



ARTS WITH TASTE

2022/2023

ANNUAL REPORT

Huntsville Festival of the Arts



OVERVIEW

78 NUMBER OF SHOWS
& EVENTS

40,087 TOTAL
ATTENDANCE

21,467 PAID
ADMISSION

18,620 FREE
ADMISSION

FINANCIAL

\$1,138,097

ANNUAL BUDGET



REVENUE SOURCES

69%

EARNED

15%

PRIVATE
SECTOR

16%

PUBLIC
SECTOR

AUDIENCE POINT OF ORIGIN

59%
LOCAL

37%
ONTARIO

3%
NATIONAL

1%
INTERNATIONAL



DEMOGRAPHICS

Ages

0-24	-	4%
25-34	-	13%
34-44	-	25%
45-54	-	24%
55-64	-	23%
65+	-	12%

REGIONAL
ECONOMIC
IMPACT

\$5,310,282
TOTAL VISITOR
SPENDING

Based on Ministry of Tourism TREIM Model



COMMITTED TO ARTISTS

ARTISTS PRESENTED 766

LOCAL ARTISTS ENGAGED 445

INVITED ARTISTS ENGAGED 321

TOTAL PAID TO ARTISTS \$588,268



SPONSORS

33

LOCAL BUSINESS
SPONSORS

4

GOVERNMENT
FUNDING

12

COMMUNITY
PARTNERS

7

MEDIA
SPONSORS



THE
READY
COMMITMENT



In Memory
of Jane Hutcheson
A Champion of the Arts in Huntsville

METROPIA



Attainable
Solutions Inc.



Tim Hortons



YourTV



Robert & Cathy Hurst
Supporters of the arts



HearWell
BeWell



Sunrise
CENTRE-DENTAL
Drs. John & Sharon Koncan

The Jerrett Family
Supporters of the Arts



Suzanne Riverin &
Nigel Lewis
Supporters of the arts

FONDATION
SOCAN
FOUNDATION

MEMBERS (as of August 31, 2023)

325 FESTIVAL MEMBERS

49 BEST FRIENDS

276 FRIENDS



2022/23 BEST FRIENDS OF THE FESTIVAL

Edmonds Chevrolet Corvette Buick GMC Ltd. | Huntsville Dodge | Huntsville Honda Hyundai of Muskoka | Watson Lawyers | Gary J. Fisher Accounting | Tony Clement International | Rick Wearing & Sandra Parrott, Royal LePage Lakes of Muskoka Realty Inc. Brokerage | BDO | Lindgren Mini Storage | Camp Tawingo | Portage Promotionals | Christmas Tyme | North Muskoka Real Estate: Jessica Brown & Vitoria Darling-Wadel | Oxtongue Craft Cabin & Gallery | Etwell Concert Series | BB Moon Contracting Inc. | Nutty Chocolatier | The Record Shoppe Dave Leslie Group - Coldwell Banker Thompson Real Estate | Katie Rowe: RE/MAX Professionals North, Brokerage | Withey Insurance | Well Known Marketing | Wyatt Williamson Real Estate Group | Mitchell Funeral Home

Nigel Lewis & Suzanne Riverin | Steve Campbell & Noreen Mitchell | Meg & Len Jillard | Bruce & Liz Gowan | Karen Cassian & Brian Smith | Gord & Libby Duncan | Scott & Sandra Morrison | Carol & Paul Stueck | Micheline McKay & Richard Comparey | Anonymous | Jamie Oppenheimer & Shauna Leigh Taylor | Randy Tipping | Viive Tamm | Chris & Jocelyn Summersby | Stephen Darling | Jack & Lesle van der Meer | Kelly Haywood & Jackie Lovegrove | Lori Beecroft | Cathy & Dennis Jordan | Bill Gambrell & Joanne Churchward Little | Casey Jacob | Victoria & David Mathies | Peter & Joanne McGinnis | Pauline & Bill Meunier | John & Kathleen Tiede | Michelle Kavanagh



BOARD OF DIRECTORS & STAFF

President: Gord Duncan

Vice President: Cydney Jones

Treasurer: Cheryl Stamper

Secretary: Alberta Robinet

Past President: Carol Gibson

Directors: Alana Nuedling, June Salmon, Carol Stueck, Scott Acton, Micheline McKay, Karen Cassian, Tony Clement, Sarah Vanasse, Suzanne Riverin

Advisory Committee Volunteers: Holly Groome & Kyung-A Lee (Education), Adam Fisher, Tim Lucier & Beverley Hawksley (Programming)

Executive Director: Dan Watson

Director of Programs, Education and Outreach: Hannah Naiman

Summer Employees: Blake Quinlan, Cambria Wahl

SUPPORTING THE COMMUNITY

\$5774.85

IN DONATIONS TO LOCAL CHARITIES
AND SERVICE GROUPS

PRESENTING PARTNERSHIPS

ECLIPSE: Walk With Light (presented by the Huntsville/Lake of Bays Chamber of Commerce)

Sacred Strength Exhibition - June 1-30, 2023 (Presented in Partnership with Hope Arises)

National Indigenous Peoples Day Concert - June 21, 2023 (Presented in Partnership with the Town of Huntsville and Hope Arises)

Three Fires International Film Festival - July 28-30, 2023



DEERHURST RESORT

AFTER 3 YEARS,
WE RETURNED TO THE RESORT!

9,848 AUDIENCE MEMBERS



6

CONCERTS &
PERFORMANCES

Tom Cochrane - September 15, 2022

Johnny Reid - October 14, 2022

Blue Rodeo - October 20 & 21, 2022

Serena Ryder - November 19, 2022

Jann Arden - February 11, 2023



ALGONQUIN THEATRE

26

CONCERTS &
PERFORMANCES

7,564

AUDIENCE
MEMBERS



Ill Abilities Dance Squad - October 26, 2022

The Nutcracker (2 shows) - November 26, 2022

Blackie & the Rodeo Kings - December 1, 2022

Matt Dusk Sings Sinatra - December 2, 2022

Suzie Vinnick & Lloyd Spiegel - February 16, 2023

Jesse Cook - April 22, 2023

The Dreamboats - June 16, 2023

Alex Cuba - June 22, 2023

Measha Brueggergosman-Lee - June 29, 2023

Steven Lee Olsen - June 30, 2023

Lighthouse - July 6, 2023

Barra MacNeils - July 8, 2023

Tim Baker - July 9, 2023

CHOIR, CHOIR CHOIR - July 12 & 13, 2023

Kyung-A Lee with the Orillia Silver Band - July 15 & 16, 2023

Lowest of the Low - July 21, 2023

Aysanabee - July 26, 2023

Hayden - July 28, 2023

One Man Star Wars Trilogy - August 1, 2023

The Jim Cuddy Band - August 9, 2023

Holly Cole - August 10, 2023

Lemon Drag Show - August 11, 2023

Steve Patterson - August 12, 2023

Acoustic Floyd - August 17, 2023

NUIT BLANCHE NORTH

SPONSORED BY TD BANK

5,000 VISITORS

34 PROJECTS &
PERFORMANCES

117 ARTISTS
74 LOCAL & 43 VISITING



94% APPROVAL RATING

35% AWARENESS BY WORD
OF MOUTH

26% AGES 35-44 (*largest age
demographic*)



4,000
ATTENDANCE

64
ARTISTS

32
BUSINESSES

HUNTSVILLE ART CRAWL

- 1ST ANNUAL EN PLEIN AIR ART MARKET (JUNE 24TH)
- \$15,178 IN ARTS SALES BENEFITTING ARTISTS & BUSINESSES
- 29% OF PARTICIPATING BUSINESSES EXPERIENCED A NOTICEABLE INCREASE IN VISITATION
- 21% OF PARTICIPATING ARTISTS EXPERIENCED A NOTICEABLE INCREASE IN EXPOSURE
- 100% OF PARTICIPATING ARTISTS & BUSINESSES WANT THE ART CRAWL TO RETURN



SPRING MUSICAL

PRESENTED IN PARTNERSHIP WITH THE
ROTARY CLUB OF HUNTSVILLE

After a 3-year postponement, our
Annual Spring Musical made its
TRIUMPHANT RETURN!



BEAUTY AND THE BEAST

7 PERFORMANCES

2,816 ATTENDANCE

73 LOCAL
PARTICIPANTS



ALTERNATIVE VENUES

FEATURING CONCERTS IN ALTERNATIVE SPACES IN AND AROUND HUNTSVILLE

TRINITY UNITED CHURCH

December 9 & 10, 2022 – Hawksley Workman

July 7, 2023 – Gina Horswood Sings Adele

HILLSIDE FARM

May 26, 2023 – Good Lovelies

July 29, 2023 – Reggaddiction

July 30, 2023 – Hannah Shira Naiman

OTHER VENUES

January 16-18, 2023 – A Play, A Pie & A Pint at the Mill On Main

August 13, 2023 – Jay Douglas & The All-Stars 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.

NUMBER OF
ATTENDEES

18,620

ONTARIO TOURISM SUMMIT - OCTOBER 25, 2022

WITCHES DANCE - OCTOBER 29, 2022

SNOW VILLAGE - FEBRUARY 4-28, 2023

SNOW QUEEN - FEBRUARY 24-26, 2023

HUNTSVILLE ART CRAWL - JUNE 1-30, 2023

TOM THOMSON CANOE MURALS - JUNE 12-17, 2023

EN PLEIN AIR ART MARKET - JUNE 24, 2023

MUSIC AT NOON - JULY 17-21, 2023

NUIT BLANCHE NORTH - JULY 22, 2023

HFA STORY TIME CONCERT - JULY 27, 2023

MOVIE ON THE DOCKS - AUGUST 19, 2023



EDUCATION

HUNTSVILLE FESTIVAL OF MUSIC (1ST ANNUAL)
MARCH BREAK DRAMA CAMP
NATURE ARTS SUMMER CAMP
SUMMER DRAMA CAMP
TPAN (TEEN PERFORMING ARTS NIGHTS)
DISCO DUCKS (MUSIC & DANCE FOR BABIES & TODDLERS)
SNOW QUEEN
ILL ABILITIES (SCHOOL SHOW)
NUTCRACKER LOCAL PARTICIPANT PROGRAM
WINTER ELECTIVES PROGRAM (PINE GLEN)



\$7,500 AWARDED IN
SCHOLARSHIPS
to local students studying the arts

Senior Scholarship: **Gwynne Daynard, Evin Park, Silas Knappet, Simon Johnson**

Junior Scholarship: **Patricia Mann, Samantha Beattie**

Kareen Burns Kareen Burns Visual Arts Scholarship:
Roxanne Welsh, Chloe Sparling

PROGRAM
PARTICIPANTS

302
IN PERSON

2,170
HOURS OF
INSTRUCTION

HUNTSVILLE FESTIVAL OF MUSIC

1st Annual Music Festival featuring competitive and non-competitive classes and coaching local youth by qualified adjudicators/teachers.

170

PARTICIPANTS

88%

STUDENT APPROVAL RATING

94%

APPROVAL RATING

90%

OF PARTICIPANTS PLAN
ON RETURNING



MARKETING REACH

5,601

NEWSLETTER
SUBSCRIBERS

7

MEDIA
PARTNERS

140,561

WEBSITE
VIEWS

57,771

WEBSITE
USERS



FOLLOWERS - 5,482
REACH - 524,701 (+57.6%)
AVG MONTHLY REACH - 43,725



FOLLOWERS - 2,718
REACH - 39,767 (+8.3%)
PAID REACH - 74,032 (+39%)



FOLLOWERS - 2,194

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, Timothy Story





THANK YOU
FOR COMING!