

Special Events Advisory Committee (SEAC) October 9, 2013



Magnetic North

- The Magnetic North Theatre Festival is Canada's only national theatre festival, a celebration of Canada's leading contemporary theatre artists. It brings Canadian stories to life onstage in communities across the country and creates a shared national experience that can transform our lives.
- Magnetic North engages local talent, collaborates with the civic and business community and creates a legacy that lasts beyond the eleven days of the Festival.
- The 11 days encompass Main Stage performances, a 4-day Industry Series, a 5day Compass Points program for students and emerging artists, a 5-day professional development workshop, free-to-the-public Magnetic Encounter events which bring artists and audiences up close and personal, an Opening Night Gala, a Festival Hub and a Closing Night Volunteer Appreciation Party.

Overview

- The Festival will take place in various locations in Halifax and Dartmouth including Neptune's Studio Theatre, Alderney Landing, Spatz Theatre, Bus Stop Theatre, Dunn Theatre and a non-traditional venue for our presentation of *Dance Marathon,* an interactive theatre event.
- The Festival Schedule is in the process of being developed.
- The Festival is governed by a board of directors and four permanent full time staff complimented by 25 Halifax contract staff. These include: an Associate Producer, an Industry and Encounters Curator, a Volunteer Coordinator, a Publicist, an Outreach Coordinator, a Technical Director, a Box Office Coordinator, an Industry and Encounters Associate, a Sponsorship Associate, and various Technical Crew.

Festival Pricing

- Ticket prices for gated events will range from \$12 (student rush tickets) to \$25 with discounted admissions for Industry delegates, Military and their families, Compass Points participants, Groups of 10 or more.
- Festival Passes which will offer Flex Packages and can be purchased in advance at up to \$40% off regular ticket prices.
- Pay-What-You-Can performances.
- Special two-for-one tickets to early-bird buyers.
- Complimentary tickets to select communities unable to afford tickets.
- Free events include Magnetic Encounters and Industry Series events, such as Pitch Sessions, Panel Discussions, a Keynote Address & Social events.



Partnerships

- Current Partners include: The National Arts Centre, The Canada Council for the Arts, Canadian Heritage, The Province of Ontario, Arts Nova Scotia, Eastern Front & Stages Theatre Festival, Trillium Foundation, Craig Foundation and hopefully, The Halifax Regional Municipality.
- We are currently cultivating partnerships with various local and national sponsors.
- Three will be over 100 volunteer opportunities leading up to and during the Festival: training, orientation sessions, staff supervision, volunteer benefits & a volunteer appreciation party with an award for outstanding volunteer.

Experience

- Brenda Leadlay is the Artistic Executive Director of the Magnetic North Theatre Festival. Previous to that, she was the AD of Presentation House Theatre in North Vancouver and AD of the Norman Rothstein Theatre, where she founded the Chutzpah Festival. Brenda also served as the AD of Tamahnous Theatre from 1993 to 1996 and has been nominated 3 times for Jessie Richardson awards for her work as a director and co-creator.
- Associate Producer Andrea Dawson Thomas is a cornerstone of Halifax's arts, culture and festival industries. She spent 16 years as the Director of Operations at the Atlantic Film Festival and has served on the Board of Directors at both the Citadel Theatre Society and Music Nova Scotia.



Cultural Engagement

- The collaborative nature of the Festival acts as a catalyst uniting the host theatre community and building audiences for Canadian Theatre.
- Magnetic North is committed to developing better communities by building bridges between people from different demographic, geographic, socioeconomic and cultural groups, helping to create a greater understanding of what it means to be Canadian today.
- Magnetic North is an industry leader in touring theatre offering unparalleled opportunities to local artists via collaborations, networking, innovation and domestic and international market development, along with tools and resources for professional development.
- Engagement with First Nations communities, youth at risk, seniors, LGBT communities and people who are interested in theatre but don't have the resources to attend.



Marketing and Communication

- Builds relationships with regional and local tourism affiliates, local business organizations (Halifax Chamber of Commerce, Destination Halifax), and other arts organizations.
- National and international distribution of marketing collateral beginning in February, 2014 continuing until the end of June 2014.
- Marketing plan includes television, radio, print and online advertising, an extensive online presence through our website, Facebook and twitter, and outdoor signage throughout the HRM.
- Extensive cross promotion with local and regional theatre companies in Atlantic Canada.
- Coverage in regional and national publications: travel and news magazines and monthly industry publications such as Canadian Theatre Review, Tourism Nova Scotia and local community papers.

Impact

- 350-400 hotel nights from our delegates, artists and staff.
- Total spending attributable to the Festival by visitors is estimated to be over \$1 million.
- 30 full time employees and 100+ volunteers.
- National festival with an international reputation help establish HRM's brand worldwide as a primary destination to produce and experience first-rate, professional theatre.
- Establish the HRM and the Province of Nova Scotia as an innovative region burgeoning with incredible talent.
- The Festival presents a huge opportunity for theatres to increase their audience base and its success – a goal common to all – will bring collective long-term benefits.

Budget

- Magnetic North Theatre Festival is the only performing arts Festival in Canada that moves around the country and takes up stake in a new city every two years. This makes relationship building more important and more challenging. However this it also what makes the Festival unique in its national role, a role that its key stakeholders want to continue to see it play.
- Between 2009 & 2011, the Festival accumulated a deficit of \$424,000 which has since been reduced to \$302,000. The Festival owes the NAC \$125,000 (which has been reduced from \$200,000). For further detail please refer to the deficit reduction plan submitted with the grant application.
- The Festival recently completed a Strategic Renewal Process to examine every aspect of its operations and has set a new course that will see the elimination of its deficit in 5 years via board development, increased private sector partnerships and the creation of a new full-time development staff position.

	Calgary 2012 Ottawa 2013		HALIFAX 2014	
	Actuals	Projected Yr End	Budget	
SUMMARY OF REVENUES				
Revenue Earned	158,955	\$114,206	\$129,060	
Co-Production/Partner Cont.	67,000	\$62,000	\$62,000	
Federal Grants	314,855	\$331,525	\$352,500	
Provincial Grants	434,607	\$163,160	\$205,000	
Municipal Grants	100,000	\$0	\$100,000	
Fundraising	53,125	\$65,858	\$115,000	
In-Kind Revenues	364,125	\$152,688	\$250,000	
TOTAL REVENUES	1,492,667	\$889,437	\$1,213,560	
SUMMARY OF EXPENSES				
Artistic	223,936	\$196,559	\$211,250	
Industry Series	19,166	\$30,161	\$57,250	
Compass Points	1,886	\$2,864	\$4,250	
Encounters	1,886	\$649	\$1,980	
Production	50,764	\$83,454	\$81,500	
Front of House	54,151	\$10,577	\$13,000	
Administrative	87,130	\$29,814	\$62,805	
Marketing & Publicity	162,521	\$52 <i>,</i> 886	\$93,600	
Development	13,649	\$105,877	\$57,100	
Volunteer	5,148	\$1,824	\$3,500	
In-Kind Expenses	364,125	\$152,688	\$250,000	
Salaries	362,931	\$217,964	\$352,130	
TOTAL EXPENSES	1,347,293	\$885,317	\$1,188,365	

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Debt Summary

	Calgary 2012	Ottawa 2013	HALIFAX 2014
	Actuals	Projected Yr End	Budget
NET INCOME WITHOUT DEBT REDUCTION (Revenue/Expenses)	\$145,374	\$4,120	\$25,195
LOAN REPAYMENT TO NAC	25,000	\$0	25,000
NET INCOME INCLUDING DEBT REDUCTION (Revenue/Expenses)	120,374	4,120	195
ACCCUMULATED SURPLUS (DEFICIT)	302,859	\$298,739	273,544

* While we are carrying this debt with the NAC, they remain a staunch supporter of the Festival and are committed to ensuring our future success as we travel across the country presenting the best in Canadian Touring Theatre.



Amount Requested

- \$100,000
- The money from HRM will be used to hire 25 Halifax contract staff. These include: an Associate Producer, an Industry and Encounters Curator, a Volunteer Coordinator, a Publicist, an Outreach Coordinator, a Technical Director, a Box Office Coordinator, an Industry and Encounters Associate, a Sponsorship Associate, and various Technical Crew.





Magnetic North Theatre Festival | June 18-28, 2013