



2024/2025 ANNUAL REPORT

Huntsville Festival of the Arts



OVERVIEW

135

SHOWS AND
EVENTS

+ 38%

35,547

TOTAL
ATTENDANCE

+ 8%

17,040

PAID
ADMISSION

+ 12%

17,507

FREE
ADMISSION

- 2%



FINANCIAL

\$1,250,830

ANNUAL BUDGET

+ 13%

71%
EARNED

23%
PRIVATE
SECTOR

6%
PUBLIC
SECTOR



AUDIIENCE

58%
LOCAL

40%
ONTARIO

1%
NATIONAL

1%
INTERNATIONAL

FEMALE – 69%
MALE – 30%
OTHER 2%

0-18 – 4%
19-35 – 25%
36-55 – 38%
56-75 – 24%
75+ – 13%



IMPACT

REGIONAL ECONOMIC IMPACT

BASED ON MINISTRY OF TOURISM TREIM MODEL

\$5,587,951

TOTAL VISITOR SPENDING



ATTENDANCE

AVERAGE SUMMER ATTENDANCE – 1.7 SHOWS/PERSON

AVERAGE OFF SHOULDER SEASON ATTENDANCE – 1.7 SHOWS/PERSON

58% LIKELY OR ALWAYS GO OUT FOR DINNER BEFORE CONCERTS

29% STAY IN HOTELS (DEERHURST CONCERTS)



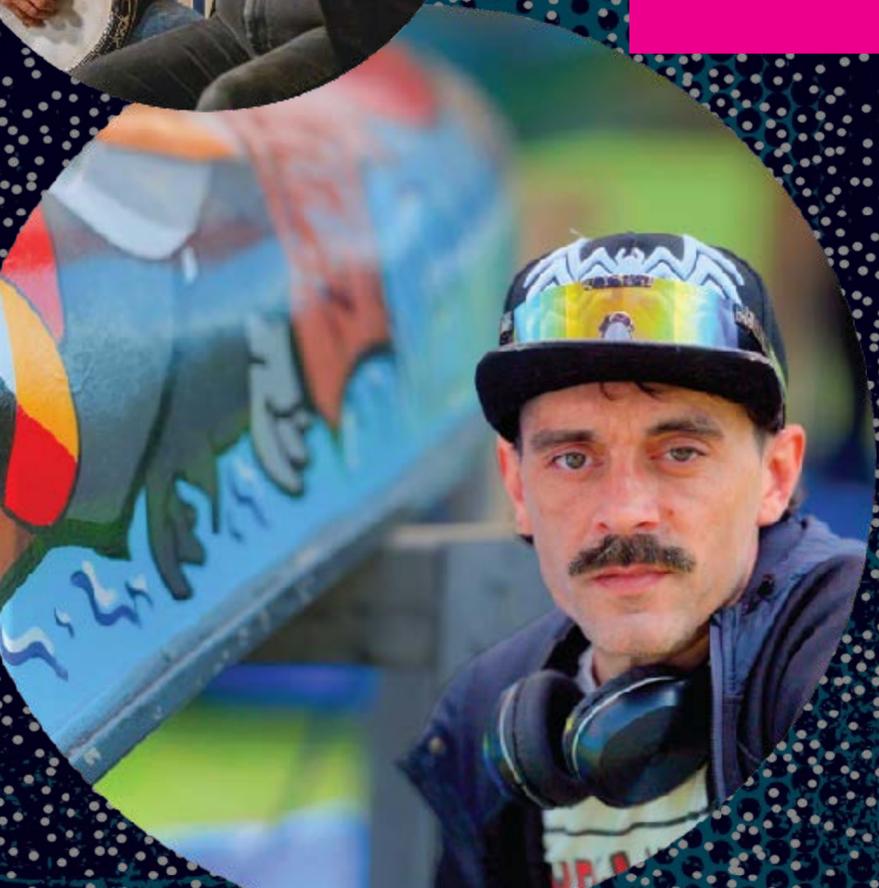
COMMITMENT TO ARTISTS

689
ARTISTS
PRESENTED

276
LOCAL ARTISTS
ENGAGED

413
INVITED ARTISTS
ENGAGED

\$642,974
TOTAL PAID TO ARTISTS



SPONSORS

37

BUSINESS
SPONSORS

13

COMMUNITY
PARTNERS

6

MEDIA
SPONSORS

6

PROVINCIAL & FEDERAL
FUNDING PROGRAMS



METROPIA



Hutcheson Family
In Memory of Jane Hutcheson



Tim Hortons

Robert & Cathy Hurst
Supporters of the arts



The Jerrett Family
Supporters of the Arts



ONTARIO
PRESENTS





MEMBERS



491
FESTIVAL
MEMBERS

+ 19%

52
BEST FRIENDS OF
THE FESTIVAL

+ 8%

439
FRIENDS OF THE
FESTIVAL

+ 42%

AVERAGE SUMMER ATTENDANCE 2.5 SHOWS/PERSON
AVERAGE OFF SEASON ATTENDANCE 2.3 SHOWS/PERSON

2024 - 2025 BEST FRIENDS OF THE FESTIVAL

Edmonds Chevrolet Corvette Buick GMC Ltd. | Watson Lawyers | Fisher Accounting | Tony Clement International | Lindgren Mini Storage
Camp Tawingo | Christmas Tyme | 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
Fibre | Robert M. McDermott Surveying Ltd. | Hear Well Be Well – John & Kathleen Tiede | Mark's Zero Allergens

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
Cathy & Dennis Jordan | Kelly Haywood & Jackie Lovegrove | Victoria & David Mathies | Rob & Beth Saunders | Peter & Joan Livermore
Greg & Karen Siddall | Susanne Allen & Steve Spiers | Susan & Scott DeFields | James Bull & Johanne Philips | Scott & Annie Burger
Glen & Janice Cowing | Anonymous | Dr. Dylan Deleau | Helena & Cam Renwick | Richard & Renee | Graham | Marc Edward Yarascavitch
Len and Megan Jillard | Cindy Forbes | Dr. Alexandra Eaton

BOARD OF DIRECTORS

PRESIDENT: SCOTT ACTON

VICE PRESIDENT: ALBERTA ROBINET

TREASURER: TONY CLEMENT

SECRETARY: SUZANNE RIVERIN

PAST PRESIDENT: CYDNEY JONES

DIRECTORS: GORD DUNCAN, MICHELINE MCKAY, KAREN CASSIAN, SARAH VANASSE, MYKE MALONE, CHERYL STAMPER, CAROL GIBSON, MICHAEL LEBLANC

ADVISORY COMMITTEE VOLUNTEERS: KYUNG-A LEE, CAROL STUECK, JUNE SALMON, JOCELYN BELL [EDUCATION], ADAM FISHER, TIM LUCIER & TOMAS STREET [PROGRAMMING].



STAFF MEMBERS

EXECUTIVE DIRECTOR: DAN WATSON

DIRECTOR OF PROGRAMS, EDUCATION & OUTREACH:
HANNAH SHIRA-NAIMAN

SUMMER EMPLOYEES: THOMAS FLYNN, XEE BUSSE



180

VOLUNTEER
OPPORTUNITIES

10,726

VOLUNTEER
HOURS



SUPPORTING OUR COMMUNITY

\$6,228 IN BURSARIES, DONATIONS
AND SPONSORSHIP

70% OF AUDIENCES VALUE THAT WE ENHANCING THE
CULTURAL VIBRANCY OF HUNTSVILLE THROUGH
ARTISTIC PERFORMANCES AND EVENTS



PRESENTING PARTNERSHIPS

VIBRANCY PROJECT (PAINTED CANOES) | NOVEMBER 2024 | PRESENTED IN TOWN OF HUNTSVILLE & DOWNTOWN BIA

SNOWFEST | JANUARY 24-MARCH 1, 2025 | PRESENTED IN PARTNERSHIP WITH EXPLORE HUNTSVILLE, DOWNTOWN HUNTSVILLE BIA & HUNTSVILLE/LAKE OF BAYS CHAMBER OF COMMERCE

JESUS CHRIST SUPERSTAR | APRIL 4-13, 2025 | PRESENTED IN PARTNERSHIP WITH THE ROTARY CLUB OF HUNTSVILLE

PATHS OF LEARNING CANOE MURAL PROJECT | JUNE 9-14, 2025 | PRESENTED IN PARTNERSHIP WITH HOPE ARISES

NATIONAL INDIGENOUS PEOPLES DAY CONCERT - JUNE 21, 2025 | PRESENTED IN PARTNERSHIP WITH THE TOWN OF HUNTSVILLE AND HOPE ARISES

DEERHURST RESORT

5

CONCERTS &
PERFORMANCES

TOM COCHRANE
OCTOBER 6, 2024

THE STRUMBELLAS
DECEMBER 14, 2024

54 40
JANUARY 24, 2025

HYPROV (COLIN MOCHRIE)
FEBRUARY 1, 2025

ALAN DOYLE
MARCH 21, 2025

3,338

AUDIENCE
MEMBERS

LOCAL – 54%
ONTARIO – 44%
NATIONAL – 1%
INTERNATIONAL – 1%

29% OF AUDIENCE STAYING
OVER IN PAID ACCOMMODATION

63% LIKELY OR ALWAYS GO TO
RESTAURANT/BAR BEFORE CONCERT

27% LIKELY OR ALWAYS GO TO
RESTAURANT/BAR AFTER CONCERT

0.98 AVG DRINKS AT
CONCERT/ATTENDEE



ALGONQUIN THEATRE

12,144

AUDIENCE
MEMBERS

LOCAL – 58%
VISITORS (+40KM) – 42%

80% OF AUDIENCE RATE
ALGONQUIN THEATRE AS
THEIR PREFERRED VENUE



ALGONQUIN THEATRE

38

CONCERTS & PERFORMANCES

MATTHEW GOOD | SEPTEMBER 19, 2024
MATT DUSK | NOVEMBER 2, 2024
SUE FOLEY: ONE GUITAR WOMAN | NOVEMBER 21, 2024
THE NUTCRACKER: A CANADIAN TRADITION [2 SHOWS] | NOVEMBER 23, 2024
GLASS TIGER | NOVEMBER 27, 2024
GOOD LOVELIES | DECEMBER 13, 2024
DONOVAN WOODS | JANUARY 30, 2025
BIF NAKED | FEBRUARY 28, 2025
LADYSMITH BLACK MAMBAZO | MARCH 26, 2025
ALPHABET OF AWESOME SCIENCE [2 SHOWS] | MARCH 21, 2025
APRIL 4-13, 2025 | JESUS CHRIST SUPERSTAR [7 SHOWS]
GOWAN | APRIL 18, 2025
SERENA RYDER | JULY 3, 2025
GEORGE CANYON | JULY 4, 2025
OUTERBRIDGE MAGIC: SECRETS OF THE KEYHOLE HOUSE | JULY 5, 2025
CLASSIC ALBUMS LIVE – PINK FLOYD: THE WALL | JULY 6, 2025
KUNE: CANADA'S GLOBAL ORCHESTRA | JULY 11, 2025
KYUNG-A LEE & THE ORILLIA SILVER BAND | JULY 12, 2025
THE SPIRIT OF PATSY CLINE | JULY 13, 2025
MATT ANDERSEN | JULY 16, 2025
LIGHTHOUSE | JULY 17, 2025
JIM CUDDY BAND | JULY 23 & 24, 2025
LEAHY | JULY 25, 2025
AN EVENING WITH TERRY O'REILLY | AUGUST 7, 2025
MICHAEL KAESHAMMER | AUGUST 8, 2025
CHOIR! CHOIR! CHOIR! [2 SHOWS] | AUGUST 9, 2025
THE LIGHTFOOT BAND | AUGUST 16, 2025
TORONTO ALL STAR BIG BAND | AUGUST 17, 2025



NUIT BLANCHE NORTH

3000
VISITORS

SPONSORED BY TD BANK



NUIT BLANCHE NORTH

33

PROJECTS &
PERFORMANCES

67

ARTISTS

50 LOCAL
17 VISITING

93% APPROVAL RATING
64.3% AWARENESS THROUGH ONLINE SOURCES



SPRING MUSICAL

JESUS CHRIST SUPERSTAR
APRIL 4-13, 2025



7

PERFORMANCES

2,376

ATTENDANCE

103

LOCAL
PARTICIPANTS



94% of participants felt this met the Town's goal of providing "safe, quality, and inspiring active and cultural experiences".

90% of participants strongly agreed or agreed that the experience made them feel more connected to their community.



ALTERNATIVE VENUES

NINETEEN SHOWS & CONCERTS IN ALTERNATIVE SPACES IN AND AROUND HUNTSVILLE



SANDHILL NURSERY – NURSERY NIGHTS CONCERT SERIES
ELLIOTT BROOD | SEPTEMBER 14, 2024
DANNY MICHEL | SEPTEMBER 21, 2024
MADISON VIOLET | SEPTEMBER 28, 2024
ANGELIQUE FRANCIS | OCTOBER 5, 2024
SAVOUR THE SUMMER (FUNDRAISER) | AUGUST 30, 2025

HUNTSVILLE BREWHOUSE
A PLAY, A PIE & A PINT | JANUARY 13–15, 2025

BRACEBRIDGE AND MUSKOKA LAKES SECONDARY SCHOOL
YES YES YES (2 SHOWS) | MARCH 4, 2025

CANVAS BREWERY
YUK YUK'S ON TOUR | JUNE 27, AUGUST 1 & 29, 2024
GRATEFUL JEFF | JULY 19, 2025

ETWELL CONCERT SERIES
REGGADDICTION | JULY 6, 2025

HILLSIDE FARM
THE ROLLING STONES SHOW | JULY 27–29, 2025
ALEX PANGMAN & HER SWEET HOTS | JULY 30, 2025

FRINGE EVENTS

FREE AND ACCESSIBLE ARTS PROGRAMMING THAT ENERGIZE AND CELEBRATE LOCAL CULTURE AND SPACES.

17,507 NUMBER OF ATTENDEES

SACRED STRENGTH RIBBON SKIRTS EXHIBITION | SEPTEMBER 1-30, 2024

COMMUNITY DANCE (7 EVENTS) | SEPTEMBER 2024-MAY 2025

WITCHES DANCE | OCTOBER 31, 2024

HUNTSVILLE CANOE SIGN | NOVEMBER - PRESENT

FUNKY FRIDAYS (6 EVENTS, PART OF SNOWFEST) | JANUARY-FEBRUARY 2025

SILVERSCREEN SATURDAYS (6 EVENTS, PART OF SNOWFEST) | JANUARY-FEBRUARY 2025

YMCA SQUARE DANCE | FEBRUARY 5, 2025

ACOUSTIC POP UP (3 FREE CONCERTS) | MARCH-MAY



FRINGE EVENTS

FREE AND ACCESSIBLE ARTS PROGRAMMING THAT ENERGIZE AND CELEBRATE LOCAL CULTURE AND SPACES.

HFA SUMMER SEASON LAUNCH | APRIL 17

MY ARTFUL LIFE (7 WORKSHOPS) | APRIL-MAY, 2025

PLAY ME, I'M YOURS (PIANO) | MAY-AUGUST 2025

HUNTSVILLE ART CRAWL | JUNE 1-AUGUST 31, 2025

WEDNESDAY WALKABOUTS (4 EVENTS) | JUNE 2025

PATHS OF LEARNING CANOE MURAL PROJECT | JUNE 9-14, 2025

NATIONAL INDIGENOUS PEOPLES DAY | JUNE 21, 2025

MOVIE ON THE DOCKS | JUNE 28 & AUGUST 2, 2025

GROUP OF SEVEN MURAL TOURS (13 TOURS) | JULY 1 - AUGUST 24, 2025

DANCING ON THE DOCKS (6 EVENTS) | JULY 3-AUGUST 7, 2025

MUSIC AT NOON | JULY 14-18, 2025

NUIT BLANCHE NORTH | JULY 19

LIBRARY STORY TIME | AUGUST 7, 2025



EDUCATION

2,187

PROGRAM
PARTICIPANTS

+ 7%

380

HOURS OF
INSTRUCTION

+ 15%



ART CAMPS

PA Day Camps

Podcast & Paint | October 25, 2024

Drama & Art | November 22, 2024

Dance & Print | January 31, 2025

Pop Art & Pop Songs | February 28, 2025

March Break Drama Camp | March 10–14, 2025

Nature Arts Summer Camp | July 7–11, 2025

Summer Drama Camp | July 28–August 1, 2025

Music & Dance Summer Camp | August 11–15, 2025

STUDIO CLASSES

95% Approval Rating, 98% Would Recommend to others.

TPAN (Teen Performing Arts Nights for ages 13–18)

Disco Ducks (Music & Dance for babies & toddlers)

Baby Song & Bounce (Music & movement 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)

Chantons, Dansons (Music & Art in French for ages 7–12)

PROGRAMMING FOR SCHOOLS

SENIOR LEVEL

TY HORVATH | DANCE

MAX CULJACK | MUSIC (VIOLA)

MALCOLM FAIRHALL | MUSIC (SAXOPHONE)

OLIVER FISHER | MUSIC (GUITAR)

ANNALISE HENDERSON | THEATRE

BELLA MAIN | MUSICAL THEATRE

JUNIOR LEVEL

SADIE LAURENCE | MUSIC (COMPOSITION)

KAREEN BURNS KAREEN BURNS VISUAL ARTS

SCHOLARSHIP: BRIANNA VERHEYE

BLAKE QUINLAN SCHOLARSHIP FOR

THEATRE: BELLA MAIN

\$8,250

AWARDED IN SCHOLARSHIPS
TO LOCAL STUDENTS
STUDYING THE ARTS

LAKELAND ARTS ACCESS PROGRAM
12 WORKSHOPS | 396 STUDENTS

YES YES YES (GR 9-12) | 2
PERFORMANCES | 375 STUDENTS

ALPHABET OF AWESOME SCIENCE (GR
4-8) | 2 PERFORMANCES | 758
STUDENTS

ALGONQUIN THEATRE BACKSTAGE TOURS



HUNTSVILLE FESTIVAL OF MUSIC

3RD ANNUAL MUSIC FESTIVAL FEATURING COMPETITIVE AND
NON-COMPETITIVE CLASSES AND COACHING LOCAL YOUTH BY
QUALIFIED ADJUDICATORS/TEACHERS.

305

PARTICIPANTS

120

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



202,000

WEBSITE
VIEWS

- 11%

ACTIVE USERS- 63,000 (+1%)
AVG. ENGAGEMENT TIME- 40 SEC



7,450

NEWSLETTER
SUBSCRIBERS

+ 12%



6,642

FACEBOOK
FOLLOWERS

- 6%

VIEWS - 1.2 MILLION
AVG MONTHLY VIEWS - 100,000



4,172

INSTAGRAM
FOLLOWERS

- 18%

REACH - 99,600 (+48%)
TWITTER - 2,118 (-2%)



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

Photography: Susan MacDonald

Event Documentation: Limelight Muskoka, Scott Turnbull, Oliver Ward Media, Kelly Hollinshead (Shutterbug Gallery), Zach MacPherson (Shoot Everything)

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MEDIA
PARTNERS



THANK YOU

Huntsville Festival of the Arts

