



Sled Island

MUSIC & ARTS FESTIVAL

COMMUNITY REPORT 2024

Table of Contents

Our Mission	3
Our Core Values	4
Programming Highlights	5
Our Artistic Community	6
Festival Artist Demographics	7
Community Highlights	8
Financial Information	9
Economic Impact	10
Audience Testimonials	11
Year-Round Programming	12
Sled Island Rock Lotto	13
Rock Lotto Testimonials	14
Sled Island All-Ager Rager	15

Our Mission

Sled Island presents a thoughtfully curated annual multi-venue festival plus additional year-round programming that strengthens Calgary's arts community, elevating underrepresented and independent music and artists while striving to offer accessible, barrier-free experiences for our audiences.



PHOTO: MICHAEL GRONDIN

Our Core Values

Sled Island aims to foster a vibrant and inclusive cultural landscape by amplifying underrepresented voices, supporting local and emerging talent, and engaging our community through year round programming and outreach initiatives.

At its core, Sled Island is driven by values of curiosity, diversity, and equity. These principles shape everything we do--from our artist lineup to our partnerships and community collaborations. Each year, we aim not only to entertain but also leave a lasting impact on the cultural and economic fabric of Calgary.



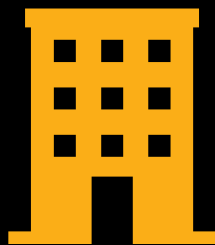
PHOTO: CHRISTY YAMAGUCCI

Programming Highlights

28,450+
ATTENDEES



22
VENUES



101
EVENTS



821
TOTAL ARTISTS

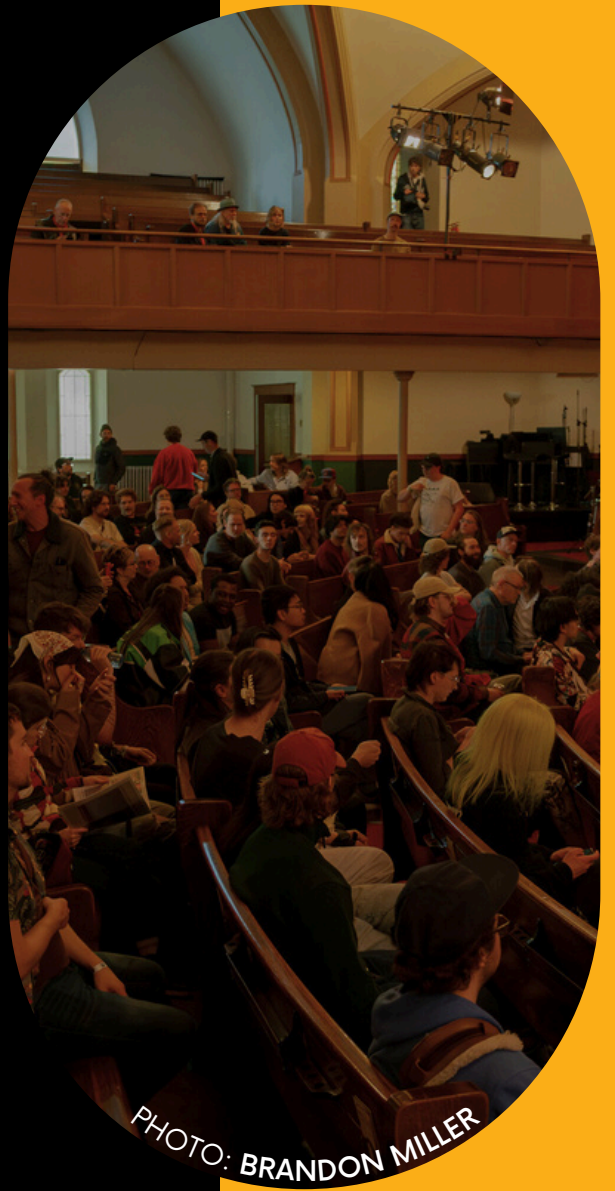


PHOTO: BRANDON MILLER

Our Artistic Community

Sled Island 2024 brought together a vibrant array of multidisciplinary performers, celebrating creativity in all its forms.

213 Bands

737 Individual Musicians

7 Comedy Acts

1 Filmmaker

14 Visual Artists

12 Drag Performers



PHOTO: MICHAEL GRONDIN

Festival Artist Demographics

At Sled Island, we take immense pride in showcasing a diverse lineup of artists that reflect the many perspectives in our community.

41.8%

of performing acts featured at least one member from a visible minority*

16.4%

of performing acts featured at least one Indigenous member

65.3%

of performing acts featured at least one non-male identifying member

50.2%

of performing acts featured at least one member who identified as 2SLGBTQIA+

13.2%

of performing acts had at least one member with a disability



* term preferred by Sled Island staff under this category

Community Highlights

33 Sponsors

13 Funders

80 Community Partners

285 Volunteers

4,448 Volunteer Hours

Followers



16.4K



18.2K



14.8K



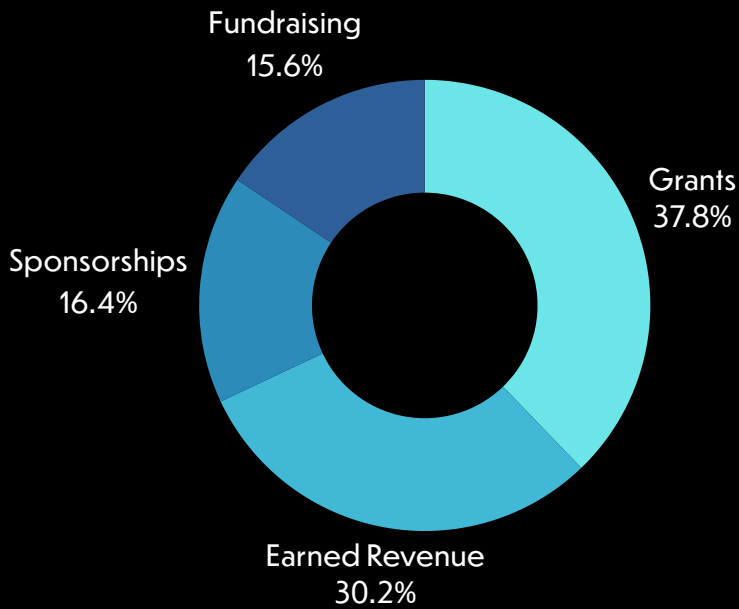
1,075



PHOTO: MICHAEL GRONDIN

Financial Information

Total Cash Revenue = \$1,043,641



Total Cash Expenses (incl. salaries) = \$1,074,292

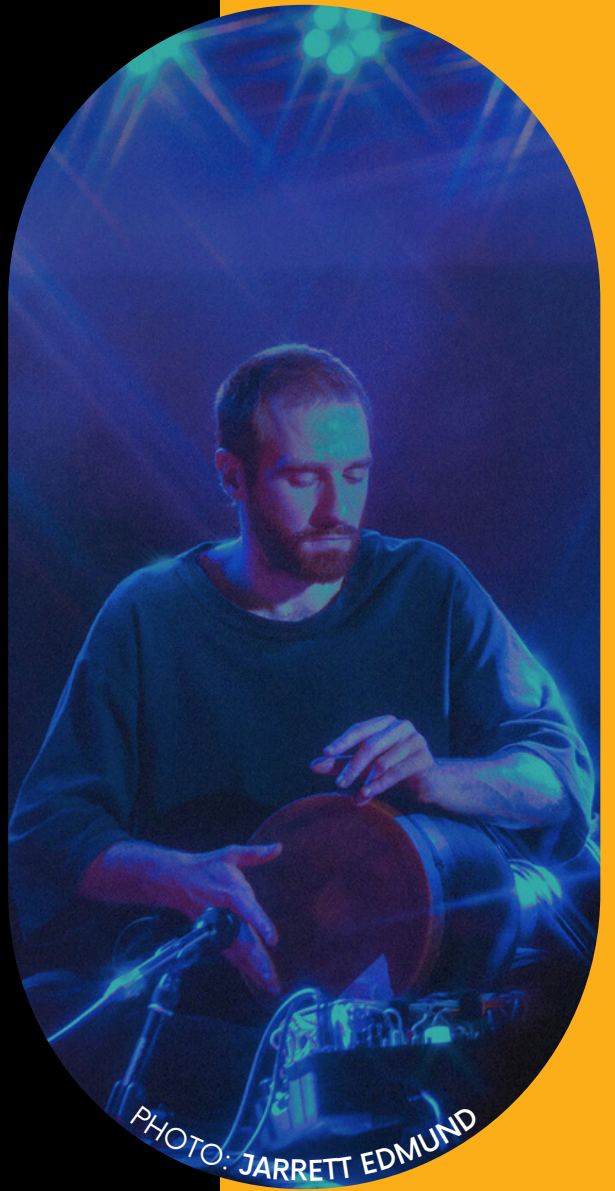
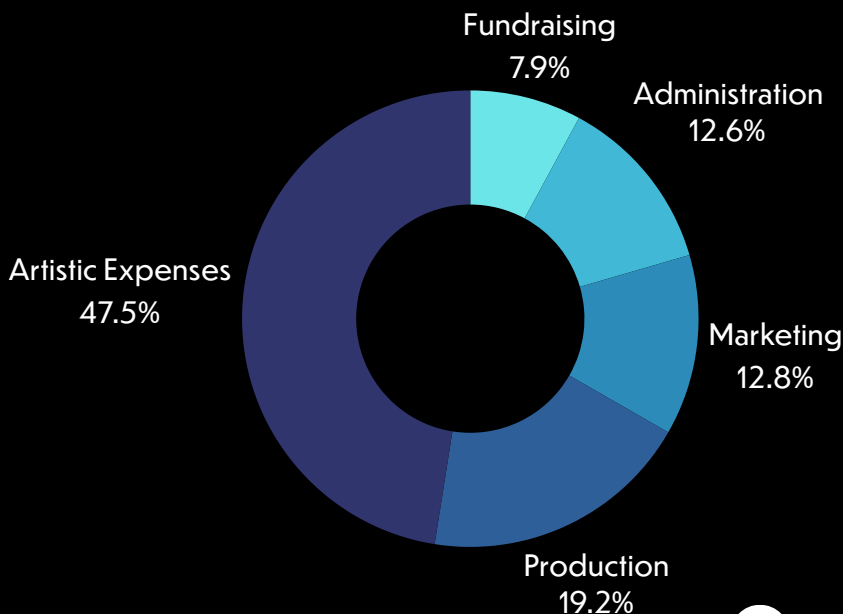


PHOTO: JARRETT EDMUND

Economic Impact

Sled Island is not just a cultural event, but a vital contributor to Calgary's economy.

In 2023, Tourism Calgary conducted an Economic Impact Report for Sled Island.

The report revealed:

Total Economic Impact of the festival: **\$3.05M**

This included job creation in the lodging, transport, recreation, retail, and food & beverage industries

During the 2024 festival:

22 Venues were activated

80 Events were hosted with a **28,000+** attendance

Through community partnerships, **42** local businesses benefited from increased visibility and traffic by offering exclusive discounts to our passholders



PHOTO: MICHAEL GRONDIN

Audience Testimonials

We love our attendees, and their voices inspire us. Below is what some had to say about Sled Island 2024.

"This was one of the best weekends of my life. I made so many incredible friendships and heard so much good music. I hope I can keep coming back year after year."

"9 year anniversary of a friend and I sledding together, it's a special time of year for us to celebrate friendship and discover new music."

"I love that downtown comes alive when Sled Island happens, I use Sled Island as a marker for when summer starts."



PHOTO: CARY SCHATZ

Year-Round Programming

While Sled Island is mostly known for its annual festival, our team works year-round to create events catering to musicians and audiences of all ages and backgrounds.

We strongly believe in the role that arts play in strengthening the cultural fabric of our city, and we strive to make the local music community more inclusive and welcoming to all with events such as the Rock Lotto and our All-Ager Rager.



PHOTO: CHRISTY YAMAGUCCI

Sled Island Rock Lotto



PHOTO: CHRISTY YAMAGUCCI

The Rock Lotto is an outreach initiative with the goal to foster a more diverse music ecosystem and increase equitable access to creative opportunities for all.

This events brings together 25 musicians from various backgrounds whose names are drawn from a hat to form one-off bands for one night only, with just 12 hours to write and perform new material.

We work with the Calgary Catholic Immigration Society, Centre for Newcomers, and the Immigrant Council for Arts Innovation to connect newcomer musicians with artists familiar with the Calgary music scene.

Rock Lotto Testimonials

Below is a small compilation of great testimonials from our participants from the last two Rock Lotto events.

"This is such a unique event. It provides an intense and fun atmosphere that can fast-track a lot of nuanced skills which greatly impact the development of individuals and their groups. A truly invaluable learning experience that may otherwise take years of exposure in the music community to access."

"I think events like this really bring the music community closer together and give people in different musical backgrounds a chance to connect in such a unique way. Rock lotto is seriously one of the best ways to collaborate! Can't wait to see more in the future. "

"It was a fantastic unique experience collaborating and networking with local musicians. I loved hearing what the other groups came up with and had a great time!"



PHOTO: SAM ALI

All-Ager Rager



Sled Island is committed to filling the gap in All-Ages Programming. In 2024, we created the All-Ager Rager, a perfect introduction to our main festival designed specifically for younger fans!

The All-Ager Rager was a FREE all-day event that gave music fans of all ages an opportunity to preview the Sled Island multi-venue format.

The event featured 15+ bands across three venues which gave the younger attendance priority entrance, as well as complimentary refreshments.



PHOTO: MICHAEL GRONDIN

Sponsors

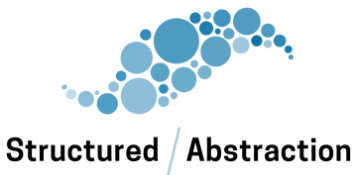
FESTIVAL PRESENTER



FESTIVAL SUPPORTERS



FESTIVAL BACKERS



Public Partners & Foundations

