

# Halifax Festival Busker



Produced by  
**Pg**  
PREMIERE  
ENTERTAINMENT  
GROUP

*Celebrating 33 Years!*

# About the Busker Festival

The Halifax Busker Festival runs for six days over Nova Scotia's Natal Day long weekend.

With hundreds of shows in six days, the Festival highlights performances from Noon – 10 PM on multiple stages along the Halifax Waterfront.

From fire breathers and acrobatics, to comedians and magicians, over 40 performers from around the world perform at the festival.

The Halifax Busker Festival has been listed in National Geographic's *Intelligent Traveller* as one of the top ten Events in the world in August as well as a "Must Attend Festival" in Canadian Living.

The Busker Festival was awarded the top festival in Atlantic Canada by the award winning *UP Magazine* and noted in the *Bangkok Times* as one of the top five outdoor festivals in the world.



# *Busker Festival Demographics\**

In 2014 the province in Nova Scotia requested the Busker Festival to partake in a detailed, multi-day survey that was to be produced by Canadian Sports Tourism Alliance, called the STEAM PRO Survey. These survey results have become an integral of the HRM funding request process.

Results from the economic impact assessment were as follows:

- 45% of attendees are visitors / 55% of attendees are local
- Unique visitors to Halifax: 22,914
- Money spent by visitors on accommodations: \$1,817,917
- Money spent by visitors on food and beverage \$1,652,105
- Combining attendance with average spending per person, the 2014 survey shows the visitors to the Halifax International Busker Festival spent **\$6.1 million in Halifax.**
- Noted on the results provided by Canadian Sports Tourism Alliance was that "total spending in Halifax DIRECTLY attributable to the 2014 Halifax Busker Festival is 2.7 million dollars

## *Direction for 2019 - 2021*

After 33 years, the Busker Festival continues to be a signature Tourism event, a best loved event by Atlantic Canadians and HRM residents alike.

The main focus for the Busker Festival is to maintain a smoothly executed festival while thousands more attendees participate each year. The biggest challenge is also the biggest selling point for 33 years. It is a free event.

However, in the past two years, the Busker Festival has included up and coming Nova Scotia, Halifax based singer songwriters as part of the ***Nova Scotia Marquee Stage*** which has been located at the Rotary Stage, Bishops Landing.



# NOVA SCOTIA MARQUEE STAGE



The Nova Scotia Marquee Music Stage has become a highlight of the festival since it's inception in 2017, adding a new dimension to the event.

The Rotary Stage is transformed by the music with hundreds of people gathering to enjoy a free outdoor music concert of great calibre to the audiences who otherwise may have never experienced the talent of these Nova Scotian based musicians.

Past shows have included performances by Reeny Smith, Christine Campbell, Cory Tetford, Lacewood, and Charlie A'Court

The goal for 2019 is to further develop the Marquee Music Stage with *Songs of the Sea*.

Incorporating the Maritime Museum of the Atlantic, the Busker Festival will produce several days of free music featuring both well known and up and coming artists, engaging locals and visitors alike.

2020 – 2021 to develop more music stages along the waterfront



# Festival Media Information

## Facebook

- 15,126+ Followers
- Total organic reach - 890,850
- Total organic Impressions for posts – 1,546,016

## Twitter

- 2,586 Followers
- Potential reach 1,677,063

## Instagram

- 1,736 Total Followers
- 68% female. 32% male

## Website

- Total number of visits – 125,685
- Total number of unique visits – 83,200
- Page Views: 588,756





## Operating Budget with Increase required for 2019 - 2021

The festival is in the early stages of developing the new programming and direction of the 2019 – 2021 festivals.

The budget and funding request will be submitted with our application.

The Festival, for more than 10 years, has received \$50,000 from HRM and we anticipate an increased request in the amount of \$10,000 for a total of \$60,000 in funding each year.