



Celebrating Municipal Excellence

Nomination Form

Deadline: 4:00 p.m. on Wednesday, September 9, 2015

Nominee Contact Information	
Name of municipality/ municipalities being nominated: <small>(please include the names of all partner municipalities)</small>	City of North Battleford – NB Street Festival Inc
Contact Name:	Lisa McEachern
Telephone #:	306-441-7178
Mailing Address:	Box 774 North Battleford SK S9A 2Y9
E-mail Address:	lisa@downtownnb.ca
Name of Nominated Practice or Project:	NB International Street Performer Festival
Date of Project or Practice Initiation:	July 24, 2015 (2 nd Annual)
Date of Project or Practice Completion: <small>(If ongoing, please indicate)</small>	July 26, 2015
	Ongoing: <input type="checkbox"/>

Nominator Contact Information	
Name:	Jade Johnson
Organization:	Rural Municipality of Paynton No. 470
Position:	Administrator
Mailing Address:	Box 10 Paynton, SK S0M 2J0
Telephone #:	306-895-2020
E-mail Address:	Rm470@sasktel.net

Please remember when filling out your nomination that winning practices are posted in the Best Practices Library, so be sure to include all information that may be helpful to others if it were to be used as a reference or resource.

The Practice

1. What was the issue that inspired the nominated project or practice?
2. What has this project or practice done to address the issue?

The Festival is part of a strategy to reinvigorate Downtown North Battleford as the arts and culture hub of the City. The area has seen significant economic decline in recent decades as commercial activity migrates to the north and southeast commercial districts in the City. The Festival contributed greatly to addressing the negative stigma of Downtown North Battleford and it is hoped that addressing this negativity will assist in the economic turnaround of the area.

The event secured \$58,300 in sponsorship from local businesses and organizations in 2014. Major sponsors included media outlets, a hotel, and the Battlefords Tourism & Convention Association. All of these organizations are active in tourism marketing and planning, and see the Festival as potential economic driver in the long term based on the success of similar Festivals in Edmonton and Grande Prairie, whose Festivals attracted 200,000+ and \$20,000+ spectators in 2014 respectively.

The Process

This section should be the longest and most detailed part of your nomination. Include enough information so that a municipality interested in applying the same project or practice can follow your steps.

3. Indicate who had a direct role in this project or practice:
 Municipal Council
 Municipal Administration
 Other
4. What was the role of the municipal council and/or municipal staff in this project or practice?
5. Were other groups were involved in developing this project or practice? If so, who were they and what role did they play?
6. What resources were involved?
7. How was the project or practice developed?

***Please note – data provided is based on the 2014 NB International Street Performer Festival as the final data for 2015 is not completed yet although we can report that in 2015 we added five additional performers and approximately doubled attendance from 2014.

The NB International Street Performer Festival is a three- day outdoor event held in the streets of Downtown North Battleford, Saskatchewan. Hosted on July 25, 26, and 27, 2014, the event featured 12 international street performers, 6 food vendors, and attracted an estimated total attendance of 3000 people.

The event was conceived and organized by a Board of 6 volunteers and executed by a team of 40 active volunteers with a goal of developing a long term, sustainable annual event. The primary motivation for hosting the event is further develop Downtown North Battleford's role as the arts and cultural hub of the City, as the area has seen significant decline in commercial activity in recent decades. Organizers hope the event will renew pride in the City's downtown core and boost tourism receipts for the businesses located there.

The event was the first international street performer festival in Saskatchewan. Its total budget was \$79,000 in 2014.

Please view our event video at: <https://vimeo.com/116292010>.

The City of North Battleford administration and City Council were sponsors and supporters of the event. Their support included, but was not limited to: financial support, volunteers, permits, street preparation (cleaning, garbage removal, tree pruning, etc), power access, road blockages and detours, additional municipal enforcement on site all weekend and attendance of all events throughout the duration of the festival.

The NB International Street Performer Festival is an open, free community event intended for family audiences. Because of the lack of a registration system that could be used to survey spectators after the event, event organizers partnered with Battlefords Tourism & Convention Association to conduct site surveys of spectators during the open hours of the event. In total, 126 surveys were conducted and the data collected provided feedback on the different aspects of the experience that will be used to assist planning for future events. Data collected in 2014 indicate overwhelming satisfaction with various aspects of the event with the low number of performers being the only consistent suggestion for improvement.

Event sponsors and media were invited to a pre-event gala two days prior to the Festival to introduce the street performers and showcase their individual talents. This was intended to strengthen the partnership with those businesses and organizations that invested in the Festival.

Food vendors were secured in order to provide a Festival atmosphere alongside the street performers. Spectators could not only enjoy the entertainment, but also enjoy unique food offerings otherwise unavailable in the Battlefords

The Results

8. What effect did this project or practice have on the community?
9. Was a formal evaluation done after the project or practice was completed?
10. Describe any challenges faced.

Site surveys collected by Battlefords Tourism indicate a high satisfaction level with the four main aspects of the event: entertainment, food, organization, and overall satisfaction. A consistent suggestion for improvement was to increase the number of performers.

The Festival is intended to become a sustainable annual event that attracts visitors from throughout the region. Data collected in 2014 suggests that the majority of spectators were local in 2014. In 2015, Festival organizers plan to increase and expand promotion of the event throughout Northwest and West Central Saskatchewan in an effort to encourage more regional visitation to the event. This will be achieved through regional radio advertising, print media, and social media advertising.

An estimated 3000 people attended the inaugural NB International Street Performer Festival in 2014. The impact of a crowd of this size on Downtown North Battleford is significant. Restaurants adjacent to the event generated more sales during the open hours of the event than an entire month during the normal course of business.

The Festival is part of a strategy to reinvigorate Downtown North Battleford as the arts and culture hub of the City. The area has seen significant economic decline in recent decades as commercial activity migrates to the north and southeast commercial districts in the City. The Festival contributed greatly to addressing the negative stigma of Downtown North Battleford and it is hoped that addressing this negativity will assist in the economic turnaround of the area.

Lessons Learned

11. What lessons were learned and what would you recommend doing differently?
Remember, all nominations will become part of the Best Practices Library, so be sure to include specific information.

The board of the NB Street Festival realized that securing funding for a new festival can be challenging in early years. We used many grant funding sources to ensure the success of the festival but in future years we would like to secure more local sponsorships and involve local businesses more than we have the first two years of the festival. The more “buy in” and involvement of the local community we obtain, the more successful the event will be and growth will be realized every year.



Please submit your completed nomination package to:

E-mail: awards@municipalawards.ca or

Fax: Attn: Saskatchewan Municipal Awards Program, 306-798-2568; or

Mail: Saskatchewan Municipal Awards, Room 1010 – 1855 Victoria Avenue, Regina, SK S4P 3T2

Contact: Phone No. 306-525-4398

Thank you for submitting a nomination for the 2015 Saskatchewan Municipal Awards.