



2010  
Annual Report  
Edmonton Heritage Festival Association

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## President's Report

It is hard to think about a festival in Hawerlak Park being January, with a snow covered ground.

A mere five and a half months ago, the 2010 Servus Heritage Festival celebrated its 35<sup>th</sup> birthday in grand style. It is amazing that we have grown from 11 pavilions in 1975 to a record 63 pavilions, representing over 85 distinctive cultures, today. We welcomed Kyrgyzstan, El-Salvador, and Iraqi Pavilions to the festival this past year.

With over 5000 pavilion volunteers and over 800 Festival volunteers, Edmonton shows why it is still the City of Champions and the Festival City. Although it was not a record crowd, there were a record number of food tickets sold as over 300,000 festival goers enjoyed the Servus Heritage Festival's rich tradition of cultural diversity including food, entertainment, crafts, and education. We remain proud to be one of the largest cultural festivals recognized internationally.

Without the monetary and in-kind support of sponsors, the Heritage Festival would not be possible. Servus Credit Union continued to support the Heritage Festival for its 6<sup>th</sup> year as title sponsor. Along with Servus, there are many sponsors that support the Festival to ensure that it remains admission free and successful.

In 1985, the Festival opened its site as one of the biggest collection drives for the Edmonton Food Bank. We continue this partnership today and are happy to be a part of the Spirit of giving that Edmontonians have.

The Festival also thanks the City of Edmonton and its leaders for their continued support of the festival.

This year we were honoured to have Ms. Anna Ferradas representing the Peruvian Pavilion and Mr. Ali Farah representing the Kenyan Pavilion as the 2010 Festival Princess and Prince.

After an absence of over 6 years, we welcomed the return of the Citizenship Court to the Festival. The event, held at the Omni Amphitheater on Monday, introduced 86 new Canadians including Veronique Tanay-Raboud (the French Pavilion Chair) and Svetlana Sapelnikova one of your Board of Directors. This event will continue for years to come.

Following the events of the 2009 Festival, the Board of Directors made the recommendation to incorporate a communications centre for the 2010 Festival. This initiative was a success, with some minor adjustments required for future festivals. Thank you Richard LeSueur (Past President) and Robert Opara (Festival Committee) for your dedication to ensure this centre was operational for the 2010 festival.

In order to maintain consistency and ensure the Edmonton Heritage Festival Association remains in good government standing, a review of the Festival Bylaws occurred this past year. The new bylaws were ratified and put into place. Thank you to the directors involved with this process.

The Festival continues to be recognized by our peers. This year we received seven Pinnacle Awards from the International Festivals and Events Association at their annual convention held in St. Louis this past fall (Two Gold, Three Silver, and Two Bronze).

I would like to recognize the dedication and continued hard work by the Festival Association Executive staff. Jack Little, the Festival Executive Director for the past 7 years has continued to expand the Festival, ensuring its success for visitors and volunteers alike. Jack's leadership has truly driven much of the Festival's successes from site management to sponsorship and marketing and promotion. Wendy Carter, the Festival Office Administrator/Volunteer Coordinator has done a fantastic job in volunteer coordination for the Festival, as well as her regular office duties. A continued job well done to both of you.

Volunteers are the heartbeat to making any event possible. We would like to thank all of those people who make time to volunteer for either their Pavilion or to the Festival. We look forward to your continued support by volunteering in future Festivals. In keeping with tradition, each year the Festival Association recognizes one volunteer who stands out amongst all others. We congratulate Mr. Joseph Messmer – Lifetime board member, who was selected as the 2010 Festival Volunteer of the Year.

A President of any organization is only as good as the Board of Directors they work with. I am truly honored to be associated with an amazing group of talented volunteers, who give many hours of their time to ensure the best possible Festival for attendees, Pavilions, and volunteers.

We look forward to celebrating another fun filled 35 years of multiculturalism in Edmonton. "Come for a Cultural Adventure" July 30<sup>th</sup>, 31<sup>st</sup> and August 1<sup>st</sup> in Hawerlak Park.

Lawrence Rodnunsky  
President  
Edmonton Heritage Festival Association



**Edmonton Heritage Festival Association Board & Staff**

- Front Row (l to r): Dajana Fabjanovich, Huai-Yang Lim, Chita von Zur Gathen, Tessie Oliva, Linda Hornung, Kenman Gan, Jack Little  
Second Row (l to r): Greg Lazin, Tracy DesLaurier, Pro Venkatraman  
Third Row (l to r): Svetlana Sapelnikova, Sue Ooraikul Thomas, Lawrence Rodnunsky,  
Back Row (l to r): Richard Le Sueur, Wendy Carter, Josef Messmer  
Missing: Hatem Naboulsi

**Mission:** *“To promote public awareness, understanding and appreciation for cultural diversity through an annual summer festival, as well as to provide education events, programs and/or projects on a year-round basis.”*

**Vision:** *“Presenting an annual summer festival showcasing the diverse cultures of our community. Providing year-round activities and programs that highlight our community’s great and varied cultural heritage. Becoming the primary resource to educate the community on diverse cultures.”*

## **2010 in Review**

The 35th annual Edmonton Heritage Festival was held in Hawrelak Park in Edmonton on July 31, August 1 & 3, 2010. The theme selected for the 2010 edition of the Edmonton Heritage Festival was **“Come to our 35<sup>th</sup> Birthday”**

The 2010 Festival saw three days of fantastic weather. As well, the festival went 100% green, in that all pavilions were required to serve all food and drink on biodegradable and compostable material. The bicycle compounds were expanded and Enmax supplied the wind power equivalency by putting an equal amount of power on their system in Southern Alberta.

63 participating cultural pavilions showcased a variety of entertainment, cuisine and arts and crafts, with offerings that appeal to all ages and tastes.

Festival visitors had the opportunity to experience, first hand, the diverse traditions of the many people from other lands who have chosen to call Canada their home. The Edmonton Heritage Festival appeals to everyone by remaining admission and alcohol free.

The main attraction for visitors to the Edmonton Heritage Festival is the cultural pavilions, each operated by a non-profit ethno-cultural organization. Each pavilion is responsible for presenting the cuisine, entertainment, and arts and crafts traditional to their culture. This diversity of pavilions reflects the vibrant nature of Edmonton’s multicultural communities.

Volunteers at each cultural pavilion are responsible for the activities and presentations. Over 6,000 individuals among these groups offering their time, energy, pride, talents, and expertise to present the traditions they are so very proud of and have brought to Canada for the enjoyment of all.

## Pavilion Awards

Each year, a series of pavilion awards recognize the achievements of our pavilion partners. An independent judging panel selects winners in three main categories. The 2010 winners were:

### Food

- 1st Place: Borneo
- 2nd Place: Scandinavia
- 3rd Place: Arab

### Entertainment

- 1st Place: China
- 2nd Place: Philippines
- 3rd Place: Thailand

### Arts & Crafts

- 1st Place: Iraqi
- 2nd Place: Thailand
- 3rd Place: Scandinavia



## Site Development

There are currently 59 pavilion sites available and we accommodated 63 cultural groups for the 2010 Festival. We are currently reviewing a number of possibilities to develop additional pavilion sites at Hawrelak Park to accommodate the additional demand for pavilion sites. Planning is ongoing to further develop Hawrelak Park over the next few years, to make the Festival more exciting.

One of the core priorities of the EHFA is to replace the aging tent inventory to ensure pavilions are provided with the best possible facilities to showcase their cultures. 22 tent tops were sent for reconditioning. All of the sides have now been professionally cleaned and over 100 new sides have been purchased. 5 new hexagon tents were also purchased. The end result has that 22 tents will still be required for next year.

## Heritage Amphitheatre

In addition to the pavilion entertainment, performances were held at the Heritage Amphitheatre, situated in the heart of Hawrelak Park. The Amphitheatre is an outdoor venue, constructed by the Edmonton Heritage Festival Association in 1986. With fixed seating of approximately 1,150, there is room for an additional 2,000 spectators in the surrounding bowl via grass seating. The Amphitheatre plays host to a variety of performances and events over the course of the three-day Festival.

Once again, the Heritage Amphitheatre was home to “*Multicultural in Dance*” performances, with our pavilion partners undertaking the responsibility of providing entertainment. WORLD FM sponsored the Sunday show. Artistic Director, Mike Kurylo, once again organized the pavilions into dance performances – Opening Ceremony and Multicultural In Dance. Each show featured pavilion dance groups showcasing cultural entertainment to over 4,000 spectators during the three days of the festival.

In addition, the Heritage Amphitheatre hosted the 1<sup>st</sup> annual citizenship ceremony after an absence of many years..

## Prince and Princess

Each year, a Festival Prince and Princess are chosen from among the ethno-cultural associations participating in the Heritage Festival. These children, between the ages of eight and 12, act as the “Honorary Ambassadors” of cross-cultural friendship and goodwill, and symbolize the hope all children carry for the future of our great nation. The Festival Prince and Princess attend all formal functions of the Heritage Festival as well as assisting with their own ethnic pavilion.

**Prince Ali Farah** represented the Kenyan Pavilion.

**Princess Anna Ferradas** represented the Peruvian Pavilion.

## Kidzworld

Kidzworld programming was expanded once again this year thanks to the efforts of numerous volunteers and the sponsorship of EIA. This year's beach theme and monster mural provided an area where younger children are educated about different cultures, through games and play. All the activities are provided free of charge, and included such standard activities as face painting, making ethnic related crafts and learning games and dances from other lands.



## Food Bank



Festival visitors were encouraged to donate non-perishable food items for Edmonton's Food Bank. Edmonton's Food Bank was also treated like a participating pavilion with respect to the food ticket system being reimbursed \$0.75 per ticket donated by the public. A total of \$43,170 was reimbursed for donated tickets.

Edmonton's Food Bank raised 49,973 kilograms of food and a total of \$47,658 in cash to help Edmonton's less fortunate.

## **50 / 50 Raffle**

Festival volunteers sold 50/50 tickets, from designated trailers and areas. Half of the funds raised over the three days of the Festival went to the lucky winning ticket, and the remaining half to the Edmonton Heritage Festival Association.

Raffle net revenue from the 2010 Festival was \$9,000. The format of the 50/50 consists of a single draw creating a larger prize and improved organization.

## **Festival History**

In 1975, eleven ethno-cultural communities came together to present their food, entertainment, arts and crafts and cultural traditions to stage the first Edmonton Heritage Festival. From these humble beginnings the Edmonton Heritage Festival has grown from a one-day event, into the World's largest three-day celebration of cultural diversity. More than 60 cultures work in harmony to showcase the richness they have added to our Canadian culture with respect for each other's differences and accenting their similarities. The Festival is held each year in Edmonton's scenic Hawrelak Park, which provides a stunning backdrop to showcase this unique event.

## **IFEA Pinnacle Awards**

The International Festivals and Events Association ([www.ifea.com](http://www.ifea.com)) recognized the achievements of the Edmonton Heritage Festival Association by awarding seven Pinnacle Awards in 2010, two gold, 3 silver, 2 bronze.

The IFEA/Haas & Wilkerson Pinnacle Awards draws entries from among the world's top festivals and events.

The two gold awards were:

- Best Environment Program
- Best Event/Program within an event to benefit a charity (Edmonton Food Bank)

## **Newsletter**

The Heritage Festival newsletter is published quarterly and continues to improve and expand, with more than 800 copies distributed. It is the "hub" of the multicultural community.

## **Financial Summary**

Please refer to the Edmonton Heritage Festival Association Financial Statements for the year end dated October 31, 2010.

## Board of Directors

### President

Lawrence Rodnunsky, P.Eng.  
Program Chair  
NAIT

### Past President

Richard Le Sueur  
Resource Development Coordinator  
AB Food Bank Network Association

### Vice President

Sue Ooraikul Thomas  
CCSR

### Vice President

Tracy DesLaurier, RHU  
Senior Insurance Specialist

### Treasurer

Linda Hornung, CA  
Director of Finance and Administration

### Secretary

Pro Venkatraman  
Lawyer  
Venkatraman Purewal & Pillay

### Director Emeritus

Josef Messmer  
Retired

## Directors

Hatem Naboulsi  
Chair – Vehicle for Hire Commission

Greg Lazin  
Lawyer

Svetlana Sapelnikova  
University of Alberta

Dr. Kenman Gan  
Ophthalmology Resident  
University of Alberta

Huai-Yang Lim  
Government of Canada

Chita Von Zur Gathen  
Retired

Tessie Oliva, RN  
Retired

Dajana Fabjanovich  
Communications Consultant  
Edmonton Public Schools

## Staff

Jack Little  
Executive Director

Wendy Carter  
Office Administrator / Volunteer  
Coordinator

## Cultural Associations, Sponsors, and Partners

### Cultural Associations

Aboriginal	Eritrea	Kenya	Scandinavia
Afghanistan	Ethiopia	Korea	Serbia
Afrika OYI	Fiji	Kyrgyzstan	Somalia
Arab	France	Lao	Sri Lanka
Bangladesh	German	Mexico	Sudan
Borneo	Guatemala	Nepal	Taiwan
Bosnia Hercegovina	Hellenic (Greek)	Nicaragua	Thailand
Canadian	Hong Kong	Nigeria	Turkish
Caribbean	Hungarian	Pakistan	Uganda
Chile	India	Peru	Ukrainian
Chinese	Indonesia	Philippines	Venezuela
Congo	iraqi	Poland	Vietnam
Croatia	Irish	Polynesia	Wales
Dutch	Israel	Portugal	Zimbabwe
Ecuador	Italy	Romania	
El Salvador	Japanese	Russia	

### Title Sponsor

- Servus Credit Union

### Title Sponsor

- Edmonton International Airport
- Save-On-Foods

### Sponsors

- Academy Mechanical
- Alberta Co-op Taxi
- Alberta Motor Association
- Alley Kat Brewing Company
- Apollo Propane
- Arctic Glacial
- Canada Place
- Coca Cola Bottling Ltd.
- Communications 2000 Inc.
- Driving Force
- Earth Friendly Distributors
- Edmonton Community Foundation
- Edmonton Federation of Community Leagues
- Enmax Energy Corporation
- Greater Edmonton Foundation Housing for Seniors
- Industry Images
- Insurance Bureau of Canada
- Investors Group
- McDermid Studios Ltd.
- Modspace
- Oil Capital Kiwanis Club
- Precision Scale
- REALTORS® Association of Edmonton
- Realty Executives
- RE/MAX Real Estate

- Royal Treats Ice Cream
- Special Event Rentals
- The Cat Rental Store
- The Coast Edmonton Plaza Hotel

- The Golf Cart People
- Waste Management of Canada
- Waterloo Ford Lincoln Sales Ltd.

## Media Partners

EZ ROCK 104.9

CTV

The Edmonton Journal

OMNI Television

96.3 Capital FM

630 CHED

92.5 Joe FM

102.3 FM NOW!

105.9 Shine FM

91.7 The Bounce

Access Television

AM 930 The Light

CBC – Edmonton

CISN Country 103.9

Citytv Edmonton

Edmontonians

Global

HOT FM 107

iNews880

K-97

Magic99

Shaw TV

Sonic102.9

World FM 101.7

## Community Partners

Edmonton Arts Council

ACT

Capital Health Authority

City of Edmonton

Edmonton's Food Bank

Edmonton Police Service

Edmonton Transit System

South Edmonton Lions Club

St. John Ambulance

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