

Item 11.3.1



# ALDERNEY LANDING

*2020 and Beyond*



Pre-Covid We Hosted 600 Events & 300k People/ Yr.



## CORE VALUES

LOCAL

QUALITY  
PROGRAMMING

DIVERSITY

FAMILY-FRIENDLY

OUR BOARD OF DIRECTORS LED A COMPREHENSIVE SERIES OF PUBLIC WORKSHOPS & SURVEYS - ENGAGING OVER 1100 PEOPLE...



## VISION

Celebrated as a vibrant gathering place and the heart of a dynamic Dartmouth experience.



# TOP RESULTS FROM SURVEY

LOVE ALDERNEY LANDING (81 RESPONSES)  
(MY FAVOURITE PLACE, COMMUNITY ASSET,  
IMPORTANT GATHERING PLACE)

EXPAND FACILITY (77)

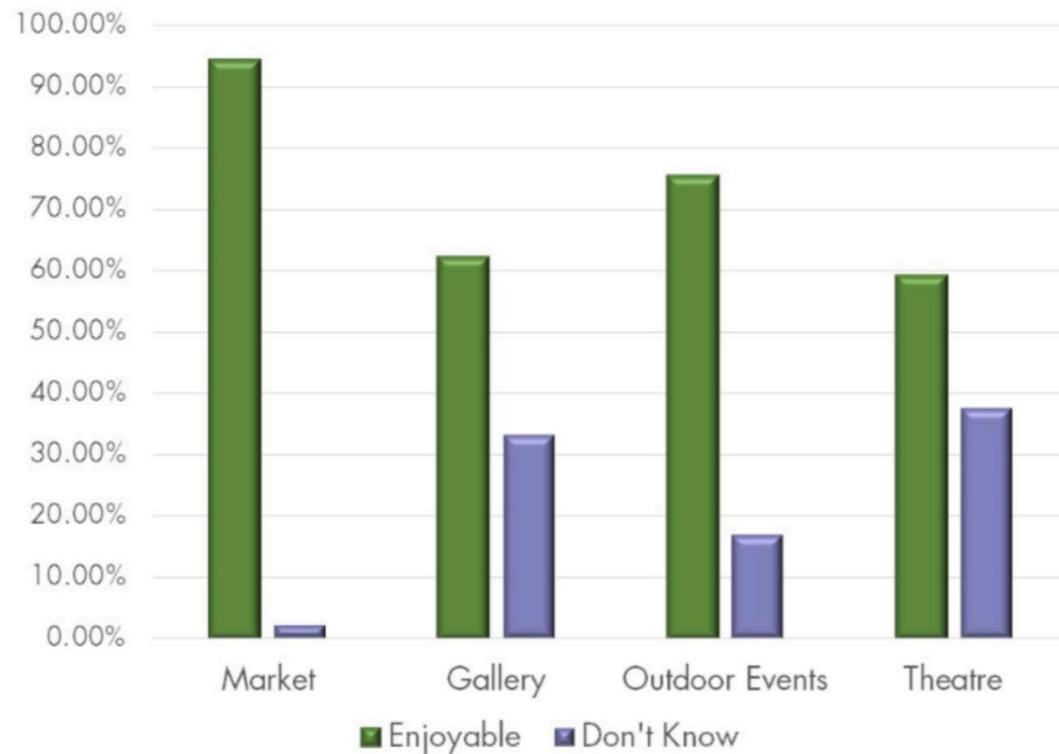
UPGRADE FACILITY (51)

MORE PARKING (47)

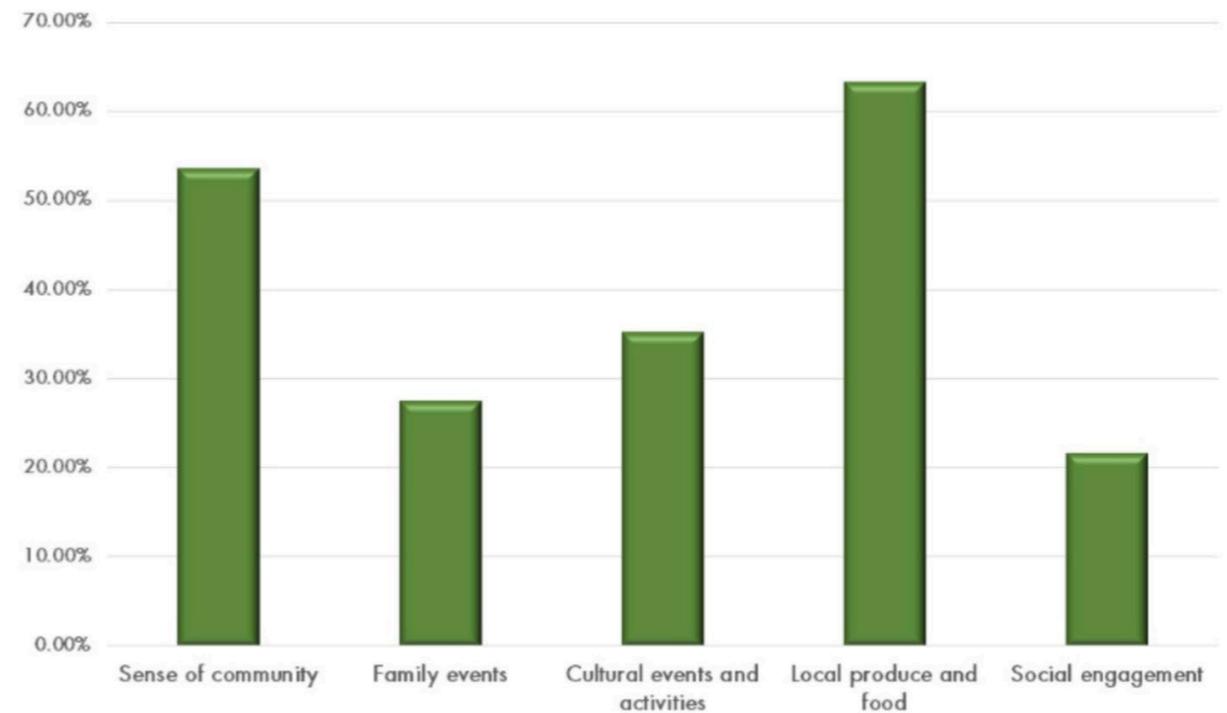
MORE PERMANENT RETAIL (36)

MORE CONCERTS/ EVENTS (28)

### Enjoyability of the Alderney Landing Venues



### Most Valued about Alderney Landing



#### THEMES:

1 - Alderney Landing is intrinsically linked to the revitalization of Downtown Dartmouth

2 - Alderney Landing requires expansion and updating

Alderney Landing typically engages 500 community volunteers each year



# EVENTS

Alderney Landing is one of the top venues for Small to Medium Size Events in the Region

INCLUDING 4 SIGNATURE EVENTS, PURPOSELY BUILT INTO THE SHOULDER SEASON



- Delivered 3 of 4 Signature Events in 2020 (Mother Goose Cancelled due to Senior Volunteers and Children - Revisiting for 2021)
- Recognized as leaders in COVID Safe Events
- Chosen to host major cultural events based on Adaptability and Expertise



Strategic Goal:  
**TO BE A  
CRITICAL  
PARTNER AND  
SOUGHT-  
AFTER EVENT  
SPACE**

**PARTNER EVENTS  
AT ALDERNEY LANDING**

- Canada Day \*No live Events
- Multi-fest \*No Live Events - Supported
- Ice Festival \*Planned to be Central Location, cancelled
- Ribfest - \*Cancelled, booked for 2021
- Country Concerts x 2 Secured - Cancelled
- Indigenous Components - NAIG Venue \*postponed/ cancelled - Indigenous Day Live Booked





# COVID SAFE

## Reopened Outdoor Events in August, with Black Lives Matter Youth Rally

DRIVE-IN HIP-HOP CONCERTS IN SUPPORT  
OF MENTAL HEALTH

### APPROACH TO COVID-SAFE EVENTS:

- 3 Tier conceptual plans for each event (to accommodate changing restrictions)
- COVID Training and Staff Re-training
- Investing in Digitization and Virtual Capabilities
- Communication





# FIRE & WATER FESTIVAL

- 2 day Cultural Festival
- Max Capacity both nights (4000 ppl in COVID Bubbles)
- Increased Cultural Art and Music Performances
- Maintained Sponsorships





# BLUENOSE GHOSTS FESTIVAL

- Sold Out Both Nights (COVID Bubbles)
- Increased Partnerships (Africville Museum, Captured Escape Rm, etc.)
- Increased Cultural Components (Cemetery Tour, Story-telling, etc.)
- Maintained Sponsorships





# CHRISTKINDLM ARKET

What we were going to do:

- Expand Vendors (indoors and out)
- Increase Arts/ Programming (Live Performances)
- Increase Family-Friendly Activities

\*5 days before event, restrictions changed



# CHRISTKINDLM ARKET

## What we Did:

- Market held online (3 weekends, fulfilled appx. 800 orders)
- Holiday Lights & Decorations for safe public viewing - Very Well Attended
- Maintained and Increased Sponsorships



# 2021 & BEYOND

- GROW SIGNATURE EVENTS
- CONTINUE TO GROW NEW PARTNERSHIPS  
(BLACK CULTURAL CENTRE FOR NOVA SCOTIA, AFRICVILLE MUSEUM, MI'KMAW NATIVE FRIENDSHIP CENTRE, ETC.)
- ATTRACT ADDITIONAL EVENTS (COUNTRY CONCERTS, TATTOO, JAZZFEST, ETC.)
- LEVERAGE FUTURE TRENDS FOR SMALL - MEDIUM SIZE VENUE (REDUCED CAPACITY EVENTS - 500 to 8.5K SAFELY)





ALDERNEY LANDING  
**FARMERS' MARKET**  
DARTMOUTH WATERFRONT

- Incubating Local Small Businesses
- Serving Thousands of HRM Residents
- Supporting Local Farmers and Food Producers



Photo: Pre-COVID



# ONLINE MARKET

6000+ Orders Fulfilled  
in 2020

40 Online Markets  
33 In-Person

Over \$400k  
In Revenue for local  
Farmers/ Vendors



# OUTDOOR MARKET



Appx. 2000 customers per day

## 60+ LOCAL VENDORS

- Strong Media Coverage
- Overwhelmingly Positive Feedback from Public

# BEER PATIO PROJECT

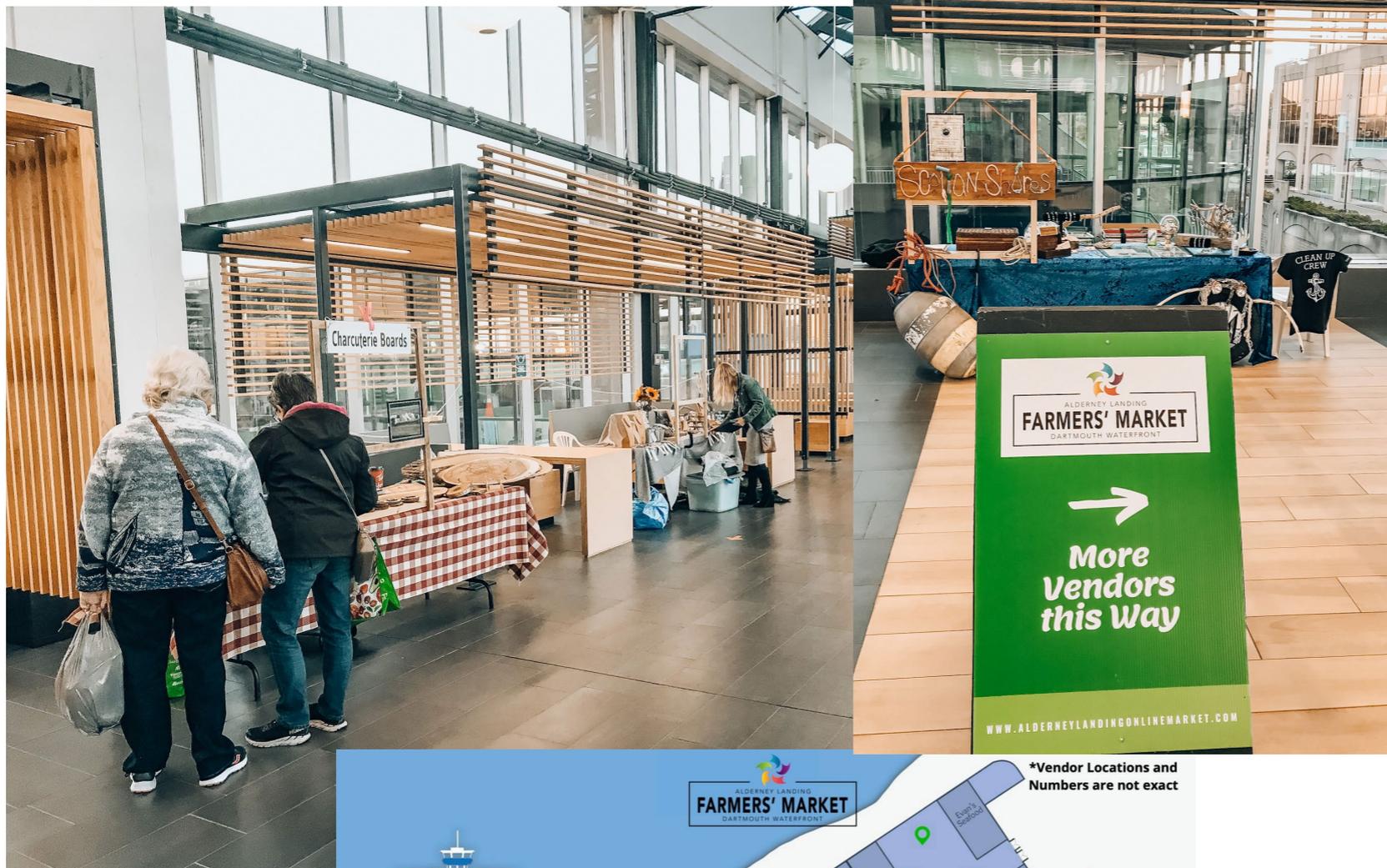


- 2020, 7 Days/ Week. Very Successful
- RFP released for 2021 Beer Garden and Ice Cream Stand



# EXPANDED MARKET

- Number of Vendors:  
Typical Summer = 110  
Off-Season = 70  
A.L. (with C-19) = 30
- HRM provided space in Alderney Gate to accommodate more vendors (Appx 55 total in A.L. & A.G.)
- Very positive feedback from customers and vendors





## RETAIL

- We have 6 permanent retailers, all rooted in Superior Local Products
- All have reported strong performance through C-19
- Evan's Fresh Seafood, Noggins Corner Farm Market, Cassaroma Wellness Centre, Meadowbrook Meat Market, Port City Coffee, NSLC.
- All have requested additional space to expand



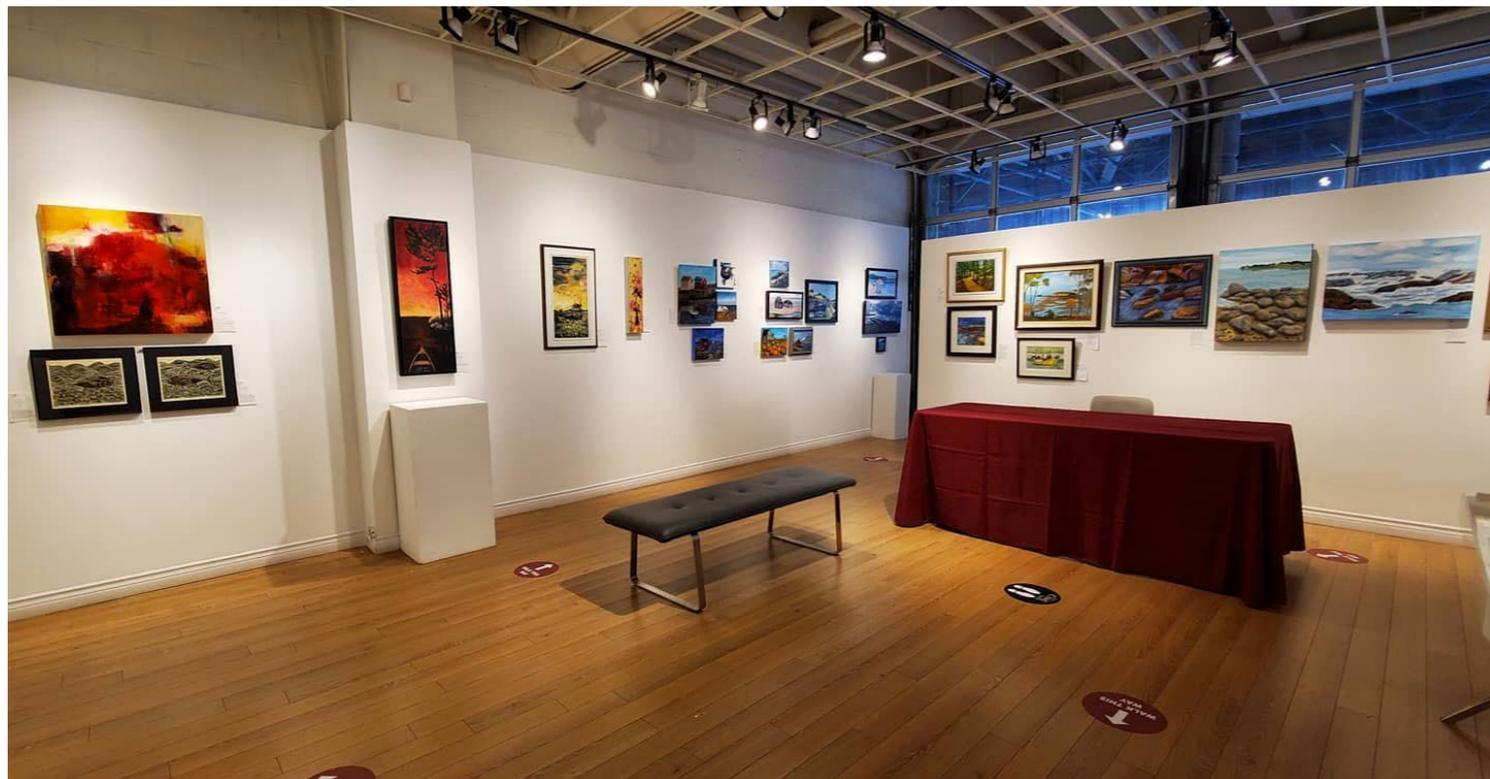
# 2021 & BEYOND



- Expanding/ Growing Market Indoor & Outdoor (tents, etc.)
- Back to the Sea hoping to re-open 2021
- Physical Additions & Revitalization (Planning)
- Expanded Seating, Greenery, and Beautification
- Mini Market, Pantry-Items, Pop-Up Restaurants and Cooking Demos
- Growing Artisan/ Cultural Market Events



# GALLERY



## Strategic Goal:

To continue to nurture the excellence of the Craig Gallery, showing a diversity of mediums by emerging and established local artists



# GALLERY RY

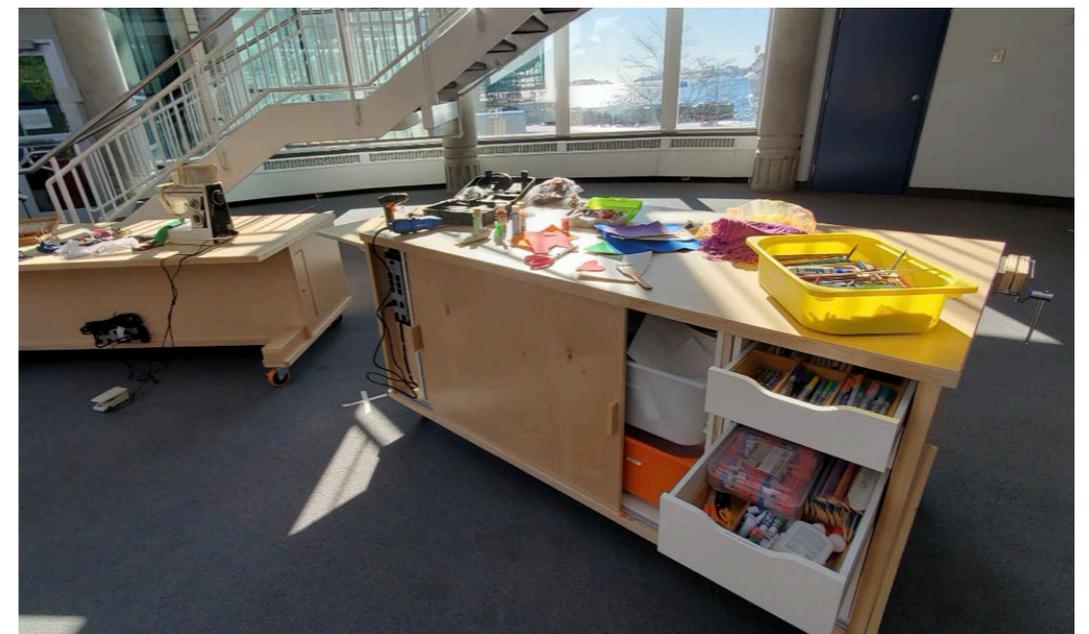
- MEDIA WALL (Opened Feb 2020)
- COLLABORATIONS (BCCNS, HELEN CREIGHTON SOCIETY)
- ONLINE ART CAMPS
- NEW MONTHLY SHOWS (In-person and Online) IN THE GALLERY & SHOW CASES DURING C-19



# 2021 & BEYOND



- Launch Art Carts (April 2021)
- Fine-Art Camps & Children's Art Classes
- Artist Mentorship Program,  
Lectures, Talks & Blue Monday  
Drawings
- Create Public Art Policy





# THEATRE



Strategic Goal:  
~~TO BE A SOUGHT-~~  
AFTER THEATRE  
THAT ENGAGES,  
INSPIRES AND  
ENTERTAINS THE  
COMMUNITY.

# THEATRE



- Theatre Company in Residence (EFT)
- Live Stream Capabilities
- New Partnerships (New Scotland, BCCNS, etc.)
- Home to Coastal Dance & 17 other performance-based dance companies
- Filming Projects
  - ANSMA
  - Juba'lee Legacy
  - Indigenous Day Live
  - Country Simplement



# 2021 & BEYOND

- Launch EFT Series
- Theatre Camps
- Strengthen Brand Identity/ Promote & Sell Season Ticket Packages
- Improve Seating and Expand Amenities (rehearsal space, dressing rooms, etc.)





## FINANCIAL PROJECTIONS

DURING COVID SHUTDOWN, WE  
CUT OUR BUDGET BY 30% AND  
PROJECTED A LOSS OF \$150k

The Board and Staff worked very hard to reinvent existing revenue streams and create new ones. By year end (March 31), we are projecting BREAK-EVEN!

# 2021 & BEYOND



- Continuing COVID Trends of Declined Revenue
  - Parking Lot (70% decline)
  - ATM Machine
  - Loss of Large-Scale Events
  - Theatre Restrictions Limiting Sales
- Losing Wage Subsidy as of June 2021
  - In 2020/ 21 - received \$385k in wage subsidy
  - Projected for 2021/ 22 - will receive \$85k



# IMPACT

A subsidy increase will be required, which will be included in the Parks and Rec. presentation on March 31st.

A Reduction in Funding could Impact the Following:

- Reduction in Public Programming (Farmers' Market, Theatre, Gallery)
- Reduction in Staff (Resulting in further reductions in Public Programming)
- Difficulties Covering Facility Costs



THANK YOU FOR  
YOUR  
CONTINUED  
SUPPORT!

