



Blyth Centre for the Arts

2017:

Canada's Sesquicentennial

Blyth's 140th Birthday

Our 43rd Season



We had a banner year!

Over 4000 more people bought tickets to shows in 2016 than in 2015

Almost 2000 of those, were brand new: had never previously bought tickets to Blyth Festival before!

In total: 19,159 people came to see a play in Blyth this year

We had a 6% increase in patrons coming from more than two hours away

We once again had major National Press coverage including the Globe & Mail, and CBC radio, and fully doubled our online ticket sales

“The 2016 season will be written in the annals of the Blyth Festival as an unequivocal artistic triumph” Robert Reid

Blyth Festival gives back to the Community multi-fold:

In 2016 alone, we donated tickets and passes to more than 160 local charity fundraisers: a total cash value of more than \$41,000. Through silent auctions, raffles, door prizes, and more, these community charities actually turn that \$41,000 into exponentially more. Win, win, win.

Local church and service groups continue to hold suppers: the festival promotes and tickets the events: groups keep the proceeds. In 2016: \$20,000



More than \$33,000 in rent went to local landlords.

And really we give back way, way more.

In addition to the more than \$900,000 Blyth Festival successfully applied for (with North Huron) through the Cultural Spaces Fund:

The Blyth Festival also receives significant funding every year from the Ontario Arts Council and the Canada Council for the Arts. This funding comes as a result of Blyth's reputation for artistic excellence, and our relentless pursuit of relevant local theatre. Blyth, in turn, uses these funds to run our daily operations and buy stuff locally!

So, in effect, Blyth Festival has established itself not only as an arts leader across this country, but as a conduit that draws thousands of dollars in provincial and federal funding into the local economy of North Huron.



We bring between 50-75 artists and technicians to live and work in North Huron, for 4-6 months, every year



And we continue to tell the stories that this community is made of, and we're admired for it coast to coast to coast.



We Are Also:

A Professional Art Gallery
 A Community Orchestra
 A Community Choir
 And a Young Company



And that's not all!



Our 2017 Season:

Mr. New Year's Eve: A Night with Guy Lombardo

By David Scott



The Berlin Blues

By Drew Hayden Taylor



The Pigeon King

By the Company



Ipperwash

By Falen Johnson & Jessica Carmichael



By the end of the 2017 season,
the Blyth Festival will have produced:

130 World Premieres

205 Productions by Canadians for Canadians



We will also be running the season later than ever:

all the way to September 23rd, so we can overlap with the IPM
(we will be running *The Pigeon King* throughout the IPM, a play with
obvious relevance to our Ag community)

We will also be running an additional three shows in our renovated studio
space on Dinsley Street, including a piece created by local teenagers
through our Young Company program

And, as a special sesquicentennial event, tickets to all previews will be
reduced to just \$17 . *That's right, \$17 in 2017.*

But hang on there artsy guy...why should the Township of North Huron come onboard with this Co-Operative Marketing Strategy?



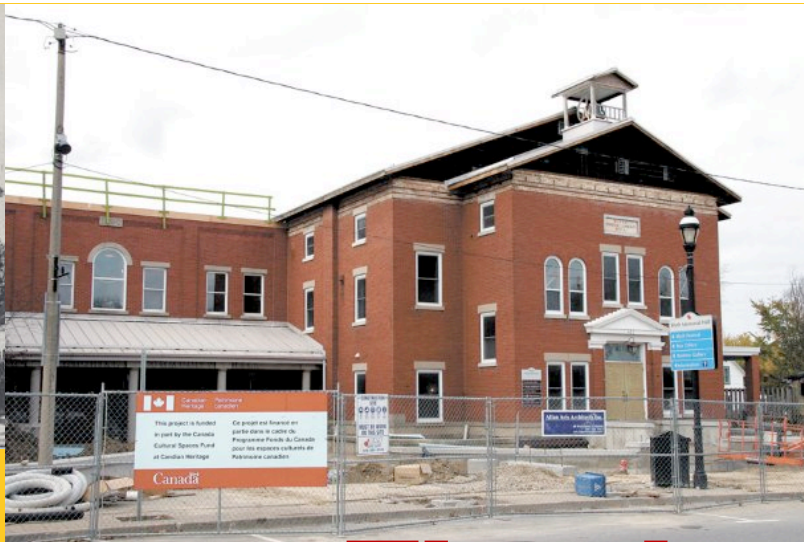
- We provide access for North Huron to our database of adventurers through **four dedicated pages** in our season brochure (including the **entire back cover**). That brochure is directly mailed to 15,000 households who already have a relationship to the theatre and the area, and we distribute another 15,000 throughout South Western Ontario (area attractions, restaurants, accommodations, tourist booths)
- Included with these dedicated pages, NH's Ec Dev department is free to consult and collaborate with Blyth Festival's marketing team on design and content
- Also marketing pieces that target separate identified audiences: tourists, residents, potential economic developers/partners; including the creation of Experience-Based packages that encourage visitors to stay and play in NH
- continual promotion of all of the above through digital and social media (including a digital edition of the brochure available on our website)
- boots on the ground promotion of all of the above at trade shows and through tourism networks: ie; London Fringe Festival, Stratford Tourism Kiosk, etc.
- additional promotion through a further 15,000 rack cards

And that's not all: *Additional Benefits*



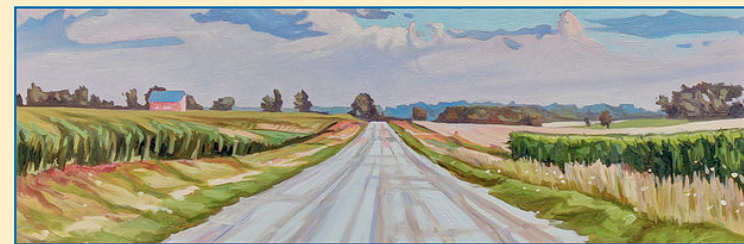
- Opportunity to host staff, citizens, and/or other municipalities at a designated performance (sponsored tickets, reception, and invitations)
- Acknowledgment in all appropriate media releases promoting the 2017 season (last year's media sponsors included CTV, CKNX, myFM, The Beach, and the Rural Voice)
- Acknowledgment on theatre signage announcing our public supporters
- Logo placement as appropriate on all show and special event posters, postcards, invitations and other promotional materials
- Logo placement on Blyth Festival website and electronic messaging, including a link to North Huron's website where appropriate
- Logo placement on lobby signage
- Half page ad in the 2017 Season House Program (distribution: 20,000)

All of this for a joint marketing investment of only \$15,000! We help design the content, we take on all distribution, we attach North Huron to our nationally celebrated brand, and promote the township everywhere we go.



Thank you
as ever,

Canadian Theatre
**BLYTH
FESTIVAL**
Artistic Director Gil Garratt



any questions?