



ROYAL NOVA SCOTIA  
INTERNATIONAL

# tattoo

SPECIAL EVENTS ADVISORY COMMITTEE  
NOVEMBER 21, 2018

# HALIFAX



# The Greatest Show on Earth – In Your Own Backyard!

- The Royal Nova Scotia International Tattoo is a week-long event held every year in Halifax since 1979
- Family show
- We present the best of the Maritimes with bagpipes, highland dancers, and military traditions along with featuring innovative acrobatic acts, modern music, contemporary dancing, and cutting-edge videos
- We strive to create a unique show each year that highlights the very best of this city, this province, this country, and the world
- The Tattoo Festival brings acts into the community with short performances around the city



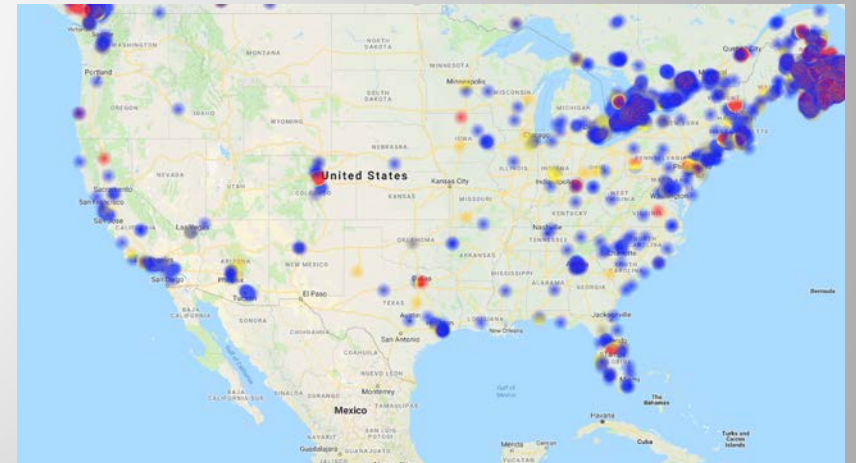
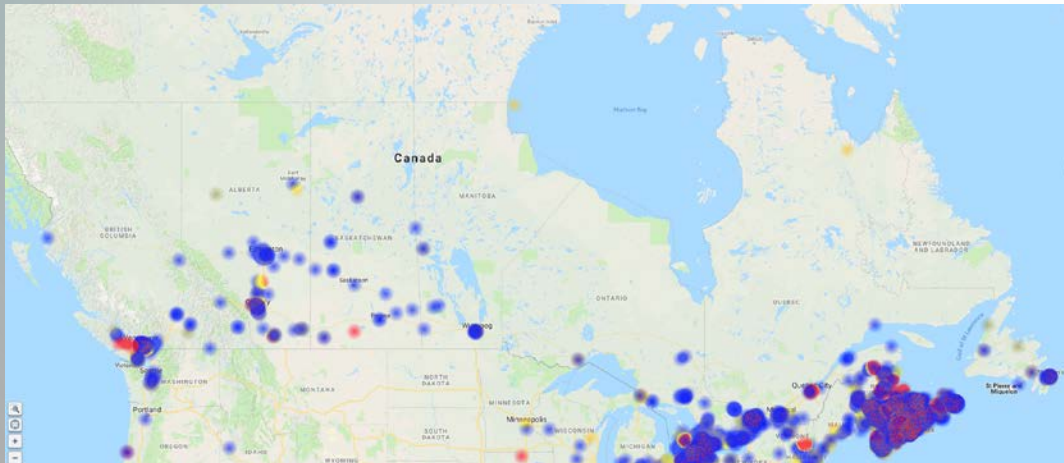
# The Tattoo & Halifax

- The Tattoo starts at home: we are supported and powered by individuals and groups who live, work and play in our community
- From our 150-voice choir, to the over 800 volunteers who make up our cast, production team and backstage workers, the Tattoo is a local production of which all Nova Scotians and Atlantic Canadians can be proud and take ownership
- Approximately 95% of our \$2.9M budget spend stays in the community through expenses such as meals, accommodation, rentals, wages, advertising, marketing, etc.



# The Tattoo & Halifax

- 50,000-strong audience is 55% Atlantic Canadians
- 45% travel from outside the Maritimes, particularly from Quebec, Ontario and Eastern United States
- Survey: 71% of visitors came to NS primarily to see the Tattoo
- Average of 3.9 nights spent in Halifax
- Huge economic spinoff
- 2017 Tattoo/documentary was broadcast/OnDemand on Eastlink for combined reach of 340,000
- 2017 Tattoo aired on multiple PBS stations through winter/spring for potential reach of 20 million





# 2017/2018 Highlights

- ▶ 2017:
  - ▶ Record Box Office
  - ▶ First year under new leadership
  - ▶ Welcome message from Prime Minister Trudeau
  - ▶ Increased donations, advertising and sponsorship revenue
- ▶ 2018:
  - ▶ 40<sup>th</sup> Anniversary
  - ▶ Performing groups from each continent
  - ▶ First student matinee
  - ▶ First visit from sitting Governor General



# 2017/2018 Programming Highlights

- ▶ Show changed from 3 hours to 2.5 hours
  - ▶ Earlier start times proved better for audiences and cruise traffic
- ▶ Shorter acts
- ▶ Enhanced lighting and floor projection
- ▶ More new acts than ever before, reduced repetition
- ▶ Increased participation from local acts
  - ▶ Heather Rankin, Titans Gymnasts, local Highland dancers, Malaria Drummers, Youth Pipes & Drums
  - ▶ 2019 will also feature Irish Dancers, Suzuki School and Tattoo Children's Chorus





ROYAL NOVA SCOTIA INTERNATIONAL  
**tattoo**

JUNE 29 - JULY 6, 2019  
SCOTIABANK CENTRE

POWER OF  
**PEACE**

CELEBRATING THE  
BOND OF FRIENDSHIP

2019: Power  
of Peace



# Looking Ahead - 2019

- 2019 Show: June 29 – July 6
- Festival dates to be determined
- Street team – appearances around city, giveaways
- Student engagement
- Canada Day – great feedback from Commons event, happy to support that again
  - Skyhawks
- Parade a possibility if we can secure funding – show schedule allows it this year



# Looking Ahead - Longterm

- New strategic plan guiding us for next five years
- Based on four pillars:
  - Audience Development Strategies
  - Programming
  - Human Resources
  - Financial Stability



# Audience Development



- Goal: To have a strong, diverse and committed Tattoo audience
  - Explore new ways of collecting ticketbuyer data and encouraging repeat attendance
  - Hotel/Dinner/family packages, student discounts
  - Hold focus group with existing and target audiences to refine marketing strategies
  - Consult with Indigenous, African Nova Scotian, Acadian and other distinct cultural communities to identify programming partnership opportunities and participation and awareness.
  - New strategies to leverage corporate employee relationships
  - Emphasize new show elements in marketing to encourage repeat attendance
  - Develop awareness of Tattoo as a signature national, world-class event
  - Align with local and national festivals and organizations to build capacity and recognition
  - Military tourism



# Programming

- Goal: Continue to be recognized as a world leader in the production and presentation of Tattoo and ancillary programs and experiences
  - Develop annual artistic vision statement and plan in consultation with CAF and partners
  - Cultivate artistic and production relationships locally, nationally and internationally
  - Investigate innovative technology for use in show
  - Deliver programming that maintains high levels of satisfaction among the Tattoo's core audience while consistently introducing fresh twists on core elements
  - Deliver program of ancillary activities that support our aims, complement the main show, and extend our reach and visibility on a year-round basis
  - Introduce program elements that appeal to youth and diverse cultural communities





# Human Resources

- Goal: To have a strong team of board, staff and volunteers working effectively together to fulfil the mission and vision of the Tattoo Society
  - Ensure the board has the resources, skills commitment and diversity to govern an internationally successful Tattoo
  - Ensure the Tattoo has an appropriate staff complement with the skills, structures, resources and supports needed to fulfil their positions
  - Create a climate and conditions that ensure the Tattoo is able to maintain volunteer numbers and commitment





# Financial Stability

- Goal: To generate and effectively manage sufficient, stable and diverse financial resources to meet the Tattoo's operational goals and provide long-term financial stability
  - Increase earned revenue
  - Diversify and increase funding from private sources
    - Fundraising event
  - Increase funding from public sources
  - Establish a working capital fund
  - Ensure the Tattoo has the necessary financial management tools and processes to responsibly steward the organization's finances



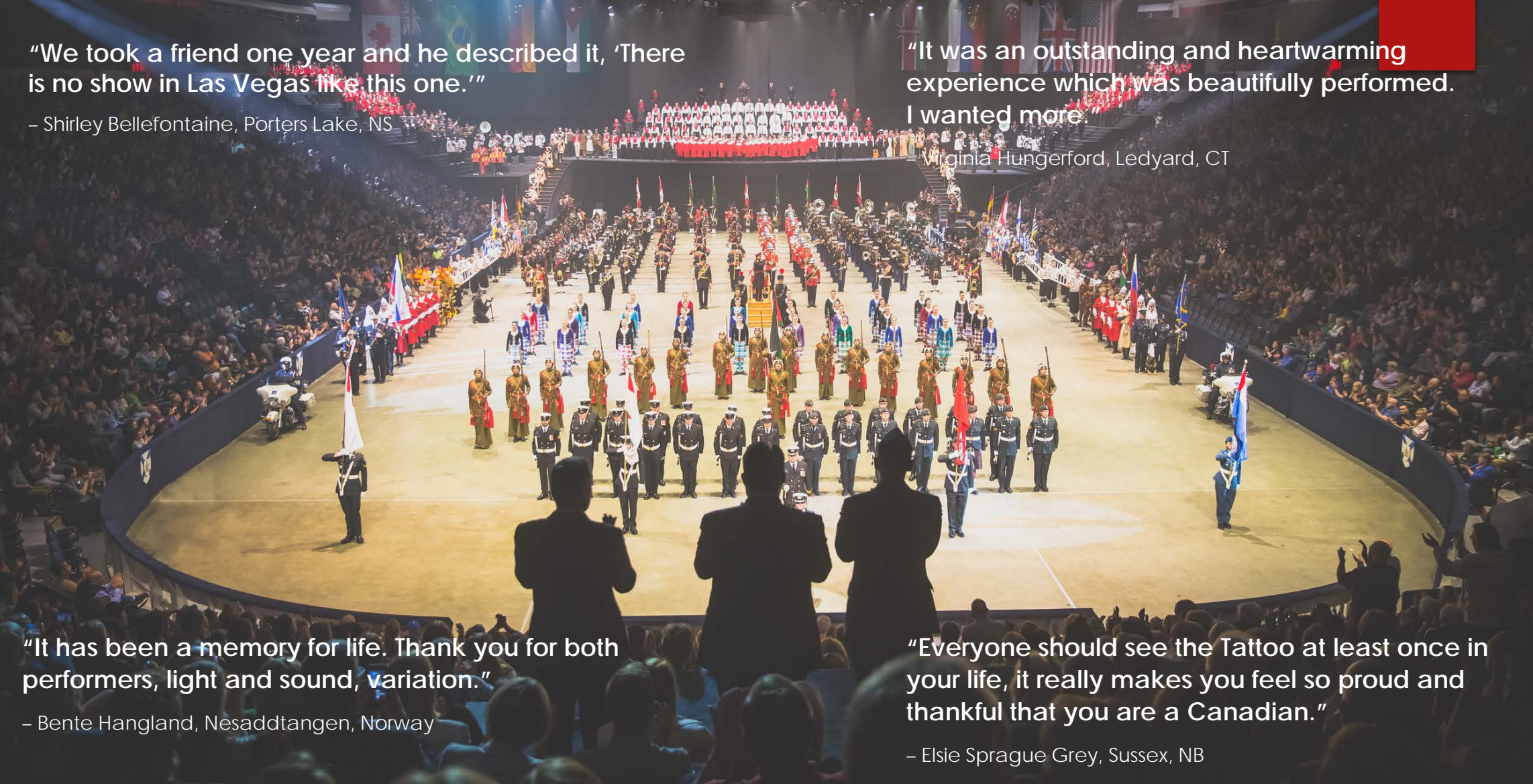


# Summary

- ▶ The Tattoo is looking forward to becoming a stronger event with deeper community ties and increased national exposure within the next five years.







**"We took a friend one year and he described it, 'There is no show in Las Vegas like this one.'"**

- Shirley Bellefontaine, Porters Lake, NS

**"It was an outstanding and heartwarming experience which was beautifully performed. I wanted more."**

Virginia Hungerford, Ledyard, CT

**"It has been a memory for life. Thank you for both performers, light and sound, variation."**

- Bente Hangland, Nesaddtangen, Norway

**"Everyone should see the Tattoo at least once in your life, it really makes you feel so proud and thankful that you are a Canadian."**

- Elsie Sprague Grey, Sussex, NB