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Ivan Coyote's *Playlist*, OUTstages 2024



# BOLD THEATRE FEARLESS ARTISTS CONNECTED COMMUNITY

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## WHO IS INTREPID THEATRE?

We produce **three festivals** and a **year-round season of shows** from local and touring artists, with an audience of **20,000 people** annually:

- the flagship **Victoria Fringe Festival**
- the first queer theatre festival in Western Canada, **OUTstages**
- **Incoming** - a festival of new works
- manage **three downtown venues**
- provide **artist resources + residencies**



Visible Bodies'  
*Oracle Portals*,  
Incoming 2023



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# OUR FOCUS + VISION



**VIBRANT, ACCESSIBLE,  
INCLUSIVE ART**

More than our festivals and shows, Intrepid Theatre is a catalyst for artistic development and community engagement, ensuring that the arts remain accessible, vibrant, and central to life in Victoria.



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Urban Ink's *Children of God*



# ARTISTIC BENEFIT + AUDIENCE CONNECTION



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# VICTORIA FRINGE

- 30+ SHOWS OVER 2 WEEKS ACROSS THE CITY
- PART OF AN INTERNATIONAL FESTIVAL NETWORK
- LOW COST TICKETS + FREE EVENTS

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# COMMUNITY BUILDING

**MORE THAN 200 VOLUNTEERS, 250 ARTISTS, 30 PARTNERS, AND 75 RENTALS EVERY YEAR**

Intrepid Theatre truly believes in connecting communities, in drawing people together, in creating a sense of belonging and a space where all feel welcomed.

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I will forever be grateful for all the work, care and support that I have been given by Sean and other members of Intrepid Theatre, the belief that they had in me and my show, and the understanding of how important a show like ColourVision is, not just for BIPOC drag artists but also for the community.

- Jove Nazatul, ColourVision curator and producer (Outstages 2024)

Jove also curated a gallery of BIPOC performers in our Festival Hub, OUTstages 2024

# ARTIST FEEDBACK

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“DEAF!”

Chris Dodd's *Deafy*  
Incoming 2024

## ACCESS + INCLUSION

- Accessibility is a guiding principle for Intrepid Theatre
- Some of the lowest ticket prices in the city
- Pay-what-you-10 tickets - 10% of the tickets available in a venue are on sale for \$10.
- Fringe on the House free ticket program
- ASL Interpreted shows + free tickets
- Accessible venues
- Venue Guides for all venues
- Safer Spaces and Anti bullying/harrassment policies for patrons, artists, volunteers and staff

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Dance Victoria  
 Puente Theatre  
 Pacific Opera Victoria  
 Victoria Native Friendship Centre  
 Impulse Theatre  
 Theatre SKAM  
 Kaleidoscope Theatre for Young People  
 Farquhar Auditorium  
 Victoria Arts Council  
 Island Deaf and Hard of Hearing Centre  
 Victoria Nikkei Cultural Society  
 Market Square  
 Phillips Brewing & Malting Co.  
 Inter-Cultural Association  
 District of Saanich  
 Lights of Wonder  
 Royal & McPherson Theatres Society  
 Victoria Conservatory of Music

Scatily Glad Theatre's  
*Creepy Boys*, OUTstages 2024  
 (now touring the UK!)

**COMMUNITY +  
 CULTURAL PARTNERS**

#IN  
 TRE  
 P+D

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- 170 performances at 11 venues across the city, both indoor and outdoor
- 14 free events
- 8,500 tickets sold
- 67% of ticketed attendees were from the Victoria area
- 36% were new to Fringe
- 20% of ticketed attendees coming from BC (not including Victoria)
- 10% of ticketed attendees were from the rest of Canada
- 3% indicated they were from outside of Canada

**38TH VICTORIA  
 FRINGE FESTIVAL**

#IN  
 TRE  
 P+D

VICTORIA  
**FRINGE**  
 FESTIVAL

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**iN THE P+D**

Shion Skye Carter's  
*Residuals (住み・墨)*

**OUTSTAGES #10**

**OUTSTAGES**

- Tickets Sold: 1293
- 16 shows - 22 artists/artistic companies paid
- ASL interpreted shows
- Q & A for queer youth with Ivan Coyote & free Queer Youth Tickets
- Artist, Producers Meet & Greet
- Local emerging artist showcases
- Residency program
- Free workshops - Income Tax for Artists, Touring your Show, Queer Improv

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**iN THE P+D**

SNAFU's  
*Epidermis Circus*

**INCOMING #2**

**iNCOMING**

- Incoming New Works Festival (2nd year replaced UNO Fest in 2023)
- 865 tickets sold
- 9 shows - 14 Artists/Artistic companies
- Free workshops hosted by visiting artists: Dramaturgy, How to Pitch Your Show
- Emerging Artist Cabaret featured a guest curator and four local artists
- Pay-What-You-Ten \$10 tickets
- Sold-out world premiere from a local artist at the Intrepid Studio

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On average **\$20 per person/per ticket** is spent in the downtown core by Intrepid's patrons

Equaling just over **\$400,000** spent annually in Victoria by Intrepid's festivals and presenting series audiences

**\$14 million** combined economic impact on the City of Victoria

This is an incredible return on the **\$32,000** the City granted Intrepid Theatre in 2024 through FIG.

**ECONOMIC IMPACT**

Fringe Preview with ASL interpreter

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**Investing in Intrepid Theatre assists not just Intrepid but also local residents, vendors, artists and other arts organizations**

Hotel Rialto (artist accommodations) = **\$14,300**  
 Victoria Conservatory of Music (Metro lease) = **\$46,919**  
 Fringe Venues (Theatre SKAM, VEC, Pacific Opera, Wood Hall) = **\$20,866**  
 Artist fees (many local performers) = **\$143,570**  
 Fringe staff: Seasonal, Front of House, Venue Technicians = **\$51,427**  
 Local marketing: printing, design, ad sales, distribution = **\$52,000**  
 Concession Vendors (Phillips, Strathcona Ale, Whistle Buoy) = **\$5000**

\*based on average annual spending

Metro Studio

**INTREPID**

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Intrepid Theatre was there to support me, to provide me with the creative space and deadline I needed to kickstart the vision I was tending for the project. I am not in any way exaggerating to say this show, and the kind and professional support it found in the hands of Intrepid Theatre, brought me fully back into my power as a storyteller. In these difficult days for trans people, this show was a beacon for me, and for many who bore witness to how it gathered and restored a little trans and queer joy in all of us.

- Ivan Coyote, writer, storyteller and performer (Playlist, Outstages 2024)

Ivan Coyote on stage at The Metro Studio,  
world premiere of *Playlist*, OUTstages 2024



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