

SUMMER BASH



2020 saw several challenges for Summer Bash and all world wide large-scale events. Despite these challenges, Summer Bash led the way, successfully adjusting our events to meet event planning realities in the middle of pandemic restrictions. Summer Bash managed to host a wide variety of summer events. In contrast, many similar events across the City were cancelled, or those organizations looked at our Summer Bash team's expertise to help host safe, post-Covid experiences for citizens.



Community Sponsored Movie Nights:

Due to pandemic regulations, we could not host our typical movie nights in the park and adjusted to host drive-in movies. The opportunity presented itself to purchase a used screen and projector (with lots of life left). With the assistance of APCA, we were able to purchase the equipment required. This equipment will help Summer Bash and APCA with future events and provide additional income for our organization and provide many possible options for our community in the future. We held 24 public movie nights, 20 in Regina and four movie nights with one double feature in Odessa. These movie nights were all open to the public. Regina movie nights were held in three different locations: the University of Regina, Regina International Airport and Conexus Arts Center and even made a small-town road trip to Odessa for two weeks.

We sold 1255 tickets to our 24 public movie nights. We estimate that approximately 4,400 people attended our drive-in movie nights. We added preshow entertainment to many of our events. Adam Hicks taught two ballroom dancing workshops, SK Express taught ten hip hop mini-workshops, and School of Rock attended. Summer Bash hosted our second annual Bollywood night again this year. We showed Yeh Jawannin Hai Deewani played in Hindi with English subtitles. Natya Sudha Dance groups attended and performed several traditional East Indian cultural dances for the preshow event. These events keep us connected to our diverse community.



Private Events – Movie Nights and Drive-In Concert Event:



In addition to our sponsored movie nights, we hosted 9 other events that were privately sponsored. BASF and WBM hosted private events for their staff, these events were not made available to the public. Ranch Ehrlo also hosted a private event with us this summer. This was not drive-in movie, but rather an open-air movie held on their property. Bloom Church, the Village of Lang, SK Film Pool, U or R Student Union, the Village of Grand Coulee and the Village of Regina Beach (Centennial) also hosted private events with Summer Bash; however, these events were posted and open to public attendance.

U of R Pride event held a one evening concert series in connection with Summer Bash. This event consisted of a number of live performances held in a drive-in format. This event was also open to the public for attendance.

Summer Bash did not sell tickets for the private events, though some of the events did sell tickets to recoup the costs of the event. Rather Summer Bash charged a flat rate for these events, depending on the type of organization and the services Summer Bash provided. Summer Bash was able to provide additional services to organizations such as canteen, parking, gate and location.

It is estimated that an additional 470 cars or 1650 people attended these private events.



Movie Nights & Private Events had an overall estimated attendance of 8550 people.



Looking to Book your Event:

We are already taking bookings for private events for the 2021 year. We will be starting to host private events in mid May and continue to the end of September.

A 10% discount is applied for any private booking [excluding movie licence and location costs] made before April/21.

Contact info@summerbash.ca to schedule your private booking for 2021. We have some of the best prices around!!!

Canteen Services:



Summer Bash ran our own canteen this year. Due to restrictions related to the pandemic, having various schools run these canteens was not a possibility. Summer Bash worked with SK Health and the SK Re-open planning team and designed a system that met all required needs of the province and city to run a safe canteen service. In the beginning we developed a car service type system that saw volunteers delivering canteen orders directly to cars so that attendees would not need to leave their cars. Orders were placed in a variety of ways including text, phone and eventually through the square on-line store. As restrictions were loosened, Summer Bash was able to open the canteen to in person orders. We accepted both cash and credit/debit payments for canteen items.

Save-On-Foods was a major in-kind sponsor and provided all of the chips, candy and pop sold at the canteen. Summer Bash purchased popcorn from a local supplier and sold popcorn at a 100% mark-up. The Canteen was received well and made approximately \$6,670 in sales. Any left-over canteen items were purchased for a small donation by one of the staff members and donated to Carmichael Outreach to further assist the community. Additionally, any remaining bottled water was also donated to Carmichael Outreach by Summer Bash. This donation was acknowledged publicly by Carmichael.



Bottle Drives:



Summer Bash made approximately \$1,800.00 from our ongoing bottle drive this summer. We are taking a break for the winter; however, if you are looking to donate your bottles, we are set-up with the bottle drop off service at Sarcan. Simply indicate that you are choosing to donate your bottles to Summer Bash or the Albert Park Community Association.

We look to ramp this part of the fundraising up and target to bring in \$10,000 this year from bottles.



Regina Folk Fest and Drive-in Cultural Festival:



Regina Folk Fest reached out to Summer Bash to put on a joint live show offering. Folk Fest provided the stage, LCD screens, some volunteers (approximately 20/day) and other services and experience. Summer Bash provided the location, the e-commerce ability, canteen, gate, parking and other event in a pandemic experience as well as handling all interactions with the SK Health, City of Regina and Re-Open Saskatchewan teams.

Folk Fest had 6 musical performers over the weekend of August 14-16. Two musical groups preformed each day for a total of 6 musical shows with both an opening and main musical performance. Additionally, Summer Bash arranged for 5 cultural performing groups to provide cultural entertainment before each of the musical performances. We had Terrence Littlelent preform the Hoop Dance each evening. L-Sly, InfoRed, SK Express and Natya Shudha Dancers also preformed a number of times over the course of the weekend. Summer Bash managed ticket sales for the event. There were 260 tickets pre-sold and an additional 9 tickets sold on location for a total of 269 tickets or approximately 940 people in attendance over the course of the weekend.





Summer Market had some changes in 2020. We had to enclose the vendor area with fencing donated by Loraas Disposal, implement one-way traffic, limit inside vendors as well as making mask use mandatory and taking contact information for SHA in case we had any cases of Covid linked to the event.

We had 6 food vendors located just outside the main event area and over 70 vendors located within the fenced sales area. We also extended the event to 2 days to accommodate shoppers with our reduced numbers allowed on site. SHA limited us to 150 shoppers in the venue area at a time.

Weather was a major hinderance to this year's event. As we had to limit inside vendors due to capacity limitations, many vendors that would have originally been indoors were required to be outside. There were significant wind issues, especially on the first day of the event. Many vendors suffered damage to products and tents and did not return the second day. This also resulted in some bad reviews of the event from vendors and many disappointed shoppers that attended the second day expecting to find certain vendors that did not return.

Despite these challenges, Summer Market had an attendance of 2,500 shoppers and was generally well received. There had been some issues initially with release that masks were mandatory at the event for both vendors and shoppers. A few vendors chose not to attend and a handful of shoppers were turned away for refusing to wear a mask.





Volunteers:

2020 events would not have been possible without a huge number of volunteers. Summer Bash had over 100 volunteers this year and 5 full-time staff (student) organizers and 1 part-time event planner this year. There were approximately 4,000 hours put in by volunteers, staff and board members planning and running these events. A major challenge this year was that things changed quickly, without notice. Due to Covid restrictions, the rules that needed to be implemented, changed almost weekly. That meant that any previous planning was often outdated and not useable a week later and required significant changes to meet the new requirements for our events. Our volunteers handled these ongoing changes like true professionals.

On September 5 we hosted a volunteer appreciation night for Summer Bash and Folk Fest volunteers. In keeping with large group gathering restrictions, the volunteer night was also a drive-in movie night. Each car was provided with a canteen bag of pop and treats free of charge.

We are always looking for new volunteers and reach out at any time during the year to discuss.



<p>Weekend Title Sponsors</p>   	<p>Annual 2020 Partner</p>   <p>Work to live.</p>		<p>In-Kind Sponsors</p>       
 <p>Tina Beaudry-Mellor MLA, Regina University</p>	<p>General Sponsors</p>  	  	
 <p>Warren Steinley MP, Regina-Lewvan</p> 	   	   	<p>Media Partners</p>   

Sponsors:

We recognize that 2020 has been a uniquely challenging year for everyone. Without the kind support of our sponsors, Summer Bash would not be able to do the great community work that we do. Summer Bash is organized by the community for the community. Summer Bash has grown to be one of Regina's largest summer festivals. So much more than a one-day event, Summer Bash hopes to foster a stronger sense of community as we celebrate our diversity and build connections with our neighbours and the businesses and organizations that operate throughout the city.

Summer Bash board is volunteer led and we have the support of 100's of volunteers from the community to run our events. We are incorporated under the umbrella of the Albert Park Community Association; however, our focus remains on hosting events for all citizens of Saskatchewan.

We are excited to discuss our partnership opportunities with you. Each year we look at expanding our efforts to demonstrate the value we can offer your organization. We know that there are diverse demographics that we attract with our various events and at least one event that aligns with your business objectives. We look forward to working with sponsors old and new in 2021 and beyond.

Successes and Challenges:



Summer Bash experienced a number of successes and challenges in 2020. The most extensive challenges faced this year outside the pandemic, though possibly impacted by it, was obtaining sponsorship. Ticket sales and thus attendance were not as high as we had hoped. Both these issues were related to the pandemic with companies facing economic hardships due to business closures or slow downs and the community concerns with attending events during the height of the pandemic shut down.

One of the most unexpected successes of the season was reaching new demographics. Partnering with Regina FolkFest introduced a completely new community demographic to Summer Bash programming. In surveys over 80% of those that attended FolkFest had not previously been aware of or attended Summer Bash Programming. 87% of those that responded to the survey said they would recommend future Summer Bash programming to others. Additionally, after our short stay in Odessa, movie night ticket sales from the Odessa area were purchased to attend Regina shows and Summer Market Facebook inquiries were also received from the area. This suggests that Summer Bash's short trip out of the city has increased awareness in surrounding communities regarding our programs. This will be beneficial for attendance at future events. Our trips to the communities of Lang, Grand Coulee and Regina Beach also made residents of those communities aware of Summer Bash programming and will hopefully translate into additional attendance numbers in the future.



Summer Bash also furthered our reputation within the community and City of Regina. We were able to host over 35 events without a single case of Covid linked to any of our events. This did not go unnoticed by grant providers, sponsors, the city and the province. As it is suspected that Covid related issues will still be an issue in 2021, it can be hoped that the agencies that worked with us this year will be more willing to work with us on

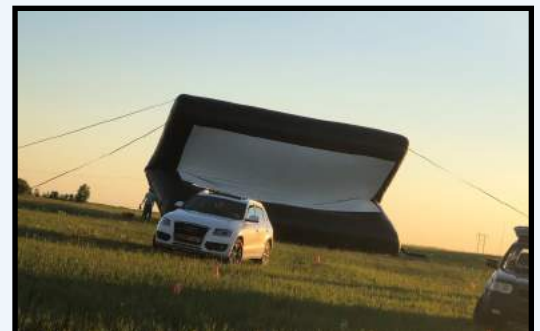
other events next year. The ability to provide these types of programs will hopefully translate into additional community confidence to attend events next year as well.

Save the Dates:

Movie nights in the park (or drive-in as required) running every Friday and Saturday for two months starting June/21.

Summer Market August 7/8 with an alternate date of August 14/15.

Summer Bash August 29.

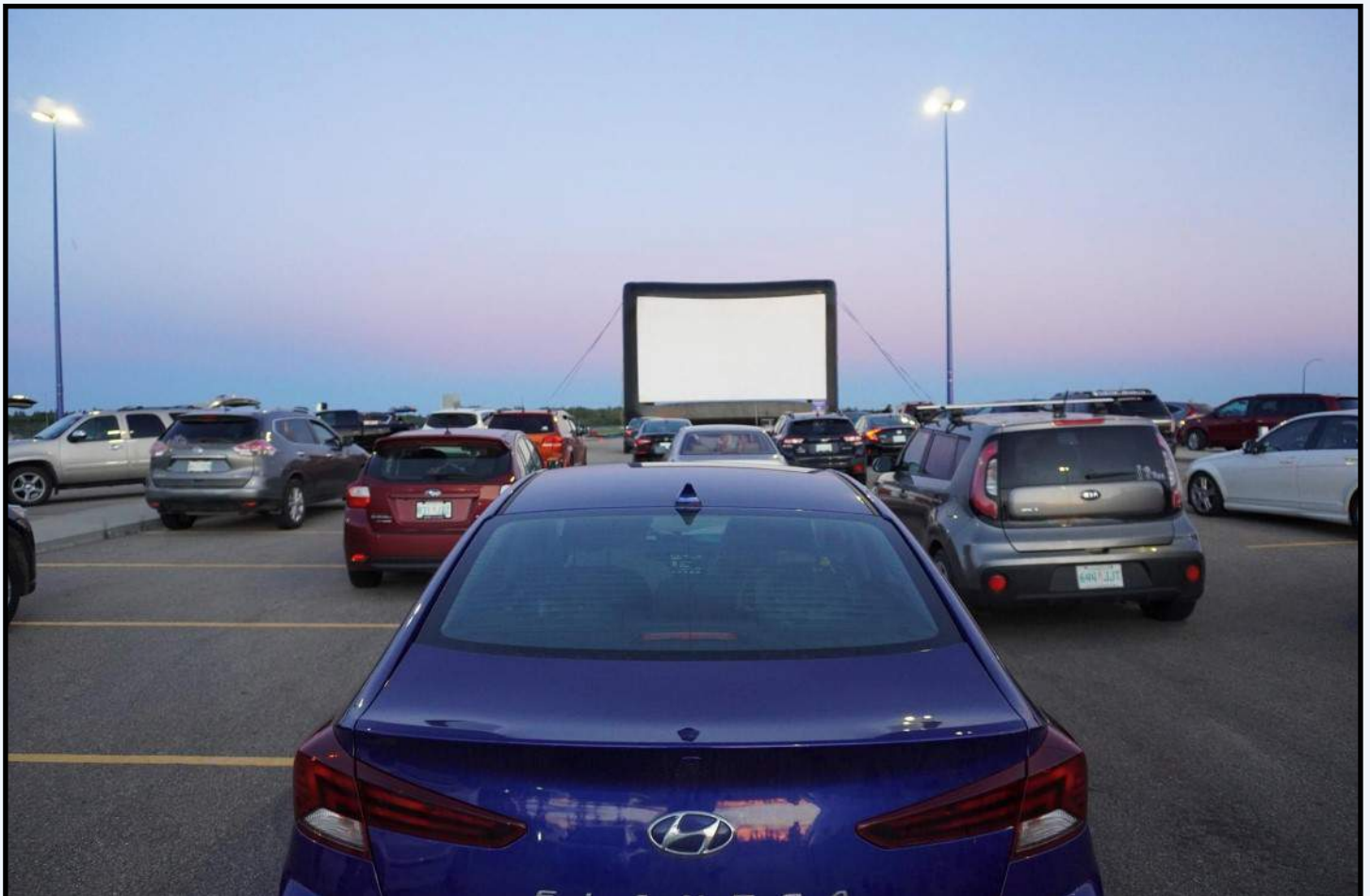




Conclusion:

Summer Bash was highly successful at adapting to meet the restrictions implemented to address Covid in an unprecedented event season. Summer Bash will continue to plan events like previous years with contingencies to address Covid restrictions should they remain in 2021. Summer Bash was able to connect with over 9000 people during the height of the pandemic lock down, safely; as well as teaming up with new event partners. These successes are something that we will be able to build on in the future.

Future plans to continue to expand our demographic reach can be reached by continuing to do private screen rentals. These screen rentals will further also provide additional funds to the APCA over the next 8-10 years through screen rentals. Overall, 2020 was both a challenge and a learning experience that Summer Bash has successfully navigate with the assistance of APCA, Summer Bash staff, board and volunteers, sponsors, various agencies and our community.



Where does the money go?

Summer Bash held our first event in 2017. That year we had a small loss. Over the next 2 event years, Summer Bash was able to break even. 2020 was a challenging year, but despite everything Summer Bash did much better than we expected. Often we have people ask, where does the money we pay for movie tickets, concession prices, or the cost of hosting private events go? In 2020, Summer Bash had a net loss of 10,650.68.

Here is where some of that money goes. The rest go to day-to-day expenses like personal protective equipment, maintenance for equipment, insurance, web sites, and fuel for generators to name a few. Any surplus money goes straight back to the Albert Park Community Association.

We thank you all for your continued support of our events and hope to see you out again in 2021!!

Future Sponsors:

If you or your business is considering sponsoring a future movie night or any of other events, please feel free to contact us at info@summerbash.ca to request a sponsorship package. Thank you for your generous support of our community!

