

International
CHILDREN'S
FESTIVAL

FINAL REPORT
2011

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Summary:

The International Children's Festival celebrated its 30th birthday during the City of St. Albert's 150th anniversary year with a cultural kaleidoscope of sights, sounds and one-of-a-kind performances. We were proud to showcase some of the world's tremendous diversity with performers from Australia, German, Mexico, the United States and throughout Canada. Audiences enjoyed puppetry, music, dance, literary arts, circus arts and theatre. Publicity for the Festival was extensive, attracting local and regional attention (see Appendix). Live broadcasts from the Festival site and comprehensive newspaper coverage ensured high levels of regional awareness and engagement.

Festival Demographics

- Festival attendance was 59,169
- Over 500 school classes and thousands of families contributed to 88% capacity at 89-ticketed performances.
- Audiences came from the United States, Saskatchewan, and across Alberta from places like Peace River, Red Deer, Calgary and Edson.
- The Festival welcomed a wide range of schools and groups:
 - Patrons with physical and mental disabilities
 - Aboriginal schools
 - Military families
 - Specialty programs: Francophone schools, home school groups, daycare centres, Head Start Programs, youth choirs, Girl Guides

Aboriginal and Canadian Heritage Programming

- The Global Canadian Heritage Trail came to life with the sights and sounds of our Canadian roots. Patrons learned about Métis weaving and the buffalo hunt, stone carving, First Nations friendship bracelets, Inuit printmaking and Aboriginal legends.
- Trad'badour celebrated our French Canadian heritage with songs, dance and storytelling.
- The Ukrainian Cultural Heritage Village shared the beliefs, values and customs of Ukrainian pioneers who settled in Alberta 100 years ago.
- Arts & Heritage St. Albert demonstrated historic beading patterns at the Musée Héritage Museum.

Accessibility and Outreach

- Without generous support from sponsors, businesses and all levels of government the ticket prices for children would be in excess of \$30. A child's main stage performance ticket in 2011 cost \$8.50.
- School/group package pricing on shows and site activities helped increase affordability.
- Five outreach visits to the Stollery, the Glenrose Rehabilitation Hospital and Elves Child Development Centre brought the Festival to 245 patients and their families
- Free Festival tickets were made available to victims of the Slave Lake fire.
- A wide variety of free activities from face painting to outdoor stage shows were available all week long.
- The Festival continued family-friendly programming on Friday evening and all day Saturday, with site activities and performances that were extremely popular with working parents and families with children in school during the week.
- The Adopt-a-School Program made it possible for 1,132 students to attend the Festival thanks to the generosity of 3 organizations.
- Patrons with special needs, who required the assistance of an aide, received complimentary main stage seating for their aide.
- School and community groups were offered one complimentary ticket for every 10 tickets purchased.
- Tuesday of Festival week was Seniors' Day with two for one pricing for seniors and grandparents.
- The Youth Ambassador Program provided leadership mentoring for an autistic youth.
- Performance tickets were donated to St. Albert's Family Resource Centre, Sidekicks Mentoring and Family & Community Support Services for distribution to regional and local families.

Outcomes and Measurements:

Outcome 1: The Festival encourages youth to become involved in educational arts activities

Measurements:

1. Attendance figures

Main Stage Tickets:	23,499
Site Activities:	35,670
Total Site Attendance:	59,169

2. Surveys

Online surveys of school groups and general public captured the following information:

- 27.3% of respondents attended the festival for the first time
- School groups rated educational value (67.6%) slightly more important than entertainment value (56.3%) when selecting performances and activities; general public rated entertainment value (78.8%) as the most important factor
- The most popular performances were iL CiRCo's Viaggio and The Very Hungry Caterpillar (offered in English and French)
- The Festival met/exceeded the expectation of 92% of respondents
- 92% intend to return to the Children's Festival next year
- 96% would recommend the Children's Festival to a friend/colleague

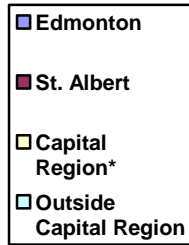
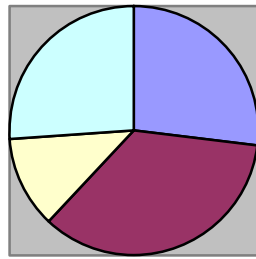
3. Geographic Reach

OUT OF PROVINCE

- Onion Lake, SK
- Lloydminster, SK
- Belleville, ON
- California, USA
- Connecticut, USA
- Massachusetts, USA



Where did the schools and groups come from?



- 27% from Edmonton
- 35% from St. Albert
- 12% from the Capital Region
(*excluding Edmonton and St. Albert)
- 26% from outside of the Capital Region

Band-Operated Schools

- Bigstone Community School, Wabasca - 118 attendees
- Paul First Nation, Duffield - 58 attendees
- Onchaminahos School, Saddle Lake - 94 attendees
- Blue Quill First Nations Adult College, St. Paul - 15 attendees
- Saddle Lake School, Saddle Lake - 18 attendees
- Kitaskinaw, Enoch – 209 attendees
- Sunchild First Nation, Rocky Mountain House – 35 attendees

Métis Settlement Schools

- Bishop Routhier, High Prairie – 52 attendees
- Gift Lake School, Gift Lake - 39 attendees
- Kikino School, Kikino - 46 attendees

Cree Immersion School

- Kihew Waciston, Onion Lake, Saskatchewan – 95 attendees

Participating School/Groups with significant Aboriginal enrolment included:

- Fishing Lake Headstart, Fishing Lake – 32 attendees
- Pelican Mountain, Wabasca – 22 attendees
- Susa Creek, Grande Cache – 28 attendees
- Wandering River, Wandering River – 34 attendees
- Iron River School, Iron River – 47 attendees
- Killam Public School, Killam – 39 attendees
- Alix Mac School, Alix- 41 attendees
- Niton Central, Niton – 24 attendees
- Vera M. Welsh, Lac La Biche – 43 attendees
- Ben Calf Robe, Edmonton – 38 attendees

Francophone Schools

- Ecole La Mission, Ecole á la Découverte, Ecole du Sommet

Other groups: Alberta School for the Deaf, Tevie Miller Heritage School, Elves Adult Program, Lakeland District Guiding (Cold Lake), Deployment Center (Cold Lake), Black Gold Outreach Program (Leduc), Scott Robertson Special Education (Edmonton), FCSS (Spruce Grove), Whitecourt Guiding District, Summitview Drama Group (Grande Cache).

Outcome 2: The Festival encourages the exchange of ideas and introduces children to other cultures

Measurements:

1. Number and variety of Aboriginal, national and international artists at 2011 Festival

<u>Artist/Group</u>	<u>Country of Origin</u>
Il CiRCo	Guatemala, Russia, Turkmenistan, Ukraine, USA
St. Albert Children's Theatre	Canada (AB)
Theatre Motus	Canada (QC)
Marionetas de la Esquina	Mexico
Bboyizm	Canada (ON)
Matthias Kutcha	Germany
Splash 'n Boots	Canada (ON)
Sligsby Theatre	Australia
Mermaid Theatre	Canada (NS)

Aboriginal artists
Stewart Steinhauer
Ryan Arcand
Sharon Morin
Bunny Lilley
Celina Loyer
Amanda Woodward

2. Tracking of audience numbers at performances and site activities

<u>Ticketed Activities</u>		<u>Free Activities</u>	
Tim Bits Visual Arts	2,582	Telus Family Fun Nights	1,300
Edm Journal Crytozoologist	362	Stone Cutter Demos	1,480
Grandma Willow Tent	716	Staples Family Photos	900
Moo-Vin' To The Rhythm	616	Airbrush Tattoos	4,000
Storytelling	1,176	Education Station	5,000
Ukranian Cultural Heritage Village	812	Balloon Sculpting	7,500
Save-On-Foods Healthy Kids	666	Paint With Monk	7,206
Flash, Bang, Boom	783	Inflatable Fun	6,500
Juggling With The Silly People	551	Magic Nuudles	7,000
Aboriginal Activities	2,998	Enmax Outdoor Stage	17,000
(Métis Weaving and Buffalo Hunt, Inuit Printmaking, First Nations Friendship Bracelet, Aboriginal Legends)		(Participants and Audience)	
Trad'bador	962	Face Painting	8,000
			<u>65,886</u>
Pubble People	615	<u>Product Sampling</u>	
Papermaking	1,563	Dare Foods	17,430
Enmax Power Up!	643	Mac's Frosters	7,400
AHF Activities	549		<u>24,830</u>
(Beyond The Frame/Brilliant Beads)			
Optimist Blue Flame Breakfast	<u>700</u>		
	16,294		

Outcome 3: The Festival will be a celebration of cultural excellence that increases awareness of the benefits of performing, literary and visual arts for children.

Measurements:

1. Media coverage

See Press Clippings 2011

APPENDICES

OUTREACH: PROJECT SMILE

The Northern Alberta Children's Festival outreach programs continue to grow and impact the greater Edmonton community. Project Smile is an annual event specially designed to bring the colour, sounds and laughter of the Children's Festival to local hospitals and care facilities to inspire and uplift patients and their families who are not able to attend the Festival.

The first year of Project Smile was a resounding success, delivering unforgettable performances to approximately 250 attendees from three area facilities: The Glenrose Hospital, The Stollery, and The Elves Centre. We were very fortunate to have Canadian Children's Group of the Year, Splash and Boots, and the unforgettable Dan The One Man Band, provide 5 separate presentations as part of this special initiative. In addition to the performances, Festival staff helped children participate in a special post show craft activity to complement the live music experience.

The feedback from children, staff, and family members was immediate and very positive. Each presentation filled the halls with the sounds of music and laughter as artists engaged the audience with catchy songs and witty humour. The interaction between performer and audience was spontaneous and exuberant; creating memories that will not soon be forgotten.

Project Smile is the flagship outreach program of the Festival and we look forward to building on this important momentum in 2012.

OUTREACH: ADOPT-A-SCHOOL PROGRAM

The Adopt-A-School Program partnered funders with disadvantaged schools to provide a day of artistic experiences and cultural exploration. The festival worked with school boards to ensure that funding was directed to schools with the greatest need. Funding provided main stage performance and site activity tickets for students and teachers and covered all bus transportation costs. The Adopt-A-School Program provided curriculum-connected, out-of-school learning experiences for students at no cost to participating schools.

Mrs. Barbara Jonsson, Principal, wrote: "We have not taken our students on this field trip for many years due to the cost of performances and bus transportation. We try to plan free or inexpensive outings as our families struggle to meet the basic needs of shelter, food, utilities, clothing and footwear for their children. Our students really enjoyed this experience. Students from different classes are talking about the shows and activities. Thank you for supporting the education of children by sponsoring this field trip for us."

The 2011 Adopt-a-School Program made it possible for 1,132 students to attend the Festival thanks to the generosity of Horse Racing Alberta, TD Canada Trust and Canadian Progress Club.

Participating schools:

- Lauderdale School
- Belvedere Elementary
- Keephills Elementary
- St. Catherine Elementary
- Mother Teresa Elementary
- St. Jerome Elementary
- Parkland School

CHILDREN'S FESTIVAL BY THE NUMBERS:

- 2011 marked the **30th** anniversary of the Festival.
- More than **one million** children have attended this Festival and experienced culture from around the world.
- Festival attendance was **59,169**. Audience members came from near and far from places like: Slave Lake, Grande Cache, Lloydminster and Onion Lake.
- The **89** main stage performances over five days were **88%** sold out.
- Over the five days of the Festival there were **22** hands-on/interactive site activities that took place **450** times during the Festival.
- Patrons enjoyed over **120** free site performances from stiltwalking to magic and comedy.
- Local, national and international performing arts companies representing Germany, Australia, Mexico, the U.S.A. and Canada performed at the Festival.
- A total of **60** artists from various companies performed at the Festival
- The Festival transportation team consisted of 14 volunteer drivers who drove a combined total of 424.5 hours over 9 days. This the most hours driven by volunteers on record
- More than **15,000** children participated in hands-on site activities.
- **5,203** patrons took advantage of the free Park 'n Ride service.
- **852** youth and adult volunteers contributed **15,000** hours to the Festival, an average of **17.6** hours per volunteer. 20% of volunteers came from outside St. Albert.
- The youngest volunteer was **12** years old; the oldest was **85** years old
- **203** school buses were greeted and dispatched by friendly Festival staff and volunteers
- A children's showcase with **200** emerging artists entertained thousands of Festival goers.
- Without the generous support of sponsors, businesses and all levels of government the ticket prices for children would be over \$35.00 (instead of \$8.50).
- This Festival is one of dozens of children's Festivals taking place in the spring of each year across North America. It is part of a circuit that includes cities such as *Vancouver, Calgary, Saskatoon, Ottawa, Winnipeg, Penticton, Pittsburgh* and *Philadelphia*. These Festivals share information, and travel costs for many of the visiting performing arts companies.