

Appendix A. Arts and Culture Activation Grant Reports (Summarized)

The Arts and Culture Activation Grant had a significant positive impact on the Okotoks community. It supported diverse events that fostered community connections, provided platforms for artists, and brought vibrancy to the local arts scene. This is supported by the reports and participant surveys from the grant recipients comprising the remainder of this report.

Total Results from All Surveys:

- Number of Surveys: 32
- Artistic Satisfaction: Very satisfied: 30, Satisfied: 6
- Community Strengthening: Significantly: 25, Moderately: 11
- Local Economic Impact: Yes: 19, No: 17 (Shop: 6, Dine: 15, Stay: 0, Other: 1)
- Local Residency: Yes: 34, No: 3

Individual Results:

Pop-Up Flicks Final Report Summary – Okotoks Film Society

Summary: Pop-Up Flicks provided a series (ten) of outdoor film screenings organized by the Okotoks Film Society, aimed at diversifying the local arts scene and engaging the community through free movie nights. The society expressed gratitude for the activation grant, highlighting its potential to diversify the local arts scene and support various events and groups. The grant is seen as a significant step towards organizational growth and artist support. The festival plans to continue applying for this funding, particularly for major events.

Event Details:

- Total Audience: 188
- Total Artists: N/A
- Total Volunteer/Staff: 11
- Exact or Estimate: Exact
- Recipient Comments: N/A

Challenges:

1. **New Event Requirement:** The grant mandates that the event must be new, which can strain resources for organizations already managing existing events.
2. **Matching Funds:** The grant requires matching funds, which can be a financial burden.
3. **Free Attendance:** Events funded by the grant must be free to attend, limiting the ability to recoup costs through ticket sales.
4. **Post-Event Funding:** The grant funds are disbursed after the event, requiring organizations to cover all costs upfront. Sponsors can ease the financial burden but securing them takes time and they are limited.

Future Plans: Hope to host six nights starting in July at one location.

Survey Responses:

- **Number of Surveys:** 7
- **Artistic Satisfaction:** Very satisfied: 7, Satisfied: 0
- **Community Strengthening:** Significantly: 4, Moderately: 3
- **Local Economic Impact:** Yes: 5, No: 2 (Shop: 2, Dine: 3, Stay: 0, Other: 0)
- **Local Residency:** Yes: 6, No: 1

Produced by: Okotoks Film Festival

Halloween Dance Party Final Report Summary – True Colors Rainbow Connection

Summary: A family-friendly, all-aged dance event hosted by the True Colors Rainbow Alliance, providing a safe and inclusive space for Halloween celebrations with costumes, dancing, and community connection. Key achievements included high attendance from diverse families, smooth event execution, and significant community impact. Many attendees expressed interest in similar future events, leaving with smiles, gratitude, and goody bags.

Event Details:

- **Total Audience:** 60
- **Total Artists:** 1
- **Total Volunteer/Staff:** 6
- **Exact or Estimate:** Estimate
- **Recipient Comments:** The event was well attended by approximately 60 people of all ages. Attendees came in costume, creating a festive atmosphere. The event fostered community connections and received positive feedback. Six volunteers and a local business contributed to the event's success.

Challenges: The main challenge was the hope for more attendees. Budget constraints were also a concern.

Future Plans: Aim to host similar events quarterly, with potential themes including Valentine's Day and an 80's themed dance.

Survey Responses:

- **Artistic Satisfaction:** Very satisfied: 8, Satisfied: 3
- **Community Strengthening:** Significantly: 9, Moderately: 2
- **Local Economic Impact:** Yes: 3, No: 8 (Shop: 0, Dine: 3, Stay: 0, Other: 0)
- **Local Residency:** Yes: 10, No: 1

Produced by: True Colors Rainbow Alliance

Acoustic Summer Nights & Arts Market Final Report Summary – Okotoks Arts Council

Summary: The inaugural Acoustic Summer Nights & Arts Market, a series of live acoustic music performances and an art market, hosted by the Okotoks Arts Council (OAC), built on the momentum of seasonal Acoustic Nights at the Old Church Theatre. To accomplish this event the OAC hired a local contractor to produce and host the events that created a welcoming, positive atmosphere downtown. Despite weather-related date changes, the events were successfully rescheduled with the Town's support. However, the art market component's effectiveness waned, prompting a review of how to better integrate visual arts in future series.

Event Details:

- **Description:** A series of live acoustic music performances and an art market hosted by the Okotoks Arts Council, creating a welcoming atmosphere in the downtown core and showcasing local musicians and artists.
- **Total Audience:** 240
- **Total Artists:** 66
- **Total Volunteer/Staff:** 30
- **Exact or Estimate:** Estimate
- **Recipient Comments:** The viewing area was typically well-populated with 30-50 attendees. Music participation was steady, with 6-10 musicians per event. Weather had an impact on some dates, but the events were well-received by residents and guests who often discovered the event while walking downtown. OAC board members frequently attended.

Challenges:

1. Figuring out what to do with the visual art component, charging a fee for market tables was not effective.
2. Communicating event date changes due to weather was challenging and confusing for some attendees.

Future Plans: Explore the role of visual arts and increase participation of a broader range of musicians. Consider theme nights and original song nights. Build flexibility into planning to accommodate Alberta's rapidly changing weather. Overall, the event was a success, strengthening community connections and providing a platform for musicians and visual artists.

Survey Responses:

- Number of Surveys: 15
- Artistic Satisfaction: Very satisfied: 12, Satisfied: 3
- Community Strengthening: Significantly: 9, Moderately: 6
- Local Economic Impact: Yes: 8, No: 7 (Shop: 3, Dine: 6, Stay: 0, Other: 1)
- Local Residency: Yes: 14, No: 1

Produced by: Okotoks Arts Council

Alberta Film Trivia Night Final Report Summary – Okotoks Film Society

Summary: Held during the Okotoks Film Festival in Hub Town, this bar trivia night focused on films shot in Alberta. The event aimed to challenge and educate participants about Alberta's film history.

Event Details:

- Total Audience: 3
- Total Artists: 3
- Total Volunteer/Staff: 3
- Exact or Estimate: Exact

Challenges: Despite advertising efforts, there was not enough attraction to the event.

Future Plans: Plan to host the event again at Okotoks Cinemas as part of the Opening Night to attract festival attendees. The location change will help ensure better attendance.

Survey Responses:

- **Artistic Satisfaction:** Very satisfied: 3, Satisfied: 0
- **Community Strengthening:** Significantly: 3, Moderately: 0
- **Local Economic Impact:** Yes: 3, No: 0 (Shop: 1, Dine: 3, Stay: 0, Other: 0)
- **Local Residency:** Yes: 4, No: 0

Produced by: Okotoks Film Society