



# International **CHILDREN'S** **FESTIVAL** of the **ARTS**

## 2024 FINAL REPORT

# MISSION AND VISION



## MISSION

To bring the best in children's arts and cultural experiences to the region in a way that removes barriers, fosters joy and creativity and inspires the next generation of artists and patrons of the arts.

## VISION

To create safe, inclusive, and creative spaces where children can explore and deepen their understanding of themselves, the perspectives of others and the world around them.



We respectfully acknowledge that we are on Treaty 6 territory, traditional lands of First Nations and Métis Peoples. As treaty People, Indigenous and non-Indigenous, we share the responsibility for stewardship of this beautiful land.



# THANK YOU FOR CELEBRATING WITH US!



From glowing dinosaurs to re-vitalized classics, to lessons in bravery and empathy, and all-out joy and energy, the 2024 International Children's Festival filled downtown St. Albert and the adjacent river valley with excitement, joy, playfulness, thoughtfulness, curiosity, imagination and smiles!

Through world-class local, national and international programming in music, dance, theatre, literary, visual and circus arts, thousands of children and families were treated to a cultural playground to discover, explore, question and connect to the world and participate in the creation of one-of-a-kind shared experiences and memories.

As an organization dedicated to making the arts accessible to every child, we depend upon the generous support of our incredible and dedicated volunteers, government funders, sponsors and community organizations. Our heartfelt thanks to all these individuals and organizations who make the Festival possible and recognize its importance within the regional arts scene. Thank you all for your dedication to providing children with formative opportunities, hope for their futures and one-of-a-kind experiences that encourage them to dream big and imagine a world of endless possibility, imagination, and creativity!

*– Andrea Gammon, Festival Coordinator*

# CHILDREN'S FESTIVAL BY THE NUMBERS

**43<sup>rd</sup>** year



**Total attendance**

**17,325**

(including paid and free events and activities)

**24**  
**shows**

on the outdoor stage



**13,895**  
**tickets**  
**sold**



**2,197** people  
used the Park & Ride

**7 Feature**  
**Performances**  
performed **51 times**



**6,906,874**



**digital media impressions**

**1,320**  
**lunches**



were served by our  
hospitality team  
to volunteers, staff  
and artists



**65** artists  
performed  
over the four days

**74**  
roving  
artist  
performances



**14**  
outdoor  
stage  
performers



**15** site  
activity  
facilitators

**334** Volunteers contributed  
**3,410+ hours**

3,427 volunteer shifts over 4 days,  
including 663 specialized Youth  
Ambassadors



**10 hands-on/**  
interactive workshops  
offered more than **150 times**

**15 FREE**  
**Things To Do**

Over  
**6,483**  
children

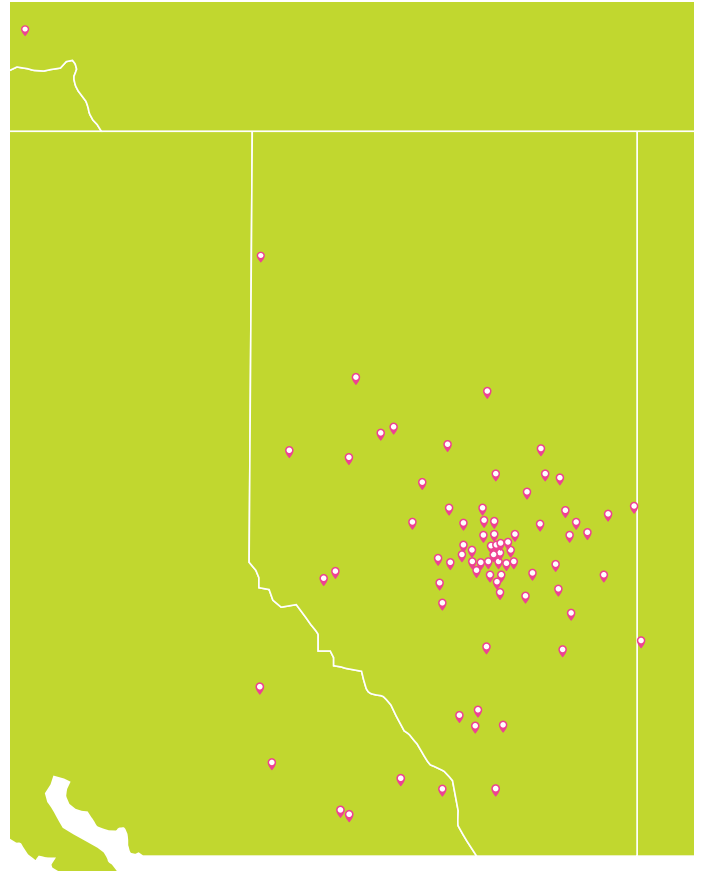


visited the ArtVentures in  
the Open Art Studio to create  
a unique masterpiece to add  
to the growing installation

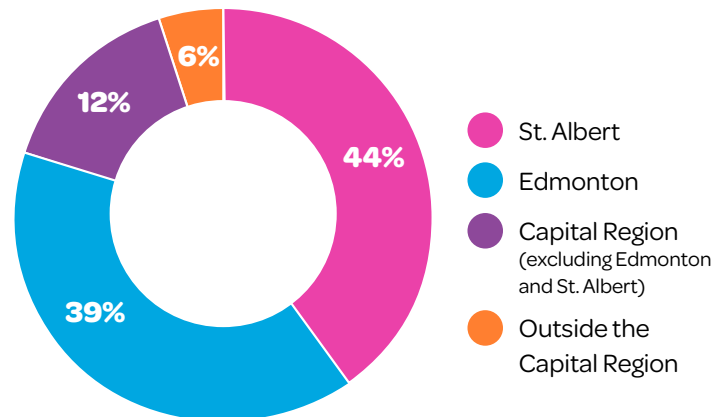
Art Gallery of Alberta, Wild Child  
Temporary Tattoos, The Healing Garden,  
Steinhauer Sculptures, Alberta Blue Cross  
Booth, Eco Warrior Challenge, Native  
Flora-Inspired Artwork by Anna Muskego,  
TELUS World of Science, Beaners Fun  
Cuts for Kids, Maze Craze, Lifecycle of  
a Butterfly, Laser Field, Code Ninjas,  
Education Station, Open Art Studio

# GEOGRAPHIC REACH

- Ardrossan, AB
- Asmont, AB
- Athabasca, AB
- Barrhead, AB
- Barrhead County, AB
- Beaumont, AB
- Beaver County, AB
- Blackfalds, AB
- Bon Accord, AB
- Boyle, AB
- Busby, AB
- Calgary, AB
- Camrose, AB
- Claresholm, AB
- Clyde, AB
- Calmar, AB
- Cold Lake, AB
- Condor, AB
- Devon, AB
- Drayton Valley, AB
- Edmonton, AB
- Edson, AB
- Fishing Lake, AB
- Fort McMurray, AB
- Fort Saskatchewan, AB
- Gibbons, AB
- Glenevis, AB
- Grande Prairie, AB
- Grouard, AB
- Jasper, AB
- Lac La Biche, AB
- Lacombe, AB
- Lancaster Park, AB
- Leduc, AB
- Maskwacis, AB
- Millet, AB
- Morinville, AB
- Neerlandia, AB
- Newbrook, AB
- Onoway, AB
- Parkland County, AB
- Ponoka, AB
- Red Deer, AB
- Redwater, AB
- Rocky Mountain House, AB
- Rochester, AB
- Saddle Lake, AB
- Sedgewick, AB
- Sherwood Park, AB
- Slave Lake, AB
- Smith, AB
- Smoky Lake, AB
- South Baptiste, AB
- Spring Lake, AB
- Spruce Grove, AB
- St. Albert, AB
- St. Paul, AB
- Star, AB
- Stony Plain, AB
- Sturgeon County, AB
- Sylvan Lake, AB
- Tofield, AB
- Valleyview, AB
- Viking, AB
- Wabasca, AB
- Westeros, AB
- Westlock, AB
- Whispering Hills, AB
- Whitecourt, AB
- Yellowhead County, AB
- Sicamous, BC
- Langley, BC
- Macklin, SK
- Ottawa, ON
- Huntsville, ON
- Inuvik, NT



## FESTIVAL GOERS





# OUTREACH INITIATIVES

We recognize that there are barriers to participating in arts programming for some children and families. The Children's Festival strives to remove these barriers through a variety of outreach initiatives:

Outreach  
attendance **337**

## ADOPT-A-SCHOOL PROGRAM

Matches funders with schools to provide a day of out-of-school learning at no cost to underserved schools.

**410** students from  
**7** schools

## OTHER INITIATIVES

- The Friends of the International Children's Festival Society provided busing for **268 students**
- Friends of the Arden Theatre Society **sponsored St. Albert Families** with Performance Plus Passes
- Free tickets were provided to St. Albert's Family Resource Centre clients.



# OUTCOMES & MEASUREMENTS

## OUTCOME #1:

The Festival enhances community well-being by promoting social connectivity and removing barriers to participating in arts and culture activities for children and families.

**212 classes** attended from **76 schools** and purchased **8,362 tickets**

### PERFORMANCE INDICATORS:

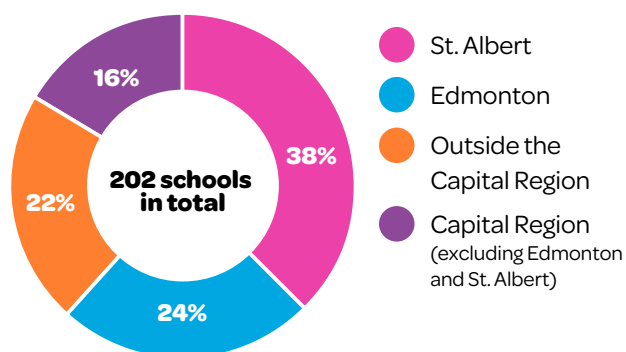
#### Survey

- **98%** of attendees say the event made them feel welcome and included in the community
- **95%** of attendees said that this event made them feel proud of their local area
- **94%** of public attendees plan to attend the Festival next year
- **93%** of attendees were satisfied with their Festival experience
- **61%** of teachers bring their students to the Festival to expose them to the arts and foster arts appreciation
- **40%** of attendees were new to the festival
- **72%** of attendees said they are more likely to patronize businesses that sponsor the Children's Festival

The top three most important reasons the public attends the Festival are:

1. To seek entertainment, have fun
2. To spend quality time with family, friends
3. To expose my child/children to the arts to foster arts appreciation

#### Where did schools come from



# OUTCOMES & MEASUREMENTS

## OUTCOME #2:

The Festival fosters the exchange of ideas and cultivates a safe, inclusive, and accessible environment for residents and visitors to engage in the arts, celebrate diversity, and access arts, culture, and heritage offerings regardless of physical, financial, or geographical constraints.

The Festival brings artists with new and diverse stories to children, teachers and families that offer fresh, creative and varied perspectives through world-class live performances that bring us all closer together as a community.

### Canada

- St Albert Children's Theatre • Polkadots: The Cool Kids Musical
- L'Unithéâtre • Steve Jodoin et Marie-Joanne • Fogue Makou • Du conte à la scène (From Page to Stage) - Storytelling
- Lyne Goselin • Cirquetastic - Juggling Activity/Rover
- Hank Fisher • Washboard Hank - Music
- Jordan Sabo • Jojo's Circus - Rover
- Elizabeth Hobbs • The Happiness Fairy - Rover
- Kijo Gitama • Sister Truth - Rover/Storyteller
- Aytahn Ross • Rover
- Heather Blush and the Uppercuts • Music
- Heather Swain • Emcee
- Daniel and Kimberley Craig • The Street Circus - Variety
- Maryann Borch • Cattails: Fun, Food and Fascinating

- Amber Borotsik and Jesse Gervais • Story Seekers - Theatre/Storytelling
- Amanda Panda • Let's Hula Hoop
- Ingrid Hansen • How to Puppeteer Anything
- Max Quilliam and Thea Donovan - Printmaking - A Great Impression
- Earl Ellis • Boom, Shake, Zingle, Pow! - Music
- Pepperseed Steel Drum Orchestra
- Art Gallery of Alberta • Exploring Art - Textile Plants!
- Musée Héritage Museum • Animals on the Wild Side
- Art Gallery of Alberta - Visual Arts
- Emma Wales • ArtVentures - Open Art Studio
- Joe Goslin • The Show - Puppetry
- Mandy Morris • Music With Mandy (Calgary)

### Indigenous

- Anna Muskego (Cousins) • Native Flora - Inspired Artwork
- Chantel Akinneah • Native Flora - Inspired Artwork
- Lance Cardinal • Indigenous Crafting
- Dave Starrie • Indigenous Crafting
- Ryan Arcand • Rover Music/Dance
- Ken, Daniel, Christian, Kelsey Bighetty • Bighetty & Bighetty Puppet Show

### Emerging Artists

- Kijo Gitama • Sister Truth - Rover/Storyteller
- St. Albert Children's Theatre • Polkadots: The Cool Kids Musical
- Visionary Centre for the Performing Arts (St. Albert)

### French/Bilingual

- Foolish Operations • Tricoter
- L'Unithéâtre • Steve Jodoin et Marie-Joanne • Fogue Makou • Du conte à la scène (From Page to Stage) - Storytelling
- Lyne Goselin • Cirquetastic - Juggling Activity/Rover
- Aytahn Ross - Roving Artist

### International Artists

- Koo Koo (USA) - Music
- Brú Theatre • The Librarian (Ireland) - Theatre
- Experimental Theatre Company • Grimm's Fairy Tales (USA) - Musical/Theatre/Dance
- Lightwire Theatre • Dino Light (USA) - Puppetry/Theatre/Dance

## REDUCING BARRIERS TO ACCESSIBILITY

The Festival welcomes all patrons and offers sensory inclusion kits to borrow during your visit, a calming room, and pre-festival tours of our spaces to remove access barriers.



# OUTCOMES & MEASUREMENTS

## OUTCOME #3:

The Festival increases awareness of the benefits of the arts through community engagement.

### COMMUNITY PARTNERS

- St. Albert Family Community Support Services (FCSS)
- Arts and Heritage St. Albert
- Art Gallery of St. Albert
- Musée Heritage Museum
- St. Albert Public Library
- Art Gallery of Alberta
- St. Albert Seniors Association – this is the third year Volunteer Headquarters has been hosted at the Seniors Association. A place to gather, fuel up for the day, and build community, this partnership is vital to the success of our volunteer program. Additionally, we receive support from their top-notch café and kitchen staff as they supplement the donated meals with fresh fruit, vegetables, and snacks, as well as cater to any dietary restrictions. Overall, they help us feed and organize over 300 volunteers and festival artists everyday!

**Toddler Town presented by Visionary Centre for the Performing Arts** – Over 867 wee ones experienced this interactive whimsical town.

- Dynamix Gymnastics (St. Albert)
- The Joe Show (Edmonton)
- Martha Messmaker presents “Sally Sea Turtle” (St. Albert)
- Overdrive Dance Force Toddler Dance (St. Albert)
- Princess Party Sing-Along -Kailin Ames-Gagne (Sherwood Park)
- St. Albert Gymnastics
- VCPA Present “Once Upon a Lily Pad” (St. Albert/Edmonton)
- Music with Mandy (Calgary)
- Discovery Toys -Jennifer Ky (Edmonton)
- Kathy Kelley - (St. Albert)

### VOLUNTEERS



- 75 and over: 4.3%
- 65-74: 15.4%
- 55-64: 12.7%
- 45-54: 4.3%
- 35-44: 9.4%
- 25-34: 4.3%
- 18-24: 12%
- 16-17: 7.7%
- 12-15: 29.1%

### What is your favourite part about volunteering at Children's Festival?

“Being outdoors and learning alongside the kids during the various activities. I always come in thinking I am going to teach the kids something, and I always end up walking away having learned something myself.”

“Knowing that I’m helping the children form valuable memories”

“Interacting with the community and making friends with the other volunteers”

**100%** of volunteers say they would volunteer next year





# MARKETING CAMPAIGN HIGHLIGHTS

## VIDEO

- 15 second video ad played on 23 Landmark movie theatre screens in 3 locations with a total of 20,985 guests from May 3-23

## GLOBAL

- 15s commercial – aired for 30 occasions from May 6-26
- Event bumpers – once per day from May 20-26
- Community L frame – four times per day on Global News Morning and once per hour throughout the entire day on the Global TV app from May 24-June 1
- OurYEG broadcast and events calendar – minimum of 6 days, 36 mentions
- X post on May 27 with 2,410 impressions



## PATTISON

- (4) Guaranteed Bonus, Static Billboards (20'x10') = May 6 x 4 weeks
- (5) unique digital billboards (1760 x 480 px) = May 6 x 4 weeks
- (3) unique digital superboards (1728 x 864px) = May 6 x 4 weeks
- (6) Full color ultratails-St. Albert Transit = May 1 x 4.5 weeks
- (50) Full color interior cards-St. Albert Transit = May 1 x 4.5 weeks
- (10) Full color bus benches-St. Albert Transit = May 1 x 4.5 weeks

## Total Impressions

Digital Billboards + Digital Superboards combined	6,885,776
Static	2,900,159
Transit	3,966,579
<b>Combined</b>	<b>13,752,514</b>



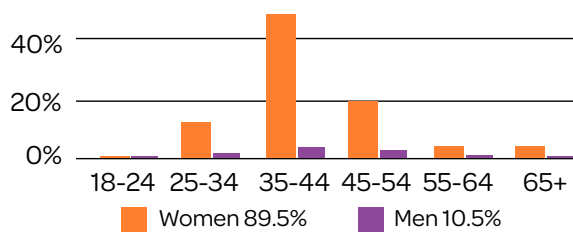
# SOCIAL MEDIA



## FOLLOWERS (AS OF JUNE 12, 2024)

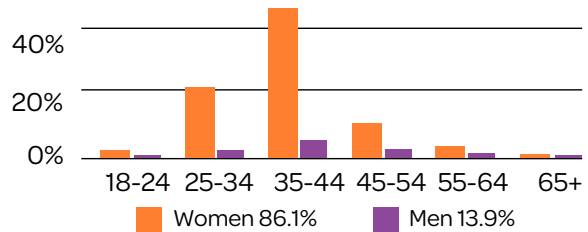
### Facebook

- 292 new followers +942.9% (216 in 2023)
- 4,517 total followers (4,218 in 2023)
- Age and gender breakdown



### Instagram

- 358 new followers +800% (641 in 2023)
- 2,611 total followers (2,245 in 2023)
- Age and gender breakdown



**JAN. 29–  
JUNE 6, 2024**

## PROFILE VISITS

- **Facebook:** 13.9K Page Visits +713.7% (11,602 in 2023)
- **Instagram:** 4K Profile Visits +2.0K% (5,421 in 2023)

## REACH

- **Facebook:** 410,909 +479.6% (151,949 in 2023)
- **Instagram:** 155,359 + 924.5% (49,109 in 2023)
- **Paid Reach:** 1,630,754 +107.3% (455,942 in 2023)
- **Combined:** 2,197,022

## PAID IMPRESSIONS

- 9,301,144 +54.1% (3,250,391 in 2023)

## ENGAGEMENTS

(Number of actions. This can include likes, shares, views, reactions, link clicks, etc.)

- **Facebook:** 2.8K +226.4% (1.7K in 2023)
- **Instagram:** 4.2K +4.2K% (2.6K in 2023)

## HIGHEST LINK CLICKS

**4,472 & IMPRESSIONS 347,013**

Facebook ad from Apr. 2–June 1, 2024



## HIGHEST REACH 201,375

Facebook ad from Mar. 8-14, 2024



## HIGHEST LIKES 168

Organic Instagram feed post in collaboration with Linda Hoang on May 30



## TOP PERFORMING INSTAGRAM REEL

Posted on May 31: 11,909 reach and 13,751 impressions



## HIGHEST COMMENTS 159

Organic Instagram feed post in collaboration with Justine Ma on May 15



# TESTIMONIALS

It was so engaging and inclusive!

Excellent staff/volunteers. Open art studio was so good this year! Excellent feature performance.

[You] listened to our needs and made accommodations for all of them. I also - pie-in-sky asked to meet Koo Koo because my kiddos were crazy for them and she made their dream happen. It was astounding.

Great information package, including showtime and website links. The wide selection of free activities. The Alberta Art Gallery Painting was AMAZING!!!

Lots of high-quality free activities. Love the outdoor stage! Really enjoyed the indigenous flora activity and the clay sculpting activity. Both were very family friendly and accessible to a wide age range and ability. Loved the changes to the laser field this year also.

[I loved] seeing my students in my class sooo excited!

Bus Drop Off worked brilliantly this year! -Ticket check-in for groups at performances/events worked well too. -Free events were clearly marked on the map and the sign in front of tents. -School schedule sent helped us to see how much time between bookings and planning our day on site.

Wide variety of activities and wonderful feature performances.

Fun atmosphere, lots of things to do, spread out nicely.

Great mix of activities and things that were appropriate and enjoyable for all ages. It was great that entrance was free and you could add on whatever you wanted to do if you wanted the more particular activities or shows.

Getting outside with my family and watching and listening to the laughing children!

Love that you have a toddler town for the young ones to start enjoying it young.

The shows offered were great! This year we went to see Polkadots and it was fantastic! The music was enjoyable and it had a great message. My students and I really enjoyed it.

We have been coming for years and we can rely on amazing performers but always something different too.

Well planned, seating saved for our group, enough workers to direct, answer questions and support.

There were so many volunteers and they engaged with the students, were friendly and just made us all feel welcome!

I think the live performances are exciting and add an element that children do not generally get to enjoy.

It was extremely welcoming and artists made an effort to connect with my child.



# THANK YOU SPONSORS

## Presenting Sponsors:



## Government Sponsors:



## Supporting Sponsors:



## Creativity Sponsors:



## Contributors:



## Community Partners:



## Media Sponsors:





# International **CHILDREN'S** **FESTIVAL** of the **ARTS**

**JOIN US NEXT YEAR**  
**MAY 29 – JUNE 1, 2025**

**For more information  
about donor or sponsorship  
opportunities, contact:**

Troy Funk  
Sponsorship Development Coordinator  
**780-459-1515 • [tfunk@stalbert.ca](mailto:tfunk@stalbert.ca)**

