

ST. ALBERT AMPLIFY YOUTH FESTIVAL

OCTOBER 17 & 18, 2014

Final Report



City of St. Albert Cultivate Life

THANK YOU!

We all know that being a teenager is hard and it seems like it's getting harder with each new generation. With technology bringing fresh challenges with every new day and having impacts we can't predict, it's becoming increasingly difficult to keep up with the ever-changing world youth wake up to daily. And that's why we cannot thank you enough for taking the time to focus on youth by supporting the St. Albert Amplify Youth Festival.

The most important thing we can do for youth is engage them—get them involved in their community and let them know that their talents, ideas and input are valued. The amount of support we received from community groups and businesses, all in our very first year, sent a strong signal that this City is interested, connected and encouraging of its teenaged residents and for that, we are grateful.





As we spread the word about Amplify, the excitement that community members expressed on a personal level for the project was a constant source of motivation. We are so appreciative of everyone who saw potential in Amplify, especially in this first year when all we had was an idea.

Amplify facilitated so many positive experiences—whether it was the simple discovery of a new hobby in a workshop or a shining moment of rock stardom on the stage. Those affirming moments—that experience of success—can be vitally important in the lives of youth, especially if we want to raise a generation of innovative, creative and involved citizens.

Thank you for your contribution. Thank you for your vision. Thank you for your energy. We look forward to the challenge of growing Amplify for years to come, but for today, please revel in the success of St. Albert's inaugural Amplify Youth Festival. You made it happen!

Sincerely,
Kathleen Bell
Youth Festival Associate

City of St. Albert
Cultivate Life



1st Annual Festival





401 Attendees



12 workshops



30 Local Youths Performed







- Amplify is the only festival of it's kind in this region, specified to youth from grade 7 to age 21, and promoting arts & culture
- Over this two day festival more than 401 people were engaged, including workshop participants, artists, volunteers, general attendees, staff, and community groups
- There were two stages which lit the way for 30 local youths to perform along side Lexi Strate, a rising Albertan star, and Virginia to Vegas, currently one of the most played artists on Canadian radio



City of St. Albert Cultivate Life



Community Support

9

Local Community Groups and Arts Organizations

Including:

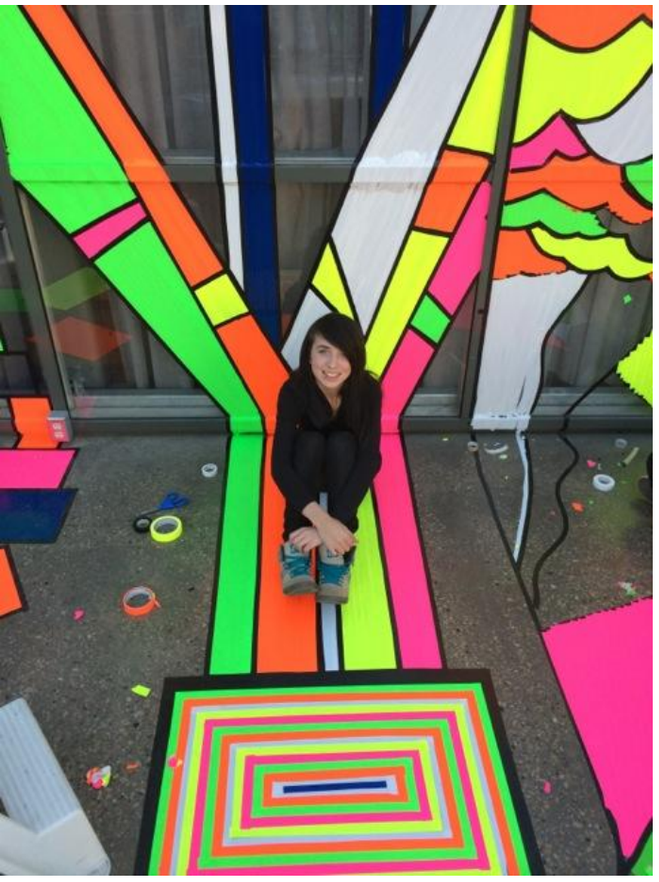
- FAVA (the Film and Video Arts Society – Alberta)
- Rapid Fire Theatre
- Theatre Alberta
- The Musée Heritage Museum
- The St. Albert Art Gallery
- BAM for Youth
- The St. Albert Public Library
- The Edmonton Poetry Festival
- Environment and Sustainability
- The St. Albert Chamber of Commerce





City of St. Albert Cultivate Life

Workshops







With nine instructors from St. Albert and area, youth were connected to mentors in their area of interest who are also active members of the artistic community.

Both paid professionals and sought after artists, our list of instructors included:

Joe Vanderhelm – improviser from Edmonton's longest running improv theatre company, Rapid Fire Theatre

Carmyn Joy Effa – a commercial photographer who has worked with MTV Canada, The Edmonton Symphony and local retailers, Poppy Barley.

Kat Danser – a national touring and award-winning blues artist, Danser is a currently working on her PhD in Music

Andrea Blais – Local artisan, her jewellery can be purchased at local craft fairs as well as online on Esty.com

And more...





City of St. Albert
Cultivate Life







Local youth, Ella Coyes and Stephen Badry, were also given the opportunity to open for pop-stars Virginia to Vegas





Youth Performances

30 youth performed on ***two stages*** at Amplify.

Which means we had….

- **10.5 hours** of youth performances

Featuring…

- 22 musicians
- 8 poets
- 12 acoustic guitars
- 4 keyboards
- 3 ukuleles
- 2 loop pedals and
- 1 upright bass

City of St. Albert Cultivate Life





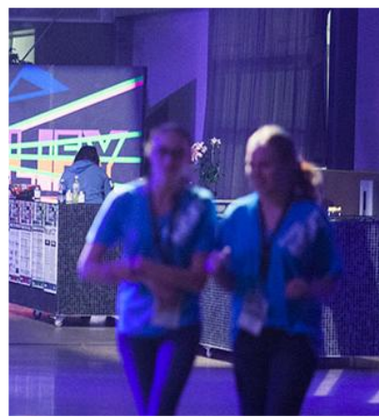
17 Committee Members

Committee Members worked for over a year to make Amplify happen; contributing time, energy and ideas.

Supplying more than just hard labour, they named the festival, created this year's theme, applied for grants and promoted the festival in the media and to their peers.







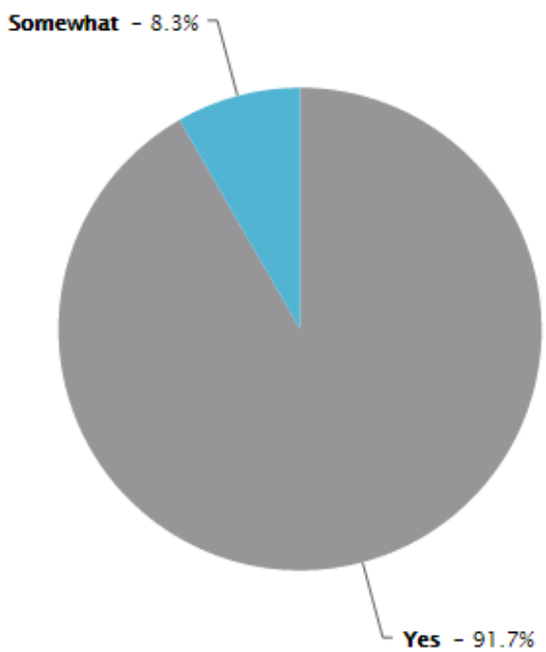
City of St. Albert
Cultivate Life







Did you feel like you were empowered to make planning decisions on behalf of the festival?





Amplify Advisory Committee Member feedback from our post-festival survey:

"My favorite part was the collaboration of ideas and the way that we were able to build off one another. I think we took the time to make thoughtful decisions and seeing our visions come to life was very cool."

~

"We were very informed of what was going on and our opinions were not only heard but more often than not put into play. We were given a lot of Liberty with the project."

~

"11. What was your favorite part of being on the Committee? Being able to plan a whole festival from scratch!

12. What was your least favourite part of being on the Committee? Nothing! Loved the whole thing!"

~

"I loved the atmosphere of amplify. All the people there were so happy and cheerful. It is definitely something I would love to take part in again."

~

"All in all, the festival was magnificent. I got to learn the ins and outs of planning a festival, and it was a great learning experience."

City of St. Albert Cultivate Life

VOLUNTEERS

In total we had ***32 volunteers***—a number that includes the brave adult volunteers who supervised both evening concerts.

"The energy and enthusiasm was positively engaging, it was one of the happiest places on earth to be that weekend."
–Volunteer Feedback Survey

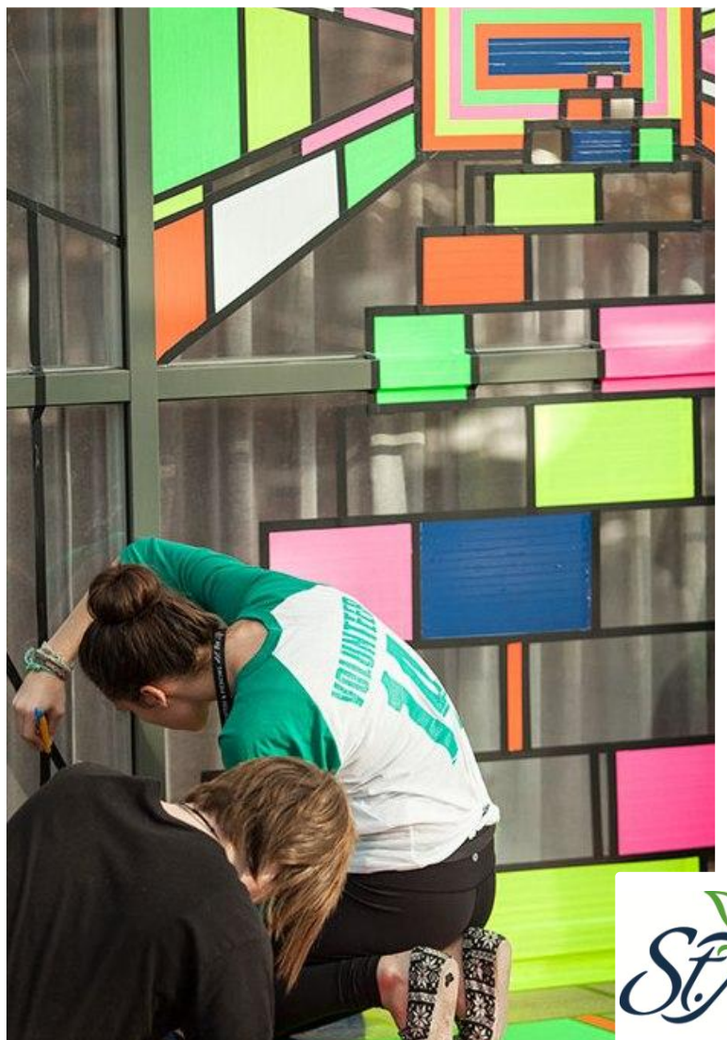
"Creativity is within everyone. Amplify helped many young people find their way to be creative!"
–Volunteer Feedback Survey

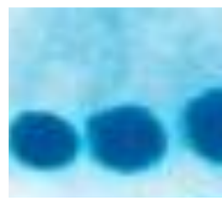












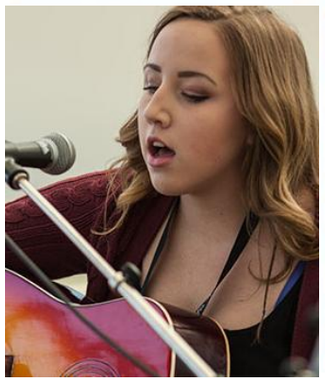


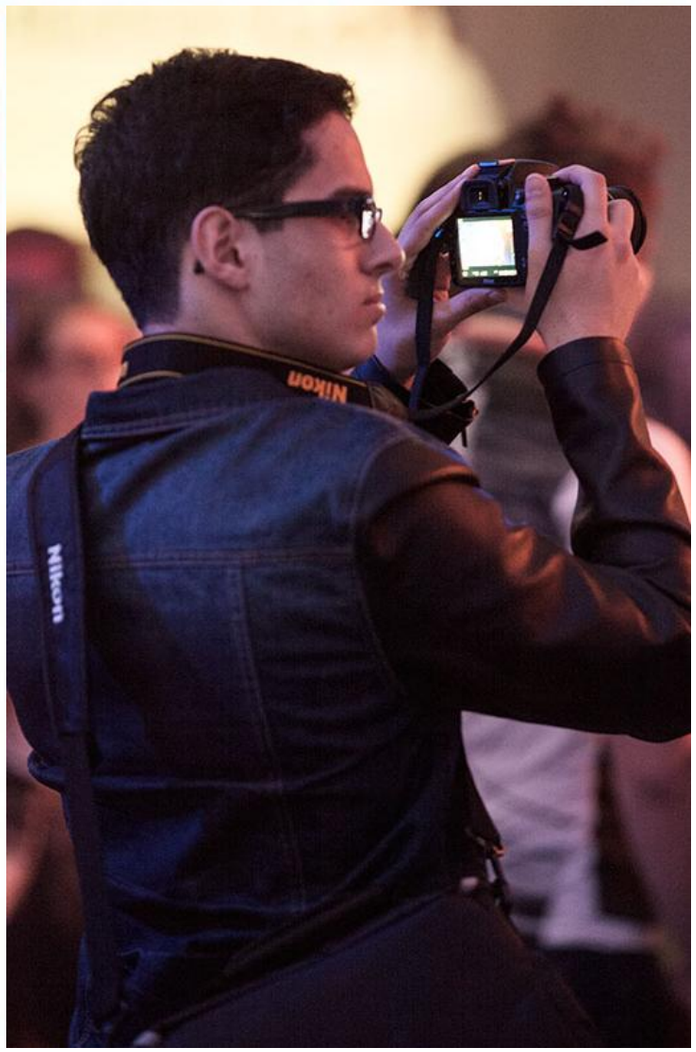


City of St. Albert
Cultivate Life



The Youth Festival Advisory Committee provided leadership and mentoring opportunities





Activities like pizza tossing, short form poetry composition, instrument orientations, collaborative art projects, chalk drawing, the Loft Stage, and more were available throughout the entire weekend

Workshop and performance tickets were offered to community groups and high schools clubs expressing interest in arts and culture throughout St. Albert

Since the closure of the St. Albert Youth Centre in July 2013, the opportunities presented by Amplify have provided alternative activities, socialization, team building, and more



Accessibility and Outreach

Performances from St. Albert's *The Rhythm Group* introduced the musical collective to new audiences and introduced new artists to this young group of musicians who aim to promote local talent year round.



City of St. Albert Cultivate Life

OUTREACH: YOUTH GROUPS





A Group from a Culinary Arts Class of St. Albert Catholic High School

Bellerose Slam Poetry Club
'I think therefore I slam!'



Outcomes and Measurements

Workshops

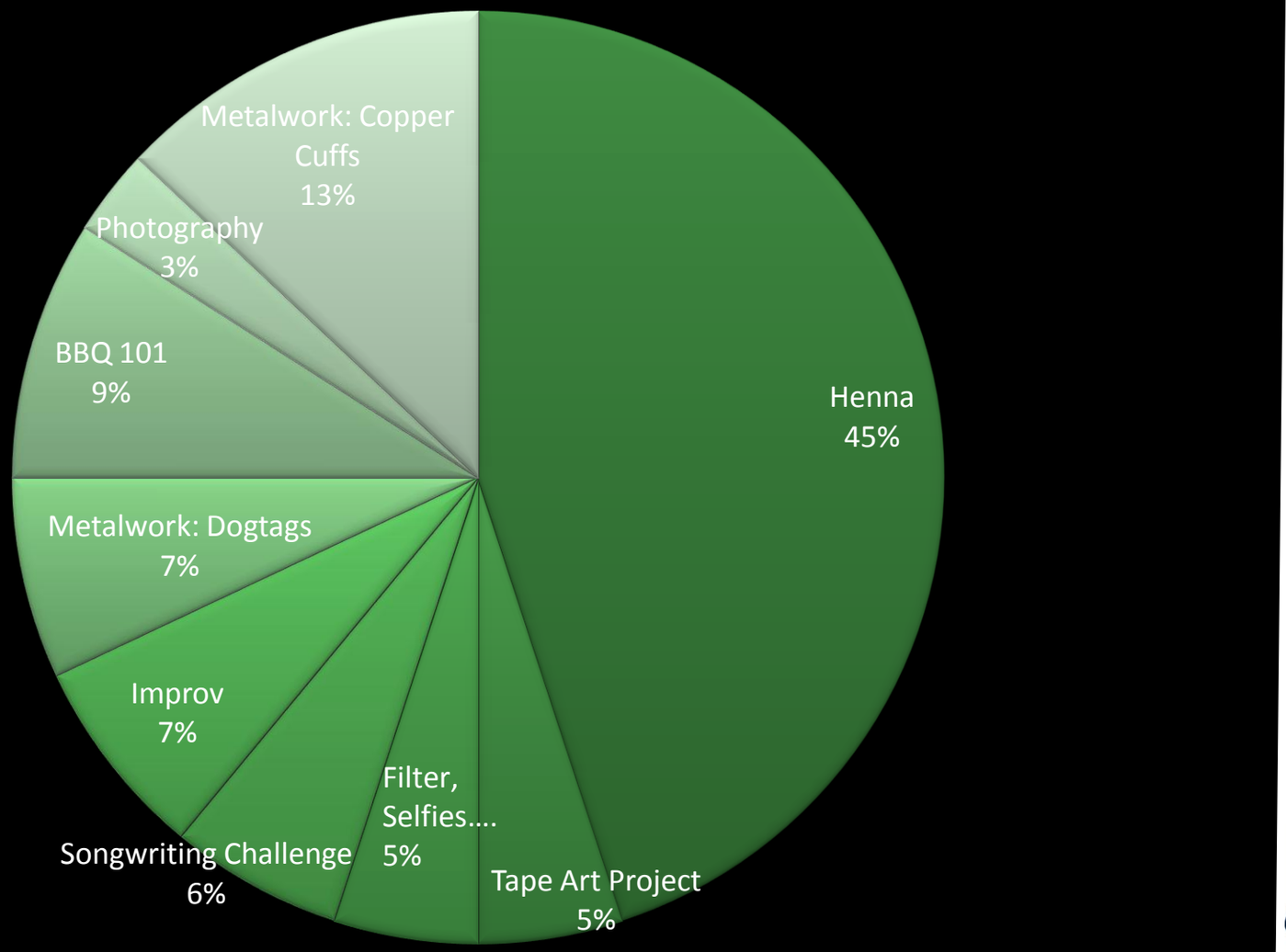


Workshop instructors were professionals in their field, working regularly as musicians, improvisers, filmmakers, photographers and more.



The most popular workshops were Henna and Metalwork Copper Cuffs, both with 80% fill rates!

How was attendance split up between workshops?

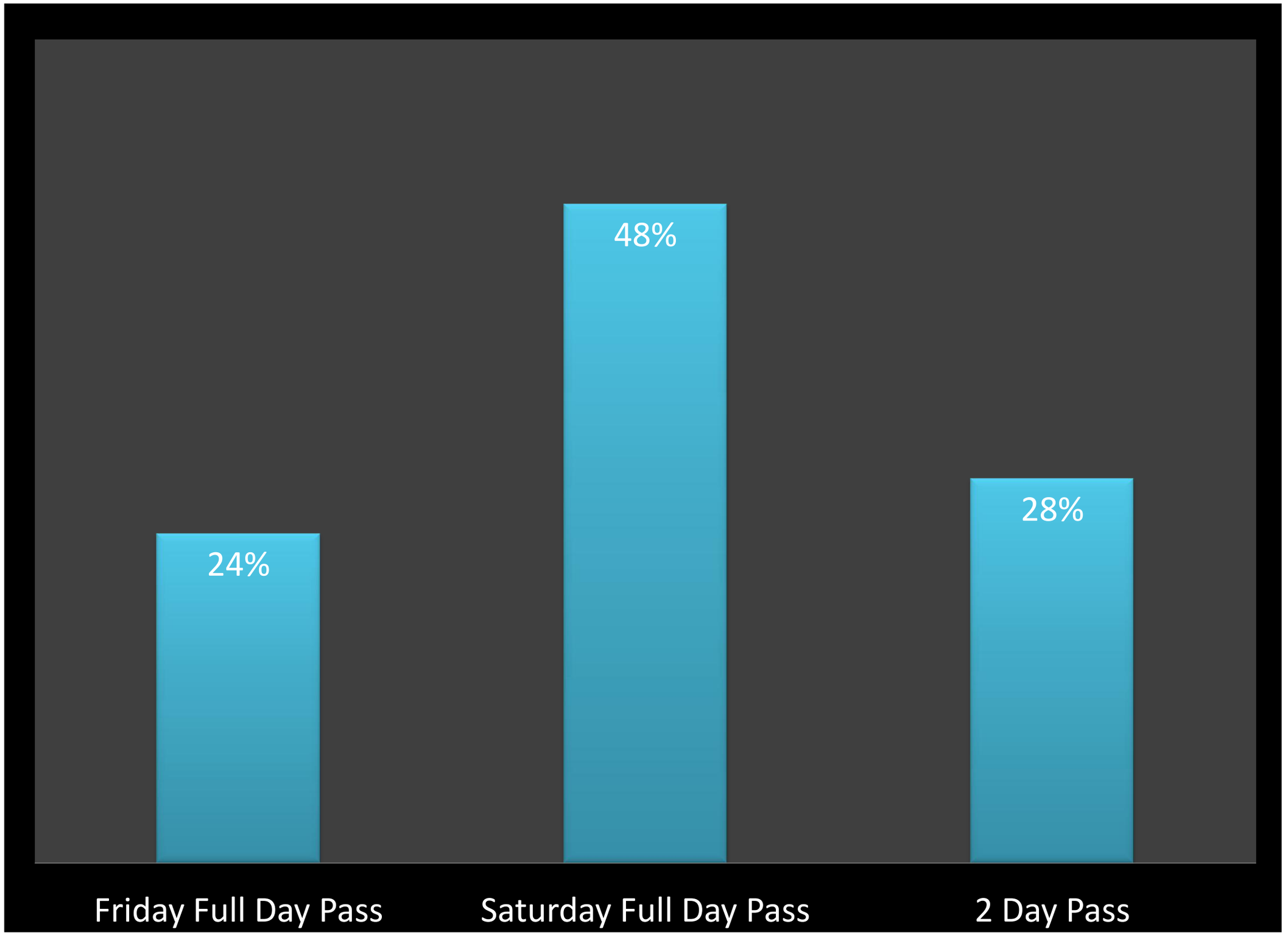




City of St. Albert
Cultivate Life

Outcomes and Measurements (cont.)

Which tickets were the most popular?



City of St. Albert Cultivate Life

Outcomes and Measurements (cont.)

Media Coverage – Also See Press Clippings Booklet and Marketing Summaries

Youth launch 'Amplify' fest

BY ANNA BOROWIECKI
Staff Writer

Let's ignite youth arts. That's pretty much the mantra that the City of St. Albert cultural services projected after announcing the newest addition to its fall lineup.

The inaugural Amplify Youth Festival, a youth-driven arts fest that supports teens and young adults in expressing their creativity, is pegged to run Oct. 17 and 18 at the Enjoy Centre.

A much-anticipated announcement, held at the Enjoy Centre on Tuesday, was hosted by the organizing committee of youth.

The two-day event is a chance to nurture youth's artistic endeavours through workshops, drop-in activities, a bazaar, club booths, an entertainment stage and possibly a mural project. Two nights of concerts and entertainment will cap off the activities. On Friday night a rock showcase dubbed *The Show 1.0* will highlight local bands as they take over the Amplify stage. Following the show will be a bash featuring Harmon B and DJ Kwake remixing today's top dance tracks.

Saturday night will feature pros rocking the stage. The headliner is "soon-to-be-announced." The festival's launching theme is *Dare to Be You*.

"When you are in the arts, you express yourself and do things that express who you are. When we do creative things, that's exactly what we do – dare to be you," said Katie Fitzgerald, one of the 17 members of the youth festival advisory committee. Not only is there a diverse range of fun activities, but organizers have also included an educational component through nine workshops.

The diversity ranges from henna art, photography, filmmaking and improv to tape art, metalwork, barbecuing and the art of selfies. For truly daring singer-songwriters, a six-hour songwriting challenge is included.

Ella Coyes, a Grade 11 student at St. Albert Catholic High and member of The Rhythm Group Music Collective, sang an original composition during the festival's media launch. "It's (the festival) so different. It's bringing in multiple disciplines and it's got workshops – something a lot of festivals don't have. To have a youth committee is awesome. Youth know what youth want. I feel more connected knowing like-minded people are organizing a festival for me."

As a singer-songwriter, she is the first to admit that young artists may be afraid to expose themselves – an essential ingredient

place you can put

opportunity to try

like-minded. It's a

is – connecting."

Mayor Nolan C

to begin the proc

additional $80,00

an additional $8

"We wanted to make it a three-ye

we could build something we are

affirming council's commitment to yo

Tickets are now on sale. For more

www.stalbert.ca/amplify-festival.

aborowiecki@stalbert.greatnor



CREATIVE YOUTH – Singer-songwriter Ella Coyes performs Tuesday at an event t
Youth Festival, which runs over two days in October.

PREVIEW

t. Albert Amplify Youth Festival

t. 17 and 18
ioy Centre
Riel Dr.
kets: Single day pass $10, weekend pass $15.
rkshop fees $22 to $38
the Arden box office at 780-459-1542 or purchase online
icketmaster.ca



Supplied photo
BODY ART – Youth attending the Amplify Youth Festival will have the chance to learn the art of Henna, a temporary form of body art.

Youth with a passion for music may want to challenge themselves to crafting a song. Songwriters have six hours to take a blank page and fill in the lyrics and musical notes.

"They'll be put in bands and at the end of the day they will perform their song on the Loft Stage."

In metalworks, the young artisans learn to hammer names on a dog tag or rivet embellishments onto an arm cuff.

The tape art project instead uses electrical tape to create 3-D shapes.

"It's like an installation. You can tape the tape to a wall and create a concrete pattern or geometric patterns or

image you want."

Bell believes that it is important for youth to find something they are good at.

"Amplify gives you the opportunity to try different things. Trying something new is challenging, but it can also be rewarding. Teens who participate in Amplify will be able to walk away proud and confidant that they are good at creating something."

Workshop prices range from $22 to $38. The cost also includes access to th two-day event. For complete visit www.st



Thursday, May 8, 2014 StAlbe

ENTER

Get 'Amped' for youth festival

GLENN COOK
St. Albert Leader

Local youth, along with City of St. Albert officials, are making some noise with a new youth arts festival, coming this October.

Tuesday was the official launch

certainly putting it out there. And everyone I've talked to has been really excited."

Jerrott said that the City has seen great success catering to younger kids through the annual International Children's Festival, and she hopes Amplify will carry that success to an older age group.

"It's in line with our Cultural Master Plan in terms of nurturing the development of young artists in our community and creating positive environments for youth," she said.

"And it's in line with council's priorities, too, in providing that type of community."

The workshops offered range from photography — both with advanced digital cameras and with cellphones — to improv comedy with Rapid Fire Theatre, and from filmmaking to tape art.

Tougas said that coming up with the workshop topics was a collaborative effort among committee members.

"The City ran some surveys in certain groups ... to see what youth would be interested in," she explained. "Based off those surveys, we as a committee said, 'This is what makes sense; this is what we think people would love.' We tried to make sure we had a lot of variety."

Of the offerings, she said she was most excited about the metalworking classes, where kids can choose between making personalized dog tags and custom copper cuff bracelets.

"I've never had the opportunity to do anything like that before," Tougas said.

The metalworking workshop was a popular choice, as that's one that Jerrott said she'd sneak into if she had a chance.

"I think the songwriting one would be great, and the metalworking looks really interesting too," she said.

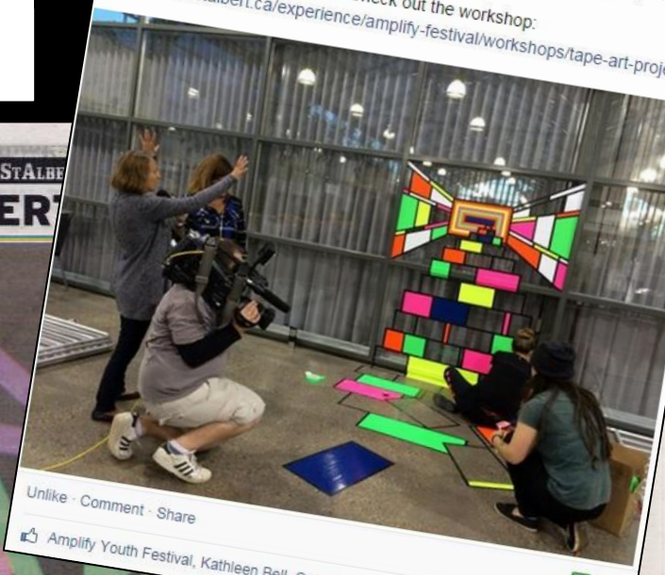
The festival will also feature concerts both nights; Friday night will feature local bands, while organizers are still mum on Saturday's headliner. There will also be the Friday Night Fever afterparty, featuring top DJs Harman B and DJ Kwake.

Tickets for the Amplify Youth Festival went on sale Tuesday morning, and are available through Ticketmaster or www.stalbert.ca/amplify-festival. Single-day passes are $10, or two-day passes are available for $15 each



Amplify Youth Festival
Posted by Cayley McConaghy [?] · October 17

And a big HELLO! to Breakfast Television checking out the beginnings o
super neat tape art instillation!
Wanna get in on some o' that? Check out the workshop:
http://www.stalbert.ca/experience/amplify-festival/workshops/tape-art-proj



Unlike · Comment · Share
Amplify Youth Festival, Kathleen Bell, Cayley McC, Vicki Moses and 5 others like this.



amplifyfestival
1 week ago
@rosslyn_funston and @danak_7 got up extra early t
be on the Global Morning Show for Amplify today!!!
We're on TV! #getamped

k_raper_, danak_7, rosslyn_funston and 32 others like this.

amplify! selfie contest

The City of St. Albert presents
The Amplify Youth Festival

The Amplify Youth Festival is about making life louder, brighter and bolder. It's about growing potential and expanding imagination. It's opportunity. It's excitement.

Amplify is a daring new festival striving to fulfill the goals of empowering young artists, supporting all youth in expressing their creativity, and showcasing the richness and diversity of a new generation.

Challenging yourself to learn something new is hard. It's also fun, exciting and inspiring. Featuring hands-on workshops and programmed performing spaces, Amplify will provide youth the time, space and guidance to delve into songwriting, metalworking, photography, improv, filmmaking and more. Whether you want to take your skills to the next level or just try an art form you've never even heard of before, Amplify



Raised on his parents' record collection and cutting his teeth writing songs for a variety of pop artists, Derik Baker, a Toronto-based singer and songwriter was discovered on YouTube by indie label t

Festival appeals to many interests

Whether art, cooking or fitness Amplify festival has it all

BY ANNA BOROWIECKI
Staff Writer

St. Albert's Amplify Youth Festival is at the northern edge of the region. But it's also directly at the centre of the province, the perfect port of call to youth who want to get together for a weekend of learning and fun.

Happening on Oct. 17 and Oct. 18 at the Enjoy Centre, the youth festival is packed with virtually non-stop entertainment. In addition, this event is an opportunity for youth of different cultures and family lifestyles to discover or express their creativity and interests.

The Amplify youth committee has assembled a variety of hands-on workshops that range from exploring the challenges of social media, photography and super-8 film to hammering metal, barbecuing ribs or experimenting with improv.

For the innately artistic, organizers are also introducing a tape art project, henna body art designs and composing a song under the mentorship of Kat Danser, Queen of the Swamp Blues.

And for anyone wanting to get away from the hubbub, the Wellness Within Yoga Studios on the lower level of the Enjoy Centre is offering free lessons in yoga groove.

"You really don't have to consider yourself an artist to come. Most workshops are for beginners and up. You can start at your level and pick it up from there," said Kathleen Bell, youth festival associate.

Fledgling filmmakers

The Film and Video Arts Society of Alberta is trucking its Super8 cameras to the centre and will teach participants to use them. Youth then receive a three and one-half minute roll of film.

"They are then sent out into the world to make a film. FAVA will send the film to Toronto for editing and they



Stock photo
VARIETYY – The inaugural Amplify Youth Festival offers a diversity of workshops from barbecuing meat and henna art to creating a three-minute film.

his culinary talents into teaching youth how to bone, smoke and barbecue ribs. Because of the brining and cooking times, the workshop will be split into three sessions with breaks in between.

"He's also going to teach how to barbecue a Cuban-



ST. ALBERT AMPLIFY YOUTH FESTIVAL
OCTOBER 17 & 18, 2014
THE ENJOY CENTRE, ST. ALBERT
tickets on sale now!
#getamped
AMPLIFYFESTIVAL.CA
St. Albert Gazette

Digital & Social Media





Our twitter account reached 460 followers in a little over one year.

Amplify Festival retweeted

Bernard Suen @bsuen01 · Oct 19

Hanging out with @virginiatovegas last night at @AmplifyFestival. #viiv



1 3 View more photos and videos

Amplify Festival retweeted

Eastee @DoItLikeWebb · Oct 18

Stoked to be seeing @virginiatovegas tonight at @AmplifyFestival!

1 2

Amplify Festival retweeted

Edmonton Poetry Fest @edmpoetryfest · Oct 17

Out in St. Albert this weekend for @AmplifyFestival @EnjoyCentre writing short order poetry. #yegwords #poetsrock

5 2

An instagram account reached 200 followers in a little over one year.

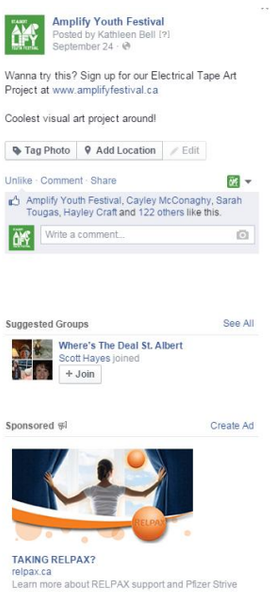


65 likes

kaylin_tk had a awesome weekend at the amplify youth festival with my supa hot bestie 😉😚 he did soo awesome and I'm so proud of him 👍👍 thanks @amplifyfestival can't wait till next year !

Our Facebook account accumulated 420 "likes" in just over one year.













City of St. Albert Cultivate Life

Examples of Social Media





ajalouden Following
13 hours ago
Oh yeah and chalk drawing with the youth at @amplifyfestival last Saturday. Super fun!! Lots of talented youth on deck up there! #ajalouden #yegarts #getamped #stalbert #stalbertarts #chalkart #igdraws #colourful #type #illustration #nofilter #typography #handlettering #freestyle

amplifyfestival, s_louden, ministrehieu and 38 others like this.



theupsideofmelis + FOLLOW



♥ 15 likes

theupsideofmelis Metal working workshop 😊 #Amplify #getamped #Yeg #yegart #StAlbert

Amplify Festival retweeted
Michelle Barstad @MichelleBarstad · Oct 15
Wish I was under 21 to attend @AmplifyFestival this weekend! #Sadlylam22 =) Some cool stories about in tomorrows @stalbertleader #StAlbert
2 3

Amplify Youth Festival
Posted by Cayley McConaghy [?] · October 18

Virginia to Vegas has taken the stage at Amplify! Things are really heating up in St. Albert!!



Unlike · Comment · Share

Amplify Youth Festival, Cayley McConaghy, Rosslyn Funston and 9 others like this.

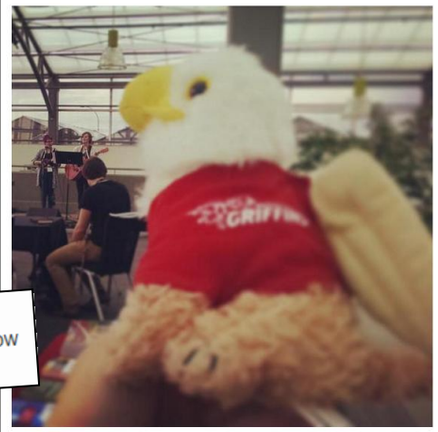
Amplify Festival retweeted
Rapid Fire Theatre @theatresports · Oct 16
RFT is coming to the #StAlbert @AmplifyFestival to show the kids these days how to throwdown – Theatresports Style! shar.es/1msfsN
2 1

Amplify Festival retweeted
Kaila Twin @MsKailaTwin17 · Oct 17
@AmplifyFestival how amazing is Julia though! #resonatemusic #GetAmped #AmplifyYouthFestival
2 2

ivy_maganito10 Following
5 days ago
#GetAmped! #amplifyYouthFestival #stalbert #daretobeyou #tapeart #awesome #cool #bamwhat

amplifyfestival, jmargarits, christiajane and 20 others like this.

Amplify Festival
@AmplifyFestival
Hey @MacEwanU - your Griffen seems to be rocking out over here at Amplify! #GetAmped



RETWEET 1 FAVORITE 1

Amplify Festival retweeted
Montana Craft @tana_doll · Oct 17
@AmplifyFestival wow Andrew is amazing! #resonatemusic #getamped #amplify #daretobemusical #daretodance
2 2

Resonate Music @Resonate_Studio · Oct 18
Congrats to Andrew for receiving the most votes in last night's The Show 1.0! See you in the studio!... instagram.com/p/uTlKYdRro9/

Amplify Youth Festival
Posted by Kathleen Bell [?] · October 21 · Edited

It's all over guys. The stage is packed up. The art has been taken down. All that's left is the memories. So let us know your favourite part of Amplify! Was it the bands? Virginia to Vegas? The workshops? Let us know! Or... let us know what your wanna do/see next year!

Like · Comment · Share

Cayley McC, Bette Smats, Cecilia Heit and 5 others like this. Top Comments

Write a comment...

Kassie Magyar Virginia to vegas!!!!!
Like · Reply · 1 · October 21 at 7:08pm

Lexie Ann I'd wanna do tape art again ^^
Like · Reply · October 21 at 12:32pm

Hayley Craft Famoso pizza throwing!
Like · Reply · October 21 at 12:19pm

Patricia Milligan
@lolacanola67
Following

Short order poetry is happening @AmplifyFest thanks to @edmpoetryfest & Rory! @EnjoyCentre



FAVORITES 4

Amplify Festival retweeted
Amplify Festival @AmplifyFestival · Oct 17
Dude! Where's this talented guy been hiding? Andrew Salcedo opens the Show 1.0 at Amplify with a bang! #ResonateMusic



4 1 View more photos and videos

SONIC 102.9
@sonic1029
Following

St Albert! Hey YOU! tinyurl.com/o8lejv5 Amplify Youth Festival @AmplifyFestival is in your hood today! #DareToBeYou great message... - RG

What Were People Saying?



hunt_the_dunk
4 days ago
Had an awesome weekend performing at, volunteering at and just plain attending the Amplify festival. A great end to a great weekend by meeting the one and only @virginiatovegas awesome guy and awesome musician.



Jenni McIlhone @Jenni_mci · Oct 18
Amazing show! Thanks, Virginia to Vegas. If you're not at @AmplifyFestival you're doing it wrong. #GetAmped





Stephen Badry
@badbadbadry

Big shoutout to @AmplifyFestival for hosting an amazing weekend full of arts and culture. Can't wait for next year!

I just want to thank you and the people who put together Amplify. It was an amazing weekend for me and for my friend, we both learned so much and got so inspired :) if there's an amplify 2.0 next year I'd love to help out in any way possible!
- Amplify Workshop Participant

"i really loved amplify! i learned a lot and am still using the stuff i learned in the workshops."
-Amplify Workshop Participant

DJ Kwake and myself want to say THANK YOU for last night.

What a refreshing group of young people you had at the event... They really kept us going and we did not know what to expect going into the event but coming through it and feeling the energy, it was great!

You did a lot of things right on a first year event and you deserve a huge thank you for everyone, the parents whom teenagers made the event, and also society as a whole.
The positive experience in a safe environment with such talented artists is unique and not something the youth of today get to experience.

Please be proud of what you did... I for one know I came home and felt good about myself and the engagement with the youth last night.

Thank you for the opportunity.
- Harman B





City of St. Albert
Cultivate Life

Resonate
Music School & Studio

MacEwan
UNIVERSITY



OUR SPONSORS



the enjoy centre
reflect relax reconnect

Famoso
NEAPOLITAN PIZZERIA

ST.ALBERT DRIVER
"The key to safe driving" training inc.
(780) 470-DRIV (3748)

EARTH GROUP

IN SUPPORT OF
WFP
wfp.org
World Food Programme

EMBEDDED
CUSTOM TATTOO & PIERCING STUDIO

Wellness Within
health | spa | yoga

St. Albert
AND DISTRICT
CHAMBER OF COMMERCE

St. Albert Gazette

EDMONTON'S
sonic 102.9
modern rock

City

91.7
THE BOUNCE
HIT MUSIC







dare to be you













City of St. Albert Cultivate Life









ST. ALBERT AMPLIFY YOUTH FESTIVAL

See You Next Year!







City of St. Albert Cultivate Life