



## 2002 FESTIVAL HIGHLIGHTS AT A GLANCE

The Canada Dance Festival created a very exciting statement at the 9th edition of the festival June 7-15, 2002 as it celebrated for 9 days Canada's most contemporary, innovative, and leading-edge dance choreographers and companies;

More than 250 dancers and musicians representing 35 professional companies and independent artists hailing from 6 provinces performed in Ottawa before a large Canadian and international public;

The CDF presented the newest creations from a broad spectrum of Canadian dance artists, including 9 commissioned works, 12 world premieres, 25 Canadian and Ottawa premieres;

Festival activities took place at the National Arts Centre, the National Gallery of Canada, Strathcona Park, La Nouvelle Scène, the east and west arches of the Plaza Bridge, Arts Court and the School of Dance (Ottawa);

Launch of the Fresh Voices Project — a three year commitment to emerging choreographers;

One residency in the NAC Studio and two site specific residencies in two new venues under the arches of the Plaza Bridge;

Co-production partnerships with the National Arts Centre, Banff Centre for the Arts, Agora de la danse, Vancouver East Cultural Centre, Brian Webb Dance Company, Yukon Arts Centre, CanDance Network and the City of Cannes, France;

Increased youth programming with performances by Tilt in the NAC Theatre and Fortier Danse-Création in the Studio and mm HoP and 10 Gates Dancing at La Nouvelle Scène and choreographer Siona Jackson's work Sugar Plum Follies for Dusk Dances;

Family programming with performances by CORPUS in the NAC Lobby and Cas Public in the NAC Studio;

Launch of the first contemporary dance Summer School in partnership with the School of Dance (Ottawa) with 13 students registered from either a professional program or a diploma/degree program;

Launch of the CDF's first book *The Responsive Body: A Language of Contemporary Dance* in partnership with The Banff Centre Press;

A three-day conference hosted by the Society for Canadian Dance Studies;

Increased partnerships with related dance organizations as 8 groups hosted special community meetings;

Three panel discussions on dance including a Youth Literacy Panel with reviews of dance performances by the students attending the contemporary dance Summer School;

Daily pre-show discussions hosted by the CDF artistic producer and guests;

Over 60 foreign and Canadian presenters, producers, independent promoters and dance series programmers attended the Festival throughout the week;

New marketing initiatives included a gift certificate campaign, smaller format brochure created, wider distribution of marketing materials, increased targeted direct mail, telemarketing campaign;

Extensive media coverage was achieved through print and electronic avenues, including week-long, continuous coverage from 4 dailies, national radio and television, weeklies, and electronic media in both English and French. Media sponsorships included 4 newspapers, 2 radio stations and 2 television stations (English and French);

Over 10,000 ticket buyers and over 2,000 attended free outdoor events;

40% of budget allocated to artist fees and expenses with an overall increase of 1.6%;

New private monies were raised and new in-kind sponsors came on board with Swarovski Canada, Banfield-Seguin Limited, CIBC Wood Gundy, Ontario Laidlaw Foundation, among others (*see dedicated Sponsor section of website*). Over 30 partnerships established with local merchants and businesses with CTM Brochure Distribution, Diffusart, Magma, Budget, AT&T Wireless, Venue 56 and more;

A significant impact was made on the local economy as more than \$1 million was poured into the city of Ottawa over the week of the Festival (directly and indirectly) and more than 400 artists, technicians, administrators, organizers, ushers, box office personnel and concession staff were employed.