

Industry Perspectives

Edmonton Heritage Festival, Edmonton, Alberta, Canada

Attendance:

325,000 – 390,000

Budget:

\$400,000

Annual duration:

Three days

Number and types of events:

1

Number of volunteers:

6,000

Number of staff:

3 full time; 28 part time

When established:

1976

Major revenue sources by percent:

Sponsors/Advertising 25%

Food Ticket Sales 25%

Entrance Fees 17%

Government Funding 14%

Casino 10%

Private Foundation 6%

50/50 Ticket Sales 1%

Souvenir Sales 1%

Major expenses by percent:

Festival 41%

Office & Administration 33%

Publicity & Advertising 26%

Type of governance:

14 member Board of Directors

Contact Information:

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Brief history: In 1975, eleven ethno-cultural communities banded together in Edmonton's Hawrelak Park for a display of their respective traditions, cuisine's, and performances. From these humble beginnings, a venerable August long-weekend institution has emerged. The Edmonton Heritage Festival is now entering its' 31st anniversary.

The Festival has grown from a one-day, into a three-day celebration of cultural diversity. In 2005, fifty-two pavilions representing over seventy different cultures were present. Exhibitions spanning the range from Aboriginal to Welsh, and all points between were present. The Edmonton Heritage Festival provides a family-friendly, alcohol-free event, with each pavilion offering a sample of their own unique customs.

These non-profit, ethno-cultural organizations pour their profit revenue from the Heritage Festival back into the community. Profits are used for post-

secondary scholarships, facility enhancement, building purchases, various community events and programs.

Interesting facts: The Edmonton Heritage Festival is the single largest food drive for Edmonton's Food Bank. This partnership has blossomed to include food and monetary donations as well as a "Tickets Please" campaign where unused food tickets, if donated to the food bank, will be reimbursed their dollar value. In 2005, over \$13,000.00 was raised through the Tickets Please program to benefit Edmonton's Food Bank.