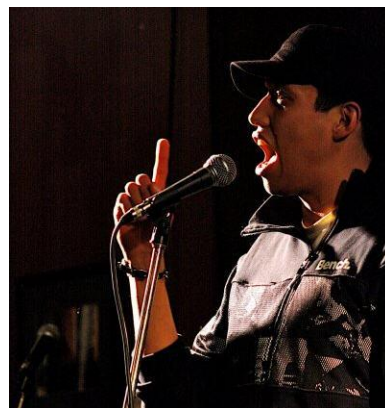


## Special Events Advisory Committee

March 28, 2012

### Presentation Overview

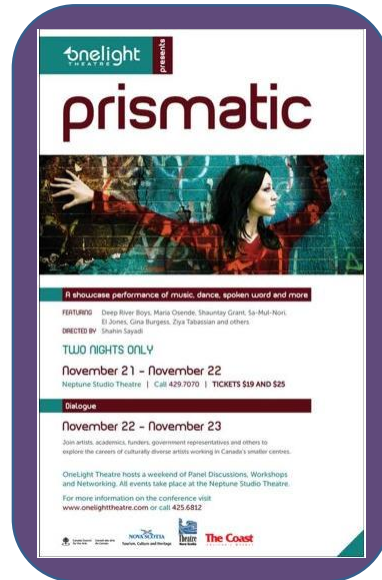
- History of Prismatic
- Prismatic 2012
- Sustainability and Engagement
- Tourism and Economic Impact
- Proposed Budget and Financials
- Questions?



Zaccheus Jackson

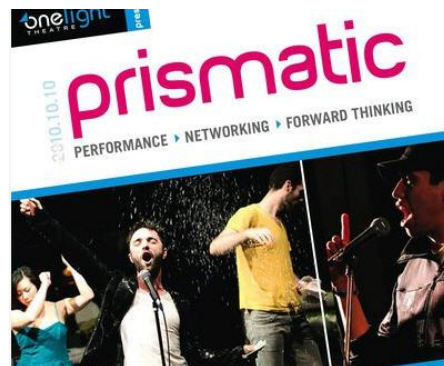
## History of Prismatic

- National, multi-arts festival
- Best of Canada's culturally diverse arts
- Unique in Canada
- 2008 – sold out Neptune Studio
- 2010 – over 5000 audience, 20 events, 100 artists
- 2012 – Even better!



## Prismatic 2012 – Key Features

- Ticketed (\$10 - \$30) and Free Events
- All-ages and family events
- Local and Visiting Artists
- Local, Regional and National Audience
- Emphasis on Artistic Excellence



## Prismatic 2012 – Performances

### September 14-30

Grand opening September 14:

- Free concert (4-6pm) in Parade Square
  - Arirang, Eastern Eagles, Sanctified Boys
- Opening of Onelight Theatre's *Hawk or How He Plays His Song*
- Reception at Neptune Studio



## Prismatic 2012 – Performances

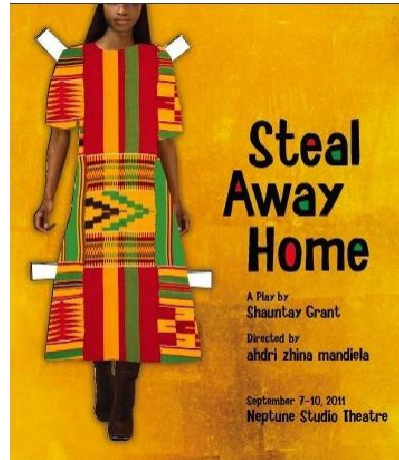
- *Raven Stole the Sun* (Red Sky Performance) presented with Mermaid Theatre of NS
- Menaka Thakkar Dance
- Dinuk Wijeratne – *Prismatic Qawwali Party*



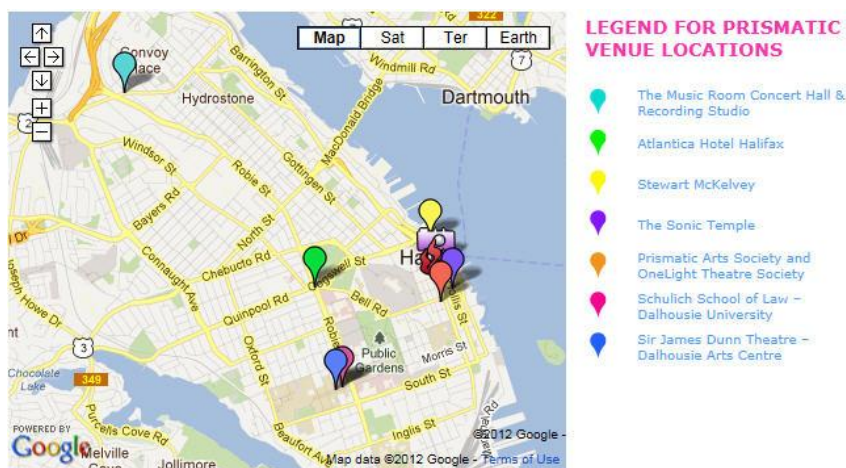
Menaka Thakkar Dance

## Prismatic 2012 – Performances

- Paul Wong
- *Steal Away Home* (Shauntay Grant)
- *They Kill Buffalo Don't They?* (Alberta Aboriginal Arts)
- Literature, visual arts, spoken word and more
- Closing Party at Atlantica Hotel (Dinuk Wijeratne, Classified, Rennie Smith)



## Prismatic 2012 - Venues



## Prismatic 2012 - Staff

- Non-Profit Society – Volunteer Board of Governors
- Year-Round Staff  
(10 years experience in professional performing arts)
  - Shahin Sayadi, Artistic Producer
  - Maggie Stewart, Managing Director
  - Kristi Anderson, Prismatic Co-ordinator

## Prismatic 2012 - Staff

- Contract Positions
  - Technical Director, Marketing and Outreach Coordinator, Graphic Design and Webmaster
- Volunteer Positions
  - Comptroller, Volunteer Coordinator, Venue Hosts, Event Volunteers

## Prismatic 2012 Sustainability and Partnerships

Sustainability =  
Experience + Artistic Excellence + Partners

### **Experience:**

10 years experience in professional theatre.  
Experience operating Prismatic 2008 and 2010.  
Regional and national networks.  
Respected.

## Prismatic 2012 Sustainability and Partnerships

### **Artistic Excellence**

- Showcasing leaders in Canadian art and culture.
- Presenting new and exciting works (national and international debuts).
- Bringing local talent into the spotlight.
- Maintaining high production standards and values.
- Respecting our artists and audiences.

## Prismatic 2012

### Sustainability and Partnerships

#### Partnerships

- Public Funding: Heritage Canada (multi-year), Canada Council for the Arts, Nova Scotia, HRM
- Corporate Sponsors: Atlantica Hotel, O'Regan's Stewart McKelvey, Cresco, The Coast
- Community Partners: Dalhousie University, Mermaid Theatre, Writers' Federation, AFSCOOP, Nocturne.

## Prismatic 2012

### Community Engagement

#### Legacy, Culture and HRM's Identity:

- Unique opportunities for audiences and artists.
- Bringing new visitors to HRM and Nova Scotia.
- Promote HRM as a city with cutting edge arts and culture.
- HRM's mainstream arts and culture represents the diversity of the community.

## Prismatic 2012 Community Engagement

### **Diversity:**

- Showcasing and celebrating cultural diversity.
- Reaches existing diverse communities, newcomers and people who are considering a move to Halifax.
- Impact the next generation through outreach to families.

## Prismatic 2012 Tourism Impact

- Prismatic 2008 and 2010 – participants from across the country
  - (7 Provinces/ 1 Territories)
  - Vancouver, Toronto
  - Many first-time visitors
  - Many multi-day stays
- Atlantica Hotel Halifax – official hotel
  - 150 room nights
  - \$17,000 + revenues



## Prismatic 2012 Tourism Impact

- Exposure? Significant, particularly within professional arts community and among arts-lovers.
- Reputation? HRM is: fresh, inclusive, cutting-edge, alive with culture, welcoming, livable. The experience of Prismatic could not be reproduced in Vancouver or Toronto.

## Prismatic 2012 Tourism Impact

### **Marketing and Promotion**

- Focus on on-line initiatives (website, social media), print advertising, national distribution of flyers and posters, direct mail.
- 16 % of overall budget (\$31,000)
- Media impact: national impact of event = national media interest.

## Prismatic 2010 Consultant Report

- Sherrie Johnson – curator PuSh Festival (Vancouver) and Magnetic North Theatre Festival.

- Report on Prismatic 2010:

*Prismatic will link Halifax with a national and international network while promoting the city as a destination for cultural tourism.*

## Prismatic 2010 Consultant Report

*An advantage of Prismatic is it's geographic location and niche in the performing arts community. In much the same way PuSh filled the void in the Vancouver scene, Prismatic has the opportunity to build on its vision, artistic program and impact on the local and national community.*

## Prismatic 2010 Consultant Report

*Prismatic has the potential to become a festival of national importance. Prismatic can expand the cultural influence of Halifax, as well as, stimulate economic growth and expand tourism development of the region.*

## Prismatic 2012 Economic Impact

- Impact of visitors:
  - 150 room nights, \$17,000 + revenues (Atlantica)
  - Spin-off spending
  - Positive experience = more likely to return to Halifax for Prismatic and other events
- HRM Return on Investment and Local Expenditure:
  - Much of the Prismatic budget is spent locally (venues, staff, printing, artist fees, advertising, equipment rentals, catering, artist accommodation, etc.)
  - Visitors stay and play: eating, shopping, local travel, hotel stays, etc.

## Prismatic 2012 Economic Impact

### Local Employment

- Staff positions: \$20,000
- Contract positions: \$21,000
- Artist fees: \$25,000 (approx. 1/3 of total artist fees)
- Technicians: \$8,000
- Spin-off (hotels, restaurants, venues, etc.)

## Prismatic Financials 2012 Revenues

REVENUES	Total Proposed	In-Kind
<b>Public Funding</b>		
Canada Council (project)	20,000	
Canada Council (touring) *	10,000	
Canadian Heritage - Canada Arts Presentation *	17,000	
Provincial Grants	30,000	
HRM Civic Events Grant (request)	30,000	
<b>subtotal</b>	<b>107,000</b>	
<b>Earned Revenues</b>		
Ticket Sales	33,000	
Advertising	2,000	
<b>subtotal</b>	<b>35,000</b>	
Corporate Sponsorships	21,800	13800
Private Donations	6,000	
Partner Organizations **	22,000	12000
<b>TOTAL REVENUES</b>	<b>191,800</b>	<b>25,800</b>
* confirmed		
** \$7,000 confirmed		

## Prismatic Financials

### 2012 Expenses

EXPENSES	Total Proposed	In-Kind
<b>Artist Fees</b>	<b>65,000</b>	
<b>Salaries and Fees</b>		
Artistic Producer	15,000	
Prismatic Co-ordinator	5,000	
Technical	13,000	
<b>subtotal</b>	<b>33,000</b>	
<b>Production Costs</b>		
Venue rental	23,000	5000
Production Expenses	11,000	4000
<b>subtotal</b>	<b>34,000</b>	<b>9,000</b>
<b>Dissemination Costs</b>		
Fees (outreach, design, etc.)	16,000	1500
Printing and Marketing Expenses	7,000	2500
Print advertising	8,000	4000
<b>subtotal</b>	<b>31,000</b>	<b>8,000</b>
<b>Artist Travel and Accommodations</b>	<b>24,000</b>	<b>5000</b>
<b>Administrative</b>	<b>4,800</b>	<b>3800</b>
<b>TOTAL PROJECT EXPENSES</b>	<b>191,800</b>	<b>25,800</b>

## Prismatic Financials

**Request to HRM: \$30,000**

**Proposed use of HRM funds:**

Artist Fees, Travel and Accommodation: \$10,000

Marketing and Promotion: \$10,000

Production Expenses: \$10,000

## Prismatic Financials

### HRM Recognition

- Most recognition of all funders – event is hosted here and is mentioned in all materials.
- Logo placement on printed materials, advertising, etc.
- Organizers will recognize HRM support in promotional events and reports.

## Questions?



Ursula A. Johnson, Elmiel (The Coast)