

The logo for the Halifax Urban Folk Festival is displayed in a stacked, overlapping format. The words 'HALIFAX', 'URBAN', 'FOLK', and 'FESTIVAL' are written in a large, bold, dark blue sans-serif font. The first letter of each word is highlighted in a bright teal color. To the right of the 'FOLK' word, the tagline 'SINGERS, SONGS & STORIES' is written in a smaller, bold, sans-serif font, with 'SINGERS, SONGS' in orange and '& STORIES' in red.

**HALIFAX  
URBAN  
FOLK  
FESTIVAL**  
SINGERS,  
SONGS  
& STORIES

Submission to HRM Special Events Committee for 2020

Wednesday January 8 2020



# OUR MISSION

- To celebrate singers, songs and stories in an expertly curated annual event that unites Halifax audiences with regional, national and international talent.





# 2019 Summary

- Celebrated 10 years of singers, songs and stories in 27 shows at 7 different venues
- Initiated new festival graphics; new marketing strategies; revamped online presence; new ticketing platform
- Created new fund raising initiatives and increased sponsorship to offset the loss of one long-standing financial support mechanism
- Increased community outreach and programming in HRM
- Achieved gender parity in programming



**YOUTH ART CONNECTION**  
Make Art | Make Money | Make Change



## 2020 - Goals

- Increase sponsorship by 25% (to \$35,000)
- Seek, secure and refine additional revenue sources
- Access Mentorship Grant from Music Nova Scotia
- Launch monthly 'HUFF Presents' songwriters series
- Increase HUFF audience attendance by:
  - a) initiating and developing relationships with post-secondary institutions to attract out-of-town festival ticket-buyers
  - b) developing relationship with Discover Halifax, to establish HUFF as a 'destination festival'
  - c) refining and improving high engagement social media campaign





## 2021 - Plans



- Anticipated debut of **HUFF + Culture Link** partnership with a marquee performance at this venue
- Further sponsorship revenue increase of 15% in order to build contingency fund in anticipation of:
- Argyle Street party in 2022: observe and learn from current events being held, preliminary discussions regarding scope, theme, funding and sponsorship
- Explore provincial and national marketing opportunities – advertising and contesting; work with Discover Halifax on branding HUFF as a “destination festival.”



## 2022 - Plans

- Introduce outdoor Argyle Street stage; family-friendly afternoon/early evening 'free' event to provide further barrier-free cultural programming for Halifax residents and visitors; increase brand awareness and audience development
- Introduce provincial and national marketing campaign, in partnership with Destination Halifax and NS Department of Tourism.





# Organic Growth

- “This will be my 10th year of coming your way for HUFF... and I am easily one of your biggest supporters in Western Canada.” **Gord Johnson, Vancouver BC**
- “I will be attending HUFF again in 2020, and this year two of my girlfriends will be joining me, flying in to meet me from different parts of Canada. I am truly hooked on Halifax, its gracious charm, and your amazing festival...” **Barbara O’Hara, Winnipeg MB**
- “Mike Campbell is able to demand the respect required to encourage musicians from all over Europe and North America to get on a plane and fly thousands of miles to Halifax airport. “  
**Musician Ron Hawkins, Toronto ON**
- “I have specifically planned my yearly vacation to coincide with this Halifax unique gem of a festival. I and many others from across the country will continue to support HUFF and the beautiful city of Halifax.” **Mark Docherty, Regina SK**

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