

Fort St. John Community



**ARTS
COUNCIL**

"Shaping Today, Inspiring Tomorrow"

Box 6474, Fort St. John, BC V1J 4H9

COPY

City of Fort St. John
10631 – 100th Street
Fort St. John, B.C. V1J 3Z5

March 25, 2010

Re: High On Ice Festival: Ice and Snow Activities Final Report

Dear Mayor and Council,

It is with great pleasure that the Fort St. John Community Arts Council organizes the ice and snow carving activities of the High On Ice Festival. We wish to thank the City of Fort St. John for the opportunity to partner once again to deliver this exciting event. 2010 was no doubt this event's most successful year yet!

Attached you will find a final report for the High On Ice Festival's Ice and Snow Carving Activities. This report discusses measurable outcomes of the festival, where and how the funding provided by the City was used, and the overall impacts to the community.

The written portion of the report focuses on the objectives and outcomes for the 2010 event as well as recommendations for future years. The second document details the breakdown of expenses with all receipts included with this report. Next is a projected budget for 2011. Lastly, you will find a proposal for a new workshop in coloured ice, including a sample budget.

Please note that our book keeping records indicate that we are to reimburse the City for \$9,646.39. This amount included an overpayment which occurred when the Arts Council requested an immediate release of funds in January in order to cover High On Ice related expenses and partially because the project expenses were under budget. A more detailed breakdown of the expenses received by the Arts Council may be found in the 'HOI 2010 – Ice and Snow Program Expenses' document.

Due to the detailed nature of this program, the Fort St. John Community Arts Council wishes to have the opportunity to present this report to Mayor and Council at the next City Council Meeting.

Please contact our Executive Director, Tara O'Donnell, should you wish to speak to us directly.

We value your partnership in *The Arts, "Shaping Today, Inspiring Tomorrow"*.

Sincerely,

Lisa Bush
President, Fort St. John Community Arts Council

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Sept. 2nd
Proposal for
*Commissioned works
due -
ex.) ice slide.

COPY

High On Ice 2010 – Ice and Snow Carving Program Final Report

Background

The *High On Ice* Festival held each January features the only NICA sanctioned British Columbia Ice Carving Championship in its impressive list of activities, and one of only four in Canada. High On Ice is the only municipally operated NICA sanctioned ice carving competition in Canada.

The City first partnered with the Arts Council to deliver the Ice and Snow component of the High on Ice Festival in 2004. City Council and the Arts Council met in April 2009 to discuss revamping the existing program of events for the 2010 Festival to meet each group's needs. Staff from the Arts Council and the City met in August 2009 to further develop and formalize the relationship between the two organizations resulting in the *2010 High On Ice - Ice and Snow Event Agreement*. The Agreement formalizes how, as the delivery agent contracted for the Ice and Snow event, the Arts Council will deliver the event within Council's vision and goals for the event.

The High On Ice Festival is comprised of two distinct planning areas: the Ice and Snow Events and Community Celebrations. Combined, these components have become the signature event of our community and showcase Fort St. John as a unique tourist draw in Northern British Columbia.

Objectives:

To celebrate visual arts and local culture through the ice and snow carving events of High On Ice

To foster our local artists and provide a venue for new enthusiasts to develop their skills and techniques related to carving

To offer a community-based venue to showcase, celebrate, and promote Fort St John's talented residents

To promote the High On Ice Festival's Professional Ice Carving Competition as a premier competition for carvers

To promote Fort St. John as a winter tourism destination in Northern Canada

To promote the role of the arts in building a quality of life, enhancing positive lifestyles, and community pride

To increase the economy of Fort St. John with cultural tourism development

To build capacity in the arts, culture, and heritage sectors of the region

Outcomes:

- Successes
 - Creation of new businesses associated with ice carving, ice harvesting, retail
 - Manufacturing of carving tools for Canadian carvers - Dan McCormick
 - Ice harvesting for Northern Canada events - Jesse Forrester
 - Training of local chefs for creating ice carvings for community events, conferences, and galas
 - Promotion of healthy lifestyles through engaging in outdoor creative activities in the winter
 - MOU document clarified City and Arts Council roles, leading to a clear overall vision and a more effective partnership
 - Ice and Snow Events Coordinator position a huge asset
 - Exceptionally high-calibre of professional work
 - Highest visitor attendance yet, thousands of people over the course of the event
 - Family friendly and appropriate for all ages
 - Increased enrolment in amateur/intermediate and snow carving events (in some events up as much as 50%)
 - Increased workshop attendance (Chef's , High School, and November workshops) leading to a greater interest in competition participation
 - Children's Ice Slide – well attended (provided weeks of use) and in a great location (visible from 100th Street)

High On Ice 2011 New Initiative Coloured Ice Sculptures

PURPOSE:

- to create an artistic ice opportunity for children and adults using non-toxic colouring in ice to make patterns and forms
- to add another dimension to the High On Ice Festival ice sculpting
- to attract more school participants and more audience at the High On Ice Festival

COLOURING ICE:

The process of colouring ice has been researched and tried by Eliza Stanford of Fort St. John in 2010. She became intrigued with the process after seeing the work of Gordon Halloran of Vancouver BC. (see below for more detail). She has obtained the right colouring pigment and the correct proportions to evenly colour ice before freezing it, shaping it and refreezing it into creative, artistic forms. She has experimented with various lights to enhance its beauty which provides an amazing showcase of colours shapes and forms.

Coloured ice can be cracked, shaped, refrozen, sliced and stacked to make any creative art piece. It can be placed under a normal ice sheet of a skating rink. It can be built into a welcoming entrance wall. It can be lit from the front or back or shadowed in interesting ways to bring out the intricacies and brilliance of the colours.

The most amazing fact about coloured ice is that any person of any age can make coloured ice and create a piece of “icework”

BUDGET:

Ice Blocks	25 blocks X \$80	\$2000	
Cutting tools	6X \$25	150	
Freezing pans/forms supplies		100	
Workshop fees	2 sessions X 3 hours X \$50	300	
School supplies		250	
Promotion		200	Total: \$3000

TIMELINE:

In November when the weather turns below 0 consistently, the school and adult workshops can take place leading up to the High On Ice Festival on January 14, 15, 16, 2011. A final workshop, demonstration and exhibition will be held at the Festival in January 2011.

FAMOUS COLOURED ICE:

Colouring ice is an artistic medium perfected by Gordon Halloran of Vancouver who was recently showcased at the 2010 Olympics in Richmond, BC (<http://theicegate.blogspot.com>), previously in Chicago in 2008 with the Museum of Modern Art at Millenium Park on Michigan Avenue, and during the 2006 Olympiad in Turin, Italy with his Paintings Below Zero. Halloran constructs a huge freezing installation on which he attaches various coloured ice forms that melt and blend into artistic abstracts. Google Gordon Halloran for striking images of coloured ice.