

CASE STUDY: 4th Line Theatre / Festival Fridays at the Farm (2013)



OUTDOOR THEATRE ~ EPIC IN NATURE
4TH LINE THEATRE
Bringing History to Life on the Outdoor Stages of The Winslow Farm

ABOUT THE ORGANIZATION:

4th Line Theatre is committed to the development and presentation of original Canadian theatre at the Winslow Farm, the family farm of Founding Artistic Director Robert Winslow, in Millbrook, Ontario. Idyllic, rural, and quintessentially Canadian, 4th Line Theatre presents Canadian plays, written by and about Canadians, from small town stories to broad national sagas. The plays presented at 4th Line Theatre explore regional themes, history, and heritage in a politically responsible and culturally sensitive manner. Under Winslow's artistic direction, a unique, collaborative creative process encourages innovation and experimentation, resulting in productions that entertain and educate. The award-winning company is a unique staple in the Canadian summer theatre circuit, presenting plays rooted in local history and inspired by the rural landscape upon which they are staged.

**PROJECT DESCRIPTION:**

"Festival Friday's at the Farm" was a new programming initiative that took place in the summer of 2013. Theatrical productions were staged on seven separate dates during the run of both of the Theatre's summer productions ("The Winslows of Derryvore", and "The Real McCoy"), and helped to create new local partnerships and maintain valuable seasoned relationships. Friday nights included programming enhancements that complemented the themes of the plays. Enhancements included: demonstrations, workshops, artist talks, a farmer's market, and cultural exploration (inviting various cultural organizations, such as The Ontario Black History Society, to share their culture through displays, presentations, food and traditions. Based on the sucess of this new programming initiative, 4th Line Theatre has decided to bring back "Festival Friday's at the Farm" in 2014!

OCAF CONTRIBUTION:

\$20,000 (\$8,000 repaid, 40% of contribution)

HOW OCAF HELPED:

"The funding support we received from OCAF has benefited the organization in a number of different ways:

1) It broadened our partnership base: the creation of new partnerships with local proprietors and various individuals and organizations that provided pre-show dining choices, entertainment and educational talks;

2) It improved our marketing reach: with the funding support we received from OCAF we were able to increase our marketing reach and promote our company in more publications and types of media. We continued to host our Friday pre-show artist talks at The Farm to coincide with Festival Friday events. During our pre-season marketing, we invited members and the general public to three Artist Talks and one Breaking Ground performance in March 2013.

3) Media coverage was a highlight for the 2013 Summer Season: theatre critic Richard Ouzounian featured our first production The Winslows of Derryvore on the cover of the Entertainment section in the Toronto Star. 4th Line Theatre appeared 216 times in 39 local and regional publications, including a featured article in Watershed Magazine. Radio interviews were coordinated with CBC Radio's Ontario Morning, Classical 96.3 and 103.1, Magic 96 and CFFF FM. Artistic Director Robert Winslow was interviewed at The Farm by CTV and the CBC. Our local television station CHEX TV visited The Farm four times throughout the summer.

5) Increased ticket sales on Monday and Friday performances: three out of four Mondays were sold out and five out of seven Friday performances were sold out! The box office received many calls from patrons wanting more information about the Monday and Friday events and box office staff commented that patrons showed more interest in Friday dates, due to the additional programming offered. Earned revenues exceeded projections by nearly 10%.

ECONOMIC IMPACT OF THE PROJECT, NOT INCLUDING TOURIST SPENDING (BASED ON THE TREIM MODEL):

GDP GENERATED = \$569,237

LABOUR INCOME GENERATED = \$398,720

DIRECT PROVINCIAL TAXES GENERATED = \$66,454

TOTAL PROVINCIAL TAXES GENERATED = \$95,098