

# 2023/2024 ANNUAL REPORT

Huntsville Festival of the Arts



**WE GOT YOU COVERED**

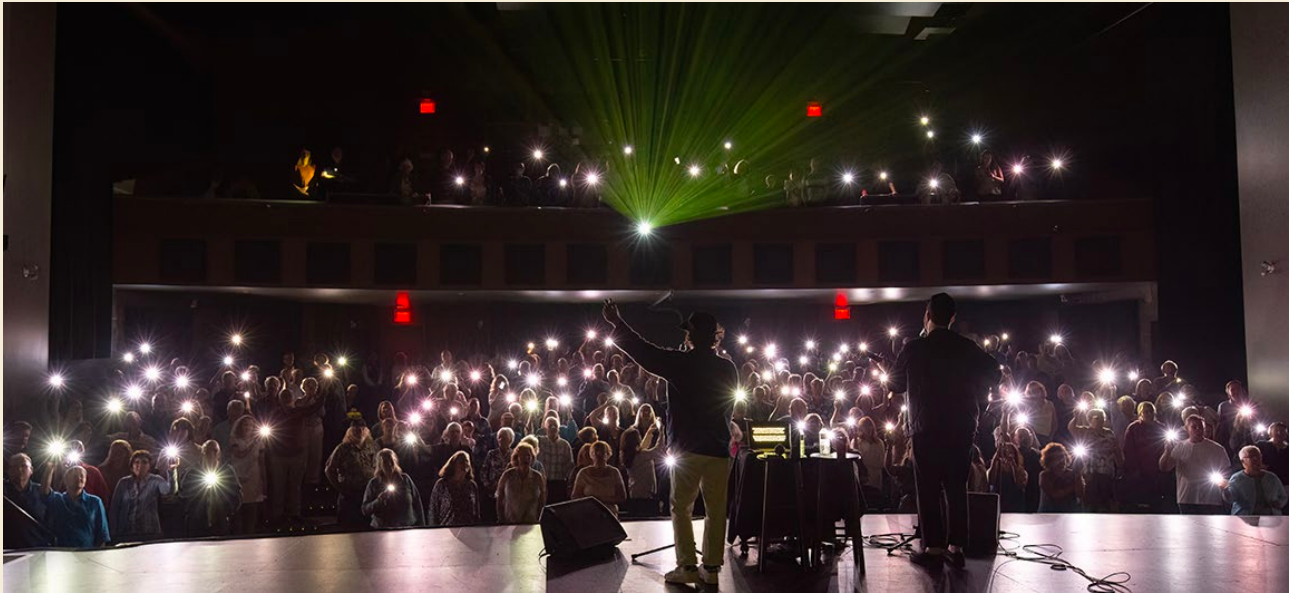
# Overview

**82** NUMBER OF SHOWS  
& EVENTS

**32,811** TOTAL  
ATTENDANCE

**14,963** PAID  
ADMISSION

**17,848** FREE  
ADMISSION



FINANCIAL

**\$1,052,304**

ANNUAL BUDGET



REVENUE SOURCES

**69%**

EARNED

**21%**

PRIVATE  
SECTOR

**10%**

PUBLIC  
SECTOR

# Audience Point of Origin

**63%**

LOCAL

**35%**

ONTARIO

**1%**

NATIONAL

**1%**

INTERNATIONAL

AVG Summer Attendance – 1.8 shows/person  
AVG Off Shoulder Season Attendance – 2.1 shows/person



# Demographics

## Ages

0-24 – 3%  
25-34 – 12%  
34-44 – 18%  
45-54 – 23%  
55-64 – 30%  
65+ – 13%

## Gender

Male – 29%  
Female – 71%



## REGIONAL ECONOMIC IMPACT

**\$4,490,984**

TOTAL VISITOR  
SPENDING

*Based on Ministry of Tourism TREIM Model*

**22%**

STAY IN LOCAL  
ACCOMMODATIONS

**59%**

VISIT LOCAL  
RESTAURANTS



# *Committed to Artists*



ARTISTS PRESENTED **557**

LOCAL ARTISTS ENGAGED **277**

INVITED ARTISTS ENGAGED **280**

TOTAL PAID TO ARTISTS **\$538,889**



# Sponsors

**34** LOCAL BUSINESS SPONSORS

**4** GOVERNMENT FUNDING

**12** COMMUNITY PARTNERS

**7** MEDIA SPONSORS



THE  
READY  
COMMITMENT



THE CHAWKERS  
FOUNDATION  
*Supporters of the Arts*



METROPIA



Robert & Cathy Hurst  
*Supporters of the arts*



The Jerrett Family  
*Supporters of the Arts*



Suzanne Riverin &  
Nigel Lewis  
*Supporters of the arts*

# Members

411

FESTIVAL MEMBERS  
+ 26% increase

44

 **BEST FRIENDS**   
+ 27% returning

397

FRIENDS  
+ 30% increase

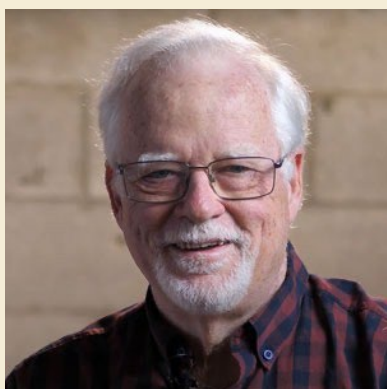
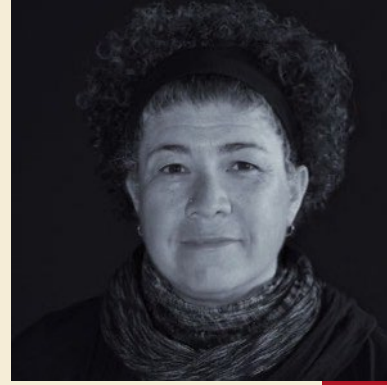
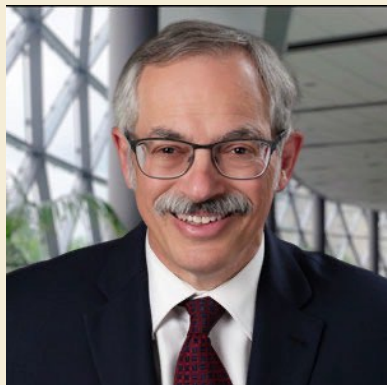


## 2023/24 BEST FRIENDS OF THE FESTIVAL

Edmonds Chevrolet Corvette Buick GMC Ltd. | Watson Lawyers | Gary J. Fisher Accounting | Tony Clement International | Lindgren Mini Storage | Camp Tawingo | Christmas Tyme | Rick Wearing & Sandra Parrott, Royal LePage Lakes of Muskoka Realty Inc. Brokerage | Portage Promotionals | North Muskoka Real Estate: Jessica Brown & Victoria Darling-Wadel Oxtongue Craft Cabin & Gallery | Etwell Concert Series | Well Known Marketing | Dave Leslie Group - Coldwell Banker Thompson Real Estate | Nutty Chocolatier | Wyatt Williamson Real Estate Group | Oxtongue Craft Cabin & Gallery | Larry and Colleen Mitchell - Mitchell Funeral Home | Lakeland Networks | Robert M. McDermott Surveying Ltd. | Hear Well Be Well - John & Kathleen Tiede

Nigel Lewis & Suzanne Riverin | Steve Campbell & Noreen Mitchell | Len & Megan Jillard | Bruce & Liz Gowan | Karen Cassian & Brian Smith | Gord & Libby Duncan | Anonymous | Scott & Sandra Morrison | Carol & Paul Stueck | Micheline McKay & Richard Comparey | Jamie | Oppenheimer & Shauna Leigh Taylor | Randy Tipping | Viive Tamm | Peter & Joanne McGinnis | Chris & Jocelyn Summersby | Jack & Leslie van der Meer | Cathy & Dennis Jordan | Kelly Haywood & Jackie Lovegrove | Victoria & David Mathies | Michelle & Ken Kavanagh | Peter & Joan Livermore | Greg & Karen Siddall | Susan & Scott DeFields | James Bull & Johanne Philips

# Board of Directors & Staff



**President:** Cydney Jones

**Vice President:** Scott Acton

**Treasurer:** Tony Clement

**Secretary:** Alberta Robinet

**Past President:** Gord Duncan

**Directors:** Alana Nuedling, Micheline McKay, Karen Cassian, Tony Clement, Sarah Vanasse, Suzanne Riverin, Myke Malone, Cheryl Stamper, Carol Gibson

**Advisory Committee Volunteers:** Kyung-A Lee, Carol Stueck, June Salmon, Jocelyn Bell (Education), Adam Fisher, Tim Lucier & Tomas Street (Programming)

**Executive Director:** Dan Watson

**Director of Programs, Education & Outreach:** Hannah Shira Naiman

**Summer Employees:** Blake Quinlan, Tiya Patel, Thomas Flynn, Xee Busse

**86 Volunteers!**



# *Supporting the Community*

## **\$4,291**

IN DONATIONS TO LOCAL CHARITIES  
AND SERVICE GROUPS



## PRESENTING PARTNERSHIPS

**A Christmas Carol: A Holiday Pantomime** - December 23, 2023 | Presented in Partnership with the Huntsville Theatre Company

**School of Rock** - April 5-14, 2024 | Presented in Partnership with the Rotary Club of Huntsville

**Daniel Champagne** - May 17, 2024 | Presented in Partnership with Jimmy Joy's Music Room

**Square Foot North Exhibition** - June 1-30, 2024 | Presented in Partnership with Huntsville Art Society

**National Indigenous Peoples Day Concert** - June 21, 2024 | Presented in Partnership with the Town of Huntsville & Hope Arises

**Dockfest** - June 29, 2024 | Presented in Partnership with Rotary Club of Huntsville & NyDock



# Deerhurst Resort

**4,135** AUDIENCE MEMBERS

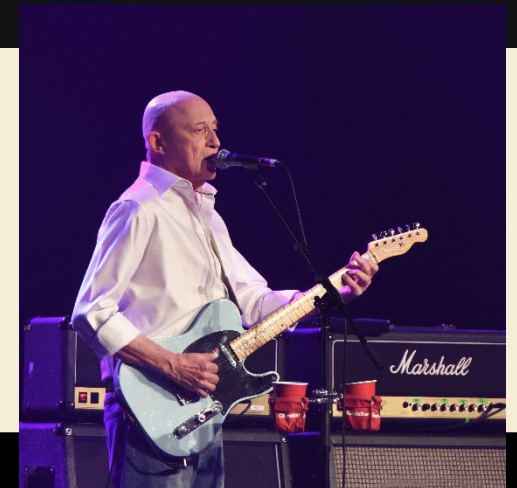
Local – 51%  
Ontario – 46%  
National – 1%  
International – 2%

32% of Audience Staying over in Paid Accommodation

72% Likely or Always go to restaurant/bar before concert

39% Likely or Always go to restaurant/bar after concert

0.98 avg drinks at concert/attendee



## 6 CONCERTS & PERFORMANCES

Dean Brody | November 11, 2023  
David Wilcox | January 18, 2024  
Brett Kissel | February 10 & 11, 2024  
Big Sugar | March 30, 2024  
Tegan & Sara | March 31, 2024



# Algonquin Theatre

**34**

CONCERTS &  
PERFORMANCES

**9,861**

AUDIENCE  
MEMBERS

Local – 76%

Ontario – 22%

National – 1%

International – 1%

87% of Audience Rate Algonquin Theatre  
as their preferred venue



SPIN by Evalyn Parry | October 20, 2023

Hawksley Workman | October 26, 2023

Susan Aglukark | December 1, 2023

A Christmas Carol (2 shows) | December 23, 2023

School of Rock: The Musical (8 shows) | April 5-14, 2024

Concert of the Stars | April 16, 2024

Matt Andersen | April 18, 2024

Bruce Cockburn | May 29, 2024

The Piano Men | July 4, 2024

Dwayne Gretzky | July 5 & 6, 2024

Living on Muskoka Time | July 11, 2024

Girl's Nite Out | July 12, 2024

Some Enchanted Evening | July 13, 2024

Junkhouse | July 18, 2024

Natalie MacMaster & Donnell Leahy | July 19, 2024

SGT Pepper's Lonely Hearts Club Band | July 23, 2024

Cottage Country Drag Festival: Kings & Queens | July 27, 2024

Classic Albums Live - Led Zeppelin II | August 8, 2024

Dreaming of the 80's | August 9, 2024

Candle Light Concerts: Kyung-A Lee | August 10, 2024

CHOIR! CHOIR! CHOIR! (2 Shows) | August 16, 2024

The Jim Cuddy Band | August 18, 2024

# Nuit Blanche North

SPONSORED BY TD BANK

**4,000** VISITORS

**30** PROJECTS & PERFORMANCES

**77** ARTISTS  
21 LOCAL & 56 VISITING



**94%** APPROVAL RATING

**25%** AWARENESS *(through Digital Advertising)*

**25%** AGES 35-44 *(largest age demographic)*

# Community Plays & Musicals

## A Christmas Carol: A Holiday Pantomime

December 23, 2024 (2 performances)

**745**

PEOPLE IN  
ATTENDANCE

**46**

LOCAL  
PARTICIPANTS

## School of Rock

April 5-14, 2024 (8 Performances)

**3,184**

PEOPLE IN  
ATTENDANCE

**107**

LOCAL  
PARTICIPANTS

97% of participants felt this met the Town's goal of providing "safe, quality, and inspiring active and cultural experiences"

95% of participants strongly agreed or agreed that the experience made them feel more connected to their community





# *Alternate Venues*

FEATURING CONCERTS IN ALTERNATIVE SPACES IN  
AND AROUND HUNTSVILLE

## **Camp Tawingo**

La Bulle | September 1-3, 2023

## **Sandhill Nursery - Nursery Nights Concert Series**

Great Lake Swimmers | September 30, 2023

Jenn Grant | October 13, 2023

Ben Caplan | October 22, 2023

## **Mill On Main**

A Play, A Pie & A Pint | January 22-24, 2024

## **Jimmy Joy's Music Room**

Daniel Champagne | May 17, 2024

## **Canvas Brewery**

Yuk Yuk's On Tour | June 28, August 3 & 30, 2024

## **Etwell Concert Series**

Garret T Willie | July 14, 2024

## **Huntsville Brewhouse**

Cottage Country Drag Festival Brunch | July 28, 2024

## **Hillside Farm**

MORE BARN!: The Music of Neil Young | July 29 & 30, 2024

Shania Twink | July 31, 2024

The Spirit of Patsy Cline (2 Shows) | August 1, 2024

# *Fringe Events*



NUMBER OF  
ATTENDEES

**17,848**

CANOE MURAL PARADE | OCTOBER 21, 2024 - OCTOBER 25, 2023

WITCHES DANCE | OCTOBER 31, 2023

SNOW VILLAGE | FEBRUARY 17-MARCH 10, 2024

PLAY ME, I'M YOURS (PIANO IN CIVIC SQUARE) | MAY – OCTOBER 2024

HUNTSVILLE ART CRAWL | JUNE 1-30, 2024

EMILY CARR CANOE MURALS | JUNE 10-14, 2024

NATIONAL INDIGENOUS PEOPLES DAY CELEBRATION | JUNE 21, 2024

EN PLEIN AIR ART MARKET | JUNE 22, 2024

DOCKFEST | JUNE 29, 2024

MUSIC AT NOON | JULY 15-19, 2024

NUIT BLANCHE NORTH | JULY 20, 2024

HFA STORY TIME CONCERT | JULY 25, 2024

MOVIE ON THE DOCKS | AUGUST 2 & 30, 2024



# Education

## PA DAY CAMPS

VISUAL ART & DRAMA  
DANCE & FABRIC ARTS  
PODCAST & PRINTMAKING



MARCH BREAK DRAMA CAMP  
NATURE ARTS SUMMER CAMP  
MUSIC & DANCE SUMMER CAMP  
SUMMER DRAMA CAMP

## STUDIO CLASSES

TPAN (TEEN PERFORMING ARTS NIGHTS FOR AGES 13-18)  
TEEN SKETCH COMEDY (COMEDY WRITING AND PERFORMANCE)  
DISCO DUCKS (MUSIC & DANCE FOR BABIES & TODDLERS)  
BABY SONG & BOUNCE (MUSIC FOR BABIES & CAREGIVERS)  
AFTER SCHOOL VISUAL ART (MIXED MEDIA FOR AGES 7-12)  
THEATRE KIDS (DRAMA FOR AGES 4-6)  
DRAMA TWEENS (DRAMA FOR AGES 7-12)  
TEEN SKETCH COMEDY NIGHT

## PROGRAMMING FOR SCHOOLS

CARNAVAL! FRENCH DANCE WORKSHOPS (750 STUDENT PARTICIPANTS!)  
IT'S OKAY TO BE DIFFERENT | 2 PERFORMANCES | 800 STUDENTS  
ALGONQUIN THEATRE BACKSTAGE TOURS

# \$7,500

## AWARDED IN SCHOLARSHIPS

to local students studying the arts

Senior Scholarship: **Blake Quinlan, Bridget Johnson, Juniper Nuedling-Black, Kara McClung, Thomas Flynn, Xee Busse**

Junior Scholarship: **Chloe Hawes, Isaac Leonard, Malcolm Fairhall, Ryleigh Lay, Scarlett Fisher**

Kareen Burns Kareen Burns Visual Arts  
Scholarship: **Fiona Fletcher**



## PROGRAM PARTICIPANTS

# 2,041

IN PERSON

# 324

HOURS OF  
INSTRUCTION

# *Huntsville Festival of Music*

2nd Annual Music Festival featuring competitive and non-competitive classes and coaching local youth by qualified adjudicators/teachers.

**295** PARTICIPANTS (increase by 42%)

**93** PARTICIPANTS FEATURED IN THE  
CONCERT OF THE STARS

**84%** APPROVAL OF  
EDUCATION EXPERIENCE

**70%** OF PARTICIPANTS PLAN  
ON RETURNING



*"My son's experience at the festival will be one of those core memories that he reflects back on fondly for the rest of his life. Thank you so much to everyone involved!"*



# *Marketing Reach*

**6,512**

NEWSLETTER  
SUBSCRIBERS

**7**

MEDIA  
PARTNERS

**202,00**

WEBSITE  
VIEWS

**62,000**

ACTIVE  
USERS



FOLLOWERS – 6,225 (+12%)  
REACH – 335,700 (+36%)  
PAID REACH – 55,306  
AVG MONTHLY REACH – 27,891 (-36%)



FOLLOWERS – 3,412 (+20%)  
REACH – 51,500 (+23%)  
PAID REACH – 50,308



FOLLOWERS – 2,171

**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, Zach MacPherson (Shoot Everything)

THANK YOU  
FOR COMING!



**WE GOT YOU COVERED**