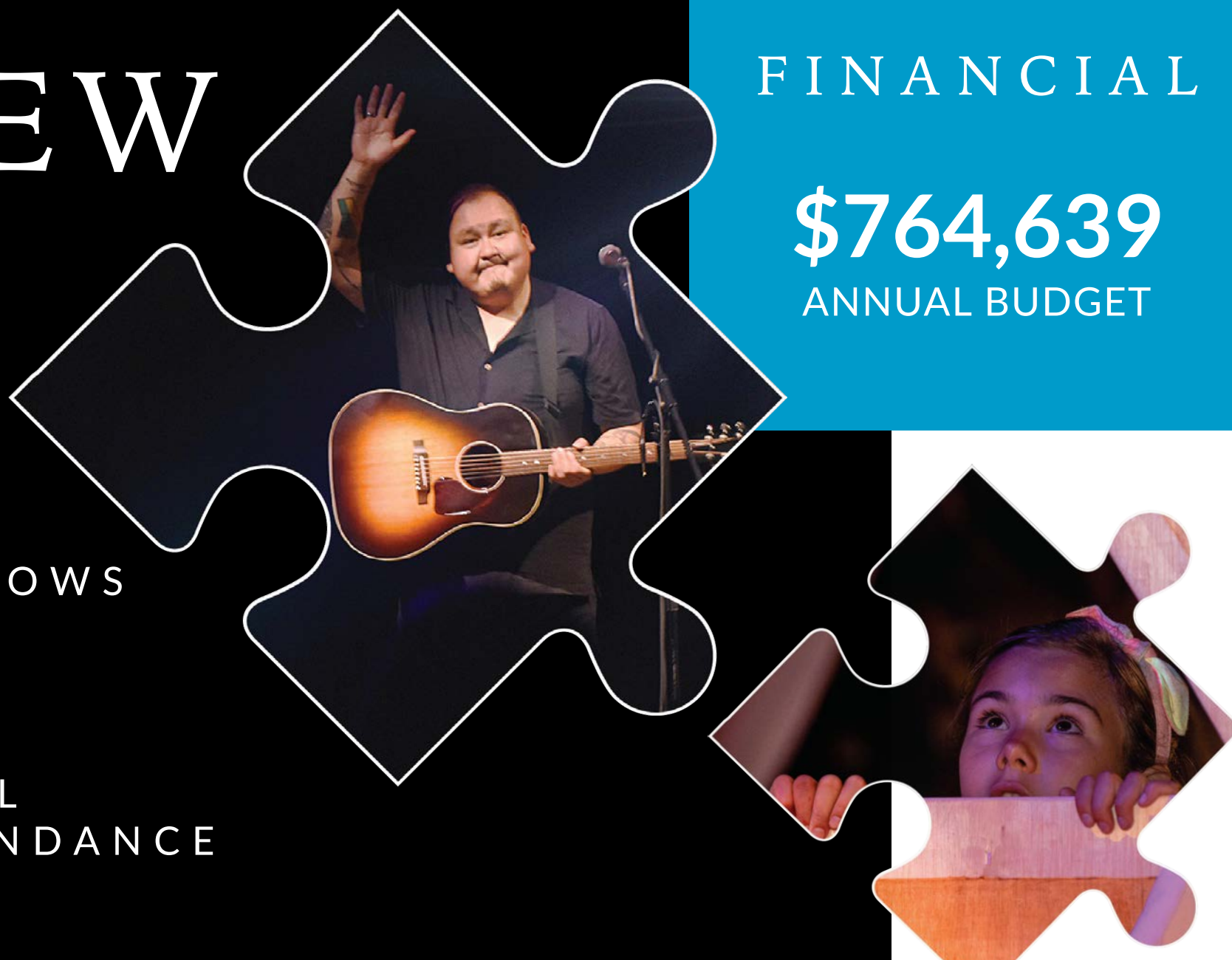
EARNED

23%

PRIVATE
SECTOR

35%

PUBLIC
SECTOR



AUDIENCE POINT OF ORIGIN

64%
LOCAL

35%
ONTARIO

1%
NATIONAL

1%
INTERNATIONAL



DEMOGRAPHICS

Largest Male Demographic
Ages 25-34 (21%)

MALE **25%**

Largest Female Demographic
Ages of 55-64 (20%)

FEMALE **75%**

REGIONAL
ECONOMIC
IMPACT

\$3,621,490
TOTAL VISITOR
SPENDING

Based on Ministry of Tourism TREIM Model



COMMITTED TO ARTISTS

ARTISTS PRESENTED 413

LOCAL ARTISTS ENGAGED 138

INVITED ARTISTS ENGAGED 275

TOTAL PAID TO ARTISTS \$361,437

SPONSORS

LOCAL BUSINESS SPONSORS 33

COMMUNITY PARTNERS 12

PROVINCIAL & FEDERAL FUNDING 5

MEDIA SPONSORS 5



MEMBERS

264 FESTIVAL MEMBERS
(An increase of 81%)

35 ★ BEST FRIENDS ★

229 FRIENDS

2021/22 BEST FRIENDS OF THE FESTIVAL

Camp Tawingo | Armstrong Dodge | Jason Armstrong's Huntsville Honda | Jason Armstrong's Hyundai of Muskoka | BDO | Lindgren Mini Storage | Rick Weariong & Sandra Parrott, Royal LePage Lakes of Muskoka Realty Inc. Brokerage | Watson Lawyers | Gary J. Fisher Accounting | Tony Clement International | Edmonds Chevrolet Corvette Buick GMC Ltd. | WEED-A-WAY Lawn Care Services | North Muskoka Real Estate: Jessica Brown & Victoria Darling-Wadel | Oxtongue Craft Cabin & Gallery | Etwell Concert Series | Dave Leslie Group - Coldwell Banker Thompson Real Estate | Portage Promotionals | BB Moon Contracting Inc.

Nigel Lewis & Suzanne Riverin | Steve Campbell & Noreen Mitchell | Bruce & Liz Gowan | Karen Cassian & Brian Smith | Gord & Libby Duncan | Scott & Sandra Morrison | Carol & Paul Stueck | Micheline McKay & Richard Comparey | Peter Livemore | Ross Porter | Jamie Oppenheimer & Shauna Leigh Taylor | Randy Tipping | Chris & Jocelyn Summersby | Anne & John MacDonald | Jack & Leslie Vandermeer | Kelly Haywood & Jackie Lovegrove | Cathy & Dennis Jordan | Lori Beecroft | Stephen Darling



BOARD OF DIRECTORS & STAFF



President: Gord Duncan

Vice President: Cydney Jones

Treasurer: Cheryl Stamper

Secretary: Suzanne Riverin

Past President: Carol Gibson

Directors: Alana Neudling, June Salmon, Carol Stueck, Alberta Robinet, Scott Acton, Micheline McKay, Karen Cassian

Advisory Committee Volunteers: Holly Groome & Kyung-A Lee (Education), Tony Clement (Fundraising), Adam Fisher & Beverley Hawksley (Programming).

Executive Director: Dan Watson

Education & Outreach Coordinator: Hannah Shira-Naiman

Summer Employees: Jack Gaughan, Blake Quinlan, Paige Meunier, Meg Stokes

A RETURN TO THE ALGONQUIN THEATRE

AFTER 2 YEARS OF CLOSURES, WE
RETURNED TO OUR UNOFFICIAL HOME!

27

CONCERTS &
PERFORMANCES

6,313

AUDIENCE
MEMBERS



December 16 – The Good Lovelies

March 19 – Chantal Kreviazuk

March 20 – Matt Andersen

April 23 – Donovan Woods

April 27 – The Washboard Union

July 2 – Michael Kaeshammer

July 3 – Maureen Jennings

July 7 – Mary Walsh

July 8 – Joel Plaskett

July 14 – William Prince

July 15-17 – Ralph + Lina

July 21 – The Legendary Downchild Blues Band

July 22 – Natalie MacMaster

July 27 – The Jim Cuddy Band

July 28 – Nathaniel Dett Chorale

July 29 – Gord Sinclair

August 4 – Dan Mangan

August 5 – Tynomi Banks

August 6 – The Men Behind the Music: Beatles Edition

August 10 – Kathleen Edwards

August 11 – Iskwē | Δ^ηQ^ο & Tom Wilson

August 12 – Toronto All-Star Big Band

August 13 – Tyler Joe Miller

August 14 – Huntsville String Quartet

August 19 – The Last Waltz

AFTER 2 YEARS, OUR SIGNATURE EVENT MADE ITS
TRIUMPHANT RETURN!

NUIT BLANCHE NORTH

SPONSORED BY TD BANK

6,000 VISITORS

36 PROJECTS &
PERFORMANCES

110 ARTISTS
60 LOCAL & 50 VISITING

80% APPROVAL RATING

37% AWARENESS BY WORD
OF MOUTH

35% AGES 35-44 (*largest age
demographic*)





HUNTSVILLE ART CRAWL

2,200 **57** **32**
ATTENDANCE ARTISTS BUSINESSES

\$11,078 IN ARTS SALES BENEFITTING ARTISTS & BUSINESSES

86% OF PARTICIPATING BUSINESSES EXPERIENCED A NOTICEABLE OR SLIGHT INCREASE IN VISITATION

71% OF PARTICIPATING ARTISTS EXPERIENCED A NOTICEABLE OR SLIGHT INCREASE IN EXPOSURE

100% OF PARTICIPATING ARTISTS & BUSINESSES WANT THE ART CRAWL TO RETURN

“

Was so pleased and proud to be part of the Art crawl! I saw most of the artists work and was just so happy to be a part of it all!

ALTERNATIVE VENUES

FEATURING CONCERTS IN ALTERNATIVE SPACES IN AND AROUND HUNTSVILLE

CANVAS BREWING CO.

December 12 - One Man Big Sugar Show:
The Acoustical Sounds of Gordie Johnson

March 16 - Séan McCann

March 25 - Julian Taylor

March 26 - The Skydiggers

June 15 - Tio Chorinho featuring Flávia
Nascimento

HILLSIDE FARM

June 15 & 16 - More Barn: The Music of
Neil Young

June 17 - Annabelle Chvostek

June 18 - Abigail Lapell

OTHER VENUES

October 3 - Kobo Town at Sandhill Nursery

July 30 - Reggadiction in River Mill Park

August 7 - Crystal Shawanda at the Etwell
Concert Series



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.

NUIT BLANCHE NORTH

SNOW VILLAGE

HUNTSVILLE ART CRAWL

GROUP OF SEVEN CANOE MURALS

MOVIE ON THE DOCKS

MUSIC AT NOON

A NIGHT AT THE ECLIPSE (ONLINE DANCE PROJECT)

MENDING CIRCLE PROJECT

MUSKOKA UNLIMITED - WINTER ART MARKET

PLAY ME, I'M YOURS

SUPPORTING PARTNER FOR ECLIPSE: WALK WITH LIGHT

NUMBER OF
ATTENDEES

17,250

IN PERSON
EVENTS

1,123

ONLINE
EVENTS



EDUCATION

MARCH BREAK CARNIVAL CAMP (DRAMA)

NATURE ARTS SUMMER CAMP

TPAN (TEEN PERFORMING ARTS NIGHTS)

DISCO DUCKS (MUSIC & DANCE FOR BABIES
& TODDLERS)

OUTDOOR DRAMA PROGRAM



\$3,250 **AWARDED IN
SCHOLARSHIPS**
to local students studying the arts

Senior Scholarship: **Oscar Finn** (Music)

Junior Scholarship: **Annalise Duffield** (Dance), **Chloe Hawes** (Dance), **Emma McClennan** (Dance), **Gwynne Daynard** (Music), **Sophie Mann** (Drama)

Kareen Burns Kareen Burns Visual Arts Scholarship:
Sydney Brinklow

PROGRAM
PARTICIPANTS

44
IN PERSON

1,234
HOURS OF
INSTRUCTION

MARKETING REACH

3,872 NEWSLETTER
SUBSCRIBERS (+26%)

6 MEDIA
PARTNERS

133,040 WEBSITE
VIEWS (+54%)

46,772 WEBSITE
USERS (+57%)



LIKES - 4,074 (+22%)
FOLLOWERS - 4,819
REACH - 334,017 (+36%)
AVG MONTHLY REACH - 28,000 (+46%)



FOLLOWERS - 2,240 (+27%)
REACH - 40,386 (+81%)
PAID REACH - 119,427



FOLLOWERS - 2,261 (-2%)



Promotional Partners: RTO12 (The Great Canadian Wilderness), Muskoka Tourism, Huntsville Adventures

Promotion: Well Known Marketing

Graphic Design: Dreams Becoming Reality, Client First Web Design & Graphics

Photography: Susan MacDonald

Event Documentation: Limelight Muskoka, Flaunt It Creative, Oliver Ward Media





THANK YOU
FOR COMING!

