

SKELETON PARK ARTS FESTIVAL

ANNUAL REPORT
2019





SPAF! 2020 HAVIAH MIGHTY

The Skeleton Park Arts Festival (SPAF) is a non-profit annual summer solstice celebration held in and around Kingston's historic McBurney Park, popularly known as 'Skeleton Park' due to its 19th century history as a cemetery. The multidisciplinary festival showcases artists from Kingston and around the world, in addition to a variety of family and heritage activities.

We're also a year-round, charitable organization that aims to increase appreciation and access for the arts in Kingston by providing diverse multi-arts programming. Skeleton Park Arts Festival strives to bring together artists from a range of disciplines to present unique and collaborative artistic experiences in a variety of alternative venues while helping to increase community engagement and neighbourhood pride.

Be sure to mark your calendars for our 15th annual festival June 17-21 2020, in addition to exciting events throughout the year.

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Photo Credit: Cade Pentland-Boyce



Photo Credit: SPAF



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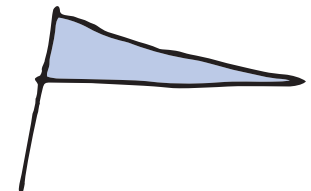


Photo Credit: SPAF

PROGRAMMING

SPAF is primarily a program-focus organization that achieves its mandate through seasonal presentations of mostly free, multi-generational and accessible arts activities such as concerts, dances, films, exhibits, parades, readings and workshops.

In partnership with several other local arts and service organizations, schools, churches, and community centers, SPAF is routinely bringing together many diverse groups of neighbourhood residents and visitors to participate in multi-arts programming.



PARTNERSHIPS

SPAF is dependent on community partners for long term sustainability of presenting diverse multi-arts programming. Highlight 2019 partnerships and sponsors include:



Njacko Backo
Co-presented by:
Centre Culturel Frontenac



Porch Jazz Parade
Co-presented by:
The Kingston Jazz Society



Wolf Saga
Co-presented by:
**Riel Cultural Consulting &
Kingston National Indigenous
People's Day**



Orontes Guitar Quartet (Syria)
Co-presented by
KEYS Immigrant and Refugee Services



Photo Credit: Cade Pentland-Boyce



Aerosol Art & Breakdancing
Co-presented by:
Dead On Arts Collective



SPAF also remains active in the decision making processes that affects our neighbourhood including developing a secondary plan for the North King's Town area (the Inner Harbour and Old Industrial areas just north downtown) as a member of the North King's Town Project Working Group.

COMMUNICATIONS

SPAF's primary forms of communication with the community is through our social media accounts and newsletters. If you want to stay involved with upcoming events and other news you can follow us on Twitter, Facebook, and Instagram. You can also subscribe to our on-line newsletter.

AUDIENCE DEVELOPMENT

SPAF's utilizes many media outlets in order to continually build on its audience. These outlets include print, radio and online:

CBC Ottawa - All in a Day

CBC Ontario - Fresh Air

CKWS

Kingston Whig Standard

CFRC Radio

Keep Up With Kingston

Visit Kingston

Kingstonist

Exclaim Magazine

Kingston Life

SOCIAL MEDIA

SPAF's social media growth goals for 2018-2019 were to increase followers by 15% on Facebook, Instagram, and Twitter, through the festival season.

Social Media Growth

	August 2017	April 2018	August 2018	November 2018	November 2019	% Growth in 2019
Facebook	2673	2754	3112	3160	3822	21%
Twitter	589	669	783	810	855	5.5%
Instagram	529	987	-	1167	1406	21%



The Skeleton Press Newspaper Project

Skeleton Press is a pilot project initiated by SPAF, with the hope of becoming a free biannual print publication that captures the vibrancy and diversity of the neighbourhood. We are interested in how print media can communicate differently than digital publishing and how the act of consuming and distributing the physical object can build community. We hope tattered copies of Skeleton Press can be passed from hand to hand, sparking conversation with neighbours over the fence or at the corner store, and strengthening our sense of place and each other.

FINANCIAL HIGHLIGHTS 2019

EXPENSES

SPAF Artist Fees	\$61,210.04
Other Expenses	\$71,419.96
Total Festival Expenses	\$132,630.00

REVENUES

Government Funding	\$96,499.00
Sponsorships & Fundraising	\$22,553.00
Other Revenue	\$24,601.00
Total Festival Revenues	\$143,653.00

'Who is Bruce Kauffman' Film Project

Following the success of the local music documentary *Live In Kingston* (produced by SPAF in 2016), SPAF produced a local poetry documentary called *Who Is Bruce Kauffman?* (2019). The film celebrates Kingston's vibrant poetic community through the eyes of a poet impresario who manages to be both ubiquitous and elusive.



BOARD OF DIRECTORS & VOLUNTEERING

Board of Directors



Sarah Harmer - Treasurer

Aside from being one of Canada's most iconic musicians, Sarah brings great experience in the non-profit world as a co-founder PERL (Protecting Escarpment Rural Land)



Clarke Mackey - Secretary

Clarke is a Canadian filmmaker, author, and educator. He is also a Director at the Kingston Canadian Film Festival.



Greg Tilson - Artistic Director

Greg is a community organizer specializing in cultural programming.



Matt Rogalsky - President

Matt is a multi-media artist specializing in electronic and electroacoustic music. He is a composer, producer, Director at the Tone Deaf Festival of Experimental Sound and the Sonic Arts Studio in the Dan School of Drama and Music at Queen's University.



Volunteers

Each and every year, SPAF benefits from the hard work put in by our committed and talented volunteers. Our volunteers contribute to our various programs, events and outreach activities that take place in the neighbourhood and throughout Kingston, while gaining practical work experience with a local organization. We encourage you to contact us if you want to get involved as a volunteer with SPAF.

Membership

Applications for Membership will be received by the Board from community members who have volunteered for a total of at least ten hours with Skeleton Park Arts Festival events and activities. Applications for Membership shall be considered by the Board at any time.

Membership is effective for two years from the date the Board approves the Membership.

SKELETON PARK ARTS FESTIVAL

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