

Festival Facts, History & Figures...



Fort St. John will host the 18th BC Festival of the Arts
May 29th though June 3rd, 2001.

*The community will come alive with Dance, Music, Drama,
Visual, Literary & Media Arts for one entire week!*

Over 1000 delegates and professional mentors
attend the BC Festival of the Arts each year,
*bringing friends and family with them to share their talents,
and to experience the excitement of this unique event!*

WHAT IS THE FESTIVAL?

The BC Festival of the Arts is Canada's largest multi-disciplinary event in the performing, visual, and literary arts. It is designed to showcase and develop British Columbia's most talented emerging artists. The heart and soul of the Festival are the professional artists and artisans who act as mentors to nearly 1 000 delegates, providing adjudication, workshops, master classes, and conference sessions in:

- Visual Arts
- Song Writing
- Film and Video
- Literary Arts
- Indigenous Arts
- Theatre
- Storytelling
- Dance: ballet and stage dance
- Classical Music: voice, piano, brass, woodwinds, and string ensembles

Over 60 000 artists from across the province participate in over 75 regional events and calls for entry. From this talented pool, nearly 1 000 delegates are selected to participate in the BC Festival of the Arts. Approximately half of those delegates are students aged between 14 and 18; the rest are adults.

Besides nurturing an inspirational and educational setting for artists, the Festival provides exhibits, nightly film and video screenings, Indigenous arts presentations, theatre productions, literary readings, dance recitals, storytelling, world music and classical concerts for residents of and visitors to Fort St. John. Audience attendance over the 6 days is expected to be 20 000 persons with approximately 2 500 local schoolchildren participating.

WHEN AND WHERE IS IT?

In 2001, the Festival will be held right here in Fort St. John. Almost every hall, school, church, and arena as well as the North Peace Cultural Centre, the Curling Rink, and many other spaces will feature more than 300 events from May 29 to June 3, 2001.

WHO IS INVOLVED?

The entire community prepares for the BC Festival of the Arts through organizing venues for the events, transportation for delegates and mentors, food for all participants, and accommodation for hundreds of visitors. Those who have committed to making this event a great success in Fort St. John include the City of Fort St. John, the Province of British Columbia through the Ministry of Small Business, Tourism and Culture, the BC Festival of the Arts Society, School District #60, Northern Lights College, the North Peace Cultural Centre and the Community Arts Council of Fort St. John. Community groups and individuals are continuing to join the organizing Host Committee. An anticipated 800 volunteers will be ready to welcome the delegates and guests to Fort St. John on May 29th, 2001.

- Over 4 000 volunteers assist in coordinating regional events; the Fort St. John Host Committee will recruit over 800 volunteers to stage the Festival – approximately 10 000 volunteer hours!
- Hotel and motel rooms are being booked by up to 2 500 delegates and family members who are expected to attend this Festival. Local shops and restaurants will be buzzing with the energy of our visitors.

WHAT IS THE BENEFIT TO FORT ST. JOHN?

- **This is the largest festival of its kind in Canada.** The successful production of this event will enhance this city's reputation as an ideal festival city, and will promote our region as an ideal setting for festivals and other large- scale events.
- **The professional talent of close to 100 mentors** sharing their experiences and expertise with delegates and participants will leave a legacy of creative opportunities for our young people. The presentation of this inspirational event to members of our community will have a lasting effect on our interests and aspirations.
- **The economic impact** of hosting more than 1 000 visitors for one week can reach as high as a \$2.5 million in direct and indirect benefits for the businesses in Fort St. John.
- **The skills and training gained** in hosting an event of this magnitude will continue to benefit our community and its citizens for years to come. This experience will aid Fort St. John in the development of our area workforce and volunteer base.

WHAT IS THE BUDGET?

The BC Festival of the Arts Society budgets \$700 000 annually to stage the Festival. The BC Festival of the Arts is expected to generate an **economic impact of \$2 500 000** in the City of Fort St. John. The Province of British Columbia is the major sponsor of the Festival. Provincial corporate sponsors continue to support the Festival every year. For 2001, the City of Fort St. John has contributed \$60 000 plus in-kind services. **The Fort St. John Host Committee has set a fundraising goal of \$100 000.**

HOW CAN YOU BE INVOLVED?

Your financial contribution ensures the success of the 18th BC Festival of the Arts. Sponsorships and marketing opportunities are available.