



**PATRON**

Her Excellency the Right Honourable Adrienne Clarkson  
C.C., C.M.M., C.O.M., C.D.  
GOVERNOR GENERAL OF CANADA

September 29, 2003

Councillor Michael Phair  
Ward 4  
2<sup>nd</sup> Floor, City Hall  
1 Sir Winston Churchill Square  
Edmonton, AB T5J 2R7

MAGNETIC NORTH THEATRE FESTIVAL  
c/o National Arts Centre  
English Theatre  
53 Elgin/P.O. Box 1534 Stn B  
Ottawa ON K1P 5W1  
Tel: (613) 947-7000 ext: 719  
Fax: (613) 943-1401  
www.magneticnorthfestival.ca

ARTISTIC DIRECTOR  
Mary Vingoe  
ADMINISTRATIVE DIRECTOR  
Barbara Howatt

Re: Request for funding from the City of Edmonton in the amount of \$50,000

Dear Councillor Phair:

From June 9 – 19, 2004, Edmonton will host the second edition of the *Magnetic North Theatre Festival*. This major new annual celebration of English language theatre was inaugurated in Ottawa in June 2003. Held in the nation's capital in the odd years and in a different Canadian city in each even year, the *Magnetic North Theatre Festival* is a national event that features professional work from across Canada. With some 50 performances and a broad range of ancillary symposium activities, the *Magnetic North Theatre Festival* will shine a spotlight on the city of Edmonton in its centennial year, reinforcing its reputation as a vibrant theatre and cultural center.

This event would not be coming to Edmonton without the support of Edmonton's theatre community. The Citadel Theatre, The University of Alberta Drama Department, the Varcona Theatre, Catalyst Theatre and L'Unitheatre have all committed their facilities in kind for the festival. Theatre Network, Workshop West Theatre, and Walterdale Theatre have pledged their support for this initiative, as have other major theatrical institutions in the province such as Alberta Theatre Projects, Theatre Alberta and Red College's Theatre Department.

The festival's budget of just over \$1 million includes substantial funding from the federal government and from corporate sponsorships. Strong support from both the City of Edmonton and the Province of Alberta is absolutely vital to making this event a success. We are requesting \$50,000 from the City of Edmonton which, combined with \$100,000 from the Provincial of Alberta, would provide the festival with the level of support that is essential if we are to produce a first class national event in Edmonton.

It is our understanding, from discussion with Don Belanger in the Economic Development Edmonton office that the most that program could provide would be in the area of \$15,000. This would be inadequate to allow us to produce the kind of event that Edmonton deserves, particularly in its centennial year, and we are therefore requesting funds directly from City Council.

**BOARD MEMBERS**

CHAIR - Heather Redfern • VICE-CHAIR - Allen MacInnis • TREASURER - Jamie Grant •  
SECRETARY - Victoria Steele • Ken Gass • Katherine Kaszus • Jillian Kelley •  
Maureen Labonté • Catherine O'Grady • Nada Ristich • Margaret Specht • Roy Surette

**ADVISORY COUNCIL**

CHAIR - Marti Maraden • Antoni Cimolino • Bill Glassco • Nancy S. McNee, C.M. •  
Mayor Moore • Thomas Peacocke, C.M. • Rose Wolfe

Charitable# 85685 2934 RT0001

It is our intention, as festival producers, to make this event an even greater success than the 2003 inaugural edition that was held in the nation's capital. A successful festival will contribute significantly to Edmonton's profile, provide a tourism draw, stimulate audiences of adults and young people, and enrich our own theatre community. Edmonton's theatre community is right behind us and we also need the full support of City Council.

Our sincere thanks to you, to your fellow councillors and to Mayor Bill Smith for your consideration of our request. We hope that we can count on the City of Edmonton's full support as we work to bring this exciting national event to Edmonton in eight months.

Sincerely yours,



Eva Cairns  
Festival Associate (Edmonton)  
Magnetic North Theatre Festival

cc. Mayor Bill Smith  
Councillor Brian Anderson  
Councillor Jane Batty  
Councillor Allan Bolstad  
Councillor Terry Cavanagh  
Councillor Ed Gibbons  
Councillor Ron Hayter  
Councillor Larry Langley  
Councillor Karen Leibovici  
Councillor Stephen Mandel  
Councillor Janice Melnychuk  
Councillor Dave Thiele