



Greater Sudbury
**Celtic Festival
& Highland Games**

“Friends, Food, Fun, & Folklore”

May 22 & 23, 2010

Presentation to Priorities Committee Jan 20,

10

Presentation Overview

- Festival History
- Governance
- Community Support & Strategic Partners
- Financial Overview
- Tourism
- 2010 Festival

Festival History

- Inaugural Event – Greater Sudbury 125
 - Celebrate local history
 - Ste Anne des Pins founding of modern day Greater Sudbury
 - CPR blasted through Sudbury, an invention of Scots Born Sir Sanford Flemming
 - Named after CPR Commissioner's wife's home town Sudbury, England
 - Sudbury was a logging community, William Bell of Scottish decent was a lumber baron
 - Cross cultural similarities and strong Celtic influences
 - 39% French Canadian
 - 21% Irish
 - 14% Scottish *2006 Census data



2008 Festival – May 21, 08



- Capture local history
- 30 plus local groups participating
- Traditional highland games –CFSA
- Focus, Northern Ontario & grassroots
- Milestone Anniversaries
 - 80th Sudbury District Pipe Band
 - 20th Greater Sudbury Police Pipe Band
 - Greater Sudbury 125
- Chief Ian Davidson, Chieftain of Games
- Local food vendors & partnerships
- Media Partnerships & Civic Support
- Overall attendance 1000
- Friends, Food, Fun & Folklore

2009 Festival – May 21-22, 09

- Introduction of new tourism partners
- Enhanced Children's Programming
 - Birds of Prey, Papa's Kids Trainz, Cindy Cook, Carnival
- Enhanced Programming
 - Bobby Watt, Friday Night addition
 - Flipper Flanagan, Thunder Bay
 - Addition ScotDance Competition
 - 3 new pipe bands
- New Chieftain, Donald Donaldson
- Ongoing media & exposure
- 50th anniversary Irish Heritage Club
- 250th anniversary Robbie Burns
- BCAH Canadian Heritage Funding



Governance

- Volunteer Committee
 - Derek Young
 - Dan Chasse
 - Peter Vendramin
- Advisors
 - Lori Mathias, Travelodge Hotel
 - Andy Lowe, programming
 - Donald Donaldson, Chieftain
- Ongoing evaluation and education
- Community partners, vendors, etc take an active role in feedback



Community Support



- City of Greater Sudbury
 - Civic Arts & Culture Fund
 - My!Sudbury
 - Leisure Services
 - Tourism Marketing Support
- Vale Inco & United Steelworkers
- Tracks & Wheels
- Travelodge Hotel
- Labatt's (Peddlers Pub, Grumblers)
- Celt North
- Irish Heritage Club of Sudbury
- Greater Sudbury Police Aux.
- 2912 Irish Army Cadets

Partial list of Participants

- Laurentian University Pipe Band
- Greater Sudbury Police Pipe Band
- Sudbury & District Pipe Band
- Jeff Wiseman & Firefighter's Choir
- Canadian Federation Scottish Athletes
- Connie delaMonrandiere
- Evie Moores
- Garson-Sudbury Northern Lights
- Innisfil Pipe Band
- Spirit of World Drumming
- Sudbury Caledonia Dancers
- Haileybury Highlanders
- Doreen Bryer & Nora O'Neill
- Dianne Cameron
- Northern Ont. School Scottish Dance
- Shaft Bottom Boys
- Andy Lowe
- Nickel City Cloggers
- Cindy Cook from Polka Dot Door
- Ricky Lamoureux
- Ontario Fire College Pipe Band
- 400 Squadron Pipe Band Borden
- Chelmsford Fiddleworks
- Caber Toss
- Irish Heritage Club Sud. Youth Dancers
- Cameron's Ceildh
- ScotDance Canada
- Trinity Toe Tappers
- North Bay Legion Br. 23 Pipe Band
- 200 Wolf Squadron Air Cadets

Financial Overview

2008

- Focused on grassroots
- \$18,000 operating budget
- Earned Revenue
 - Gate admission
 - Donations
 - Grants
 - Sponsorship
 - Vendor Fees
- Expenses
 - Honorarium paid to local groups
 - Local sound and light production
 - Local media and marketing
- In-kind advertising & logistic support

2009

- Enhanced programming maintain grassroots
- \$40,000 operating budget
- Earned revenues
 - Increased donations ie \$4000 Vale Inco
 - Additional Grants \$17,000 BCAH
 - Increased sponsorship
 - Additional vendors
 - Addition of festival merchandise
 - Registration fees
- Expenses
 - Increased honorarium paid to local groups
 - Increased marketing & advertising
- In-kind advertising & logistic support

2010 Financial Overview/Goals

- Earned Revenue \$67,000
 - Increased attendance
 - Increased ask for government grant support
 - Affordable \$25 Evening Concert – Free admission to festival –or-
 - \$10.00 per day per person
 - Children 12 and under are free
- Expenses
 - Increased marketing – target market
 - Increased logistical expense reconstruction Bell Park
 - Enhanced programming and production
- \$25,000 in-kind marketing and logistic support

Tourism



- Associate partner Sudbury Tourism
- Participants from North Bay, Timmins, Sault Ste. Marie, Thunder Bay, Innisfil, Barrie, Gravenhurst, Haileybury
- Tourism packages with Travelodge
- Negotiating with Merit Travel
 - Ontario Retired Teacher's Assoc.
 - Organized day trips & tours
 - Include logical Sudbury Tourism partners
 - Support from Scottish & Irish Tourists Boards
- ScotDance, 25 families across province

2010 Festival – May 22-23, 10



- Sat. May 22, Sun. May 23, Sacre Coeur
- Traditional event Saturday
- Sunday Seniors Family Day
- 50th anniversary Cape Breton Club
- Canadian Navel Centennial
- New partnership opportunities with Flour Mill BIA, C.A.N., French Catholic School Board
- Ashley MacIsaac and Bill Livingstone booked to headline May 22
- Visited Fergus Scottish Festival to attract new vendors
- Addition of Clans
- Targeted advertising, direct marketing
- Creating a buzz in the community