



## 2023 Edmonton International Fringe Theatre Festival Good Neighbour Plan

### Key Dates

Festival Guides on Sale: July 31, 2023

Tickets on Sale: August 9, 2023

Set Up: starts August 11, 2023

Festival Dates: August 17 – 27, 2023

Strike: ends August 30, 2023

### About

#### **The 42<sup>nd</sup> Edmonton International Fringe Theatre Festival: The Answer is Fringe**

Any way you fringe, one thing's for certain: it's always an adventure to new frontiers and destinations unknown. Experienced Fringe-stro-nauts and first-time spacewalkers are invited to journey with us to infinity as the 42nd Edmonton International Fringe Theatre Festival returns to the heart of Old Strathcona from August 17 to 27. Grab your zero-grav boots, tickets, best fringing pals and your handy guide to the galaxy. The Answer is...FRINGE!

As North America's largest, longest-running Fringe Theatre Festival, we invite you to enjoy live theatre featuring Artists from around the world, outdoor performances, ice-cold beer, green onion cakes, our ATB Golden Ticket contest, unpredictable Albertan summer weather, and so much more!

With 33 venues and more than 185 shows featuring artists from around the world, we are North America's largest, longest-running Fringe Theatre Festival.

### Event Schedule

**FESTIVAL DATES:** August 17 – 27, 2023

#### **SET UP**

##### ***Parkland:***

- As of Friday, August 11 at 0700 hrs:
  - Dr. Wilbert MacIntyre Park; and
  - Lighthouse Park

### **Roadways:**

- As of July 24 at 0700 hrs:
  - CP Rail Lands use as staging grounds for Event set up
- As of Friday, August 11 at 0700 hrs
  - Full closure of 104 Street Service Lane from 82 to 86 Avenue
  - Full closure of 83 Avenue from Calgary Trail to Gateway Boulevard including the bike lane
  - Full closure of 84 Avenue from Calgary Trail to Arts Barns including Service Alley between 84 & 83 Avenue
  - Full closure of 83 Avenue parking lots including the lot north of El Cortez (lot 5066) and the lot east of the Westbury Theatre (parkland)
  - The alley between 82 & 83 Avenue and 104 and 103 Street to remain open to east/west vehicle traffic given business servicing and parking access.
  - A pedestrian access point to be maintained between the Fringe licensed area and the alley leading to the back alley businesses (Sugared & Spiced Bakery)
  - Full closure of 85 Avenue from Calgary Trail to alley - will leave access for businesses
- As of Friday, August 11 at 0500 hrs:
  - Travel lane closure on the west side of 103 Street from 82 to 85 Avenue including the parking lane from 83 to 84 Avenue (set by Traffic Operations)
  - Street sign fixture removal on 83 Street from Calgary Trail to Gateway Boulevard and 84 Avenue from 104 St to alley (by Traffic Operations). Map to follow.
  - Full closure of the alley between 103 & 104 Street north of 85 Avenue to the Light Horse Park entrance/youth shelter fence line including the Light Horse Park southeast corner parking stalls. (set by Traffic Operations)
  - Closure of parking stalls along the west side of the 104 Street service lane (next to active traffic) between 82 to 83 Avenue
- As of Friday, August 10 at 0700 hrs:
  - The following areas are to be defined as loading zones for the operations of the OSBA. Some locations to be shared use with ETS/DATS/Free Fringe Shuttle. NOTE: the west lane of 103 Street between 83 Avenue and 85 Avenue will be closed during the Event.
  - Northbound east parking lane on Gateway Blvd north of 82 Avenue. EPark Zone 5013a. Shared with DATS

### **EVENT RUN**

#### ***Performances & Events:***

- Outdoor Festival site, including all outdoor stages, food vendors, and artisans:
  - August 16 from 5:00pm – 11:00pm
  - August 17 from 5:00pm – 11:00pm
  - August 18 – 27 from 11:00am – 12:00am
- KidsFringe (Lighthorse Park - 10324 85 Ave)
  - August 18 – 27 from 10:00am – 6:00pm
- Outdoor liquor service areas:
  - August 16 from 5:00pm – 11:00pm; consumption until 12am (midnight)

- August 17 from 5:00pm – 11:00pm; consumption until 12am (midnight)
- August 18 – 27 from 11:00am – 11:00pm; consumption until 12am (midnight)
- Indoor Performances:
  - August 17 from 8pm – 12am (midnight)
  - August 18 – August 27 from 11:00am – 12:00am (midnight) daily
  - The last performances start at 11:59pm or earlier at all venues
  - The maximum length of a performance is 90 minutes

## TEAR DOWN

### **Parkland:**

- Dr. Wilbert McIntyre Park & Light Horse Park – Sunday, August 27 at 6:00pm through Wednesday, August 30 at 8:00pm

### **Roadways:**

- All closures end Wednesday, August 31 at 5:00pm

## Event Information

### ***The Answer is Fringe***

42<sup>nd</sup> Edmonton International Fringe Theatre Festival

August 17 - 27, 2023

show information & Festival Guides available July 31 | tickets & passes on sale August 9 at 12Noon  
[fringetheatre.ca](http://fringetheatre.ca)

We can't wait to Fringe with you this summer!

With 33 venues and more than 185 shows featuring artists from around the world, we are North America's largest, longest-running Fringe Theatre Festival.

Any way you fringe, one thing's for certain: it's always an adventure to new frontiers and destinations unknown. Experienced Fringe-stro-nauts and first-time spacewalkers are invited to journey with us to infinity as the 42nd Edmonton International Fringe Theatre Festival returns to the heart of Old Strathcona from August 17 to 27. Grab your zero-grav boots, tickets, best fringing pals and your handy guide to the galaxy. The Answer is...FRINGE!

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Edmonton Fringe is possible thanks to the generous support of our Funders, Donors, Sponsors, and Volunteers. Our thanks to Lead Festival Partner ATB Financial for supporting the Edmonton International Fringe Theatre Festival. For shows, schedules, maps, tickets, and more, please visit [fringetheatre.ca](http://fringetheatre.ca).

## **CONTACT:**

Patrons and neighbours are invited to contact us via:

**Email:** contact us at [hello@fringetheatre.ca](mailto:hello@fringetheatre.ca) and a member of our Team will get back to you as soon as possible

**Chat:** Connect with a Fringe staff or volunteer over our live chat on our website at [fringetheatre.ca](http://fringetheatre.ca)

**Social Media:** Message us on Facebook, Instagram, or Twitter and we will get back to you as soon as possible (@edmontonfringe & #yegfringe)

## **ANTICIPATED AUDIENCE:**

We anticipate an approximate attendance of 500,000 over 12 days.

## **INDOOR SHOWS:**

We are celebrating more than 185 shows in 33 venues. Eight of those venues are Fringe-operated; 29 are operated by third-party producers as part of our “Bring Your Own Venue” program.

## **INDOOR VENUES:**

1. ATB Westbury Theatre (inside the Fringe Theatre Arts Barns – 10330 84 Avenue)
2. Seas Change Backstage Theatre (inside the Fringe Theatre Arts Barns – 10330 84 Avenue)
3. Nordic Studio Theatre (inside the Fringe Theatre Arts Barns – 10330 84 Avenue)
4. Walterdale Theatre (10322 83 Avenue)
5. Acacia Hall (10433 83 Avenue)
6. Gateway Theatre (6529 Gateway Boulevard)
7. Chianti Yardbird Suite (11 Tommy Banks Way)
8. Kick Point Old Strathcona Performing Arts Centre (8426 Gateway Boulevard)
9. Varscona Theatre (10329 83 Avenue)
10. Rapid Fire Exchange (10437 83 Avenue)
11. SERVUS Credit Union Theatre at La Cite Francophone (8627 91 Street)
12. La Cite Auditorium (8627 91 Street)
13. The Grindstone – Comedy Theatre (10019 81 Avenue)
14. The FOH PRO Stage (10014 81 Avenue)
15. The Lumos Dental Stage (9562 82 Avenue – Upstairs)
16. The Sewing Machine Factory (9562 82 Avenue – Downstairs)
17. The Sanctuary Stage at Holy Trinity Anglican Church (10037 84 Avenue)
18. The de Villars Jones LLP Stage at Holy Trinity Anglican Church (10037 84 Avenue)
19. The Cool Air Rentals Stage at Holy Trinity Anglican Church (10037 84 Avenue)
20. Garneau Theatre (8712 109 Street)
21. Spotlight Cabaret (8217 104 Street)
22. Sugar Swing Ballroom (10019 80 Avenue – Main Floor)
23. Sugar Swing Ballroom (10019 80 Avenue – Upstairs)
24. Nancy Power Theatre at the Roxy (10708 124 Street)
25. Lorne Cardinal Theatre at the Roxy (10708 124 Street)
26. Woodcroft Community Hall (13915 115 Avenue)

27. Evolution Wonderlounge (10220 103 Street)
28. Mile Zero Dance Society (9931 78 Avenue)
29. The Playhouse (10330 84 Avenue)
30. Roots on Whyte (8135 102 Street)
31. Boxer Bar & Kitchen (10315 83 Avenue)
32. The Rooster Kitchen (10732 82 Avenue)
33. 221B Baker Street (10330 84 Avenue)

## Getting to Fringe

### ALTERNATE TRANSPORTATION

In partnership with Edmonton Transit Service and the Edmonton Radial Railway Society, Fringe enthusiastically encourages Fringers to find neighbourhood-friendly ways to get to and from the site, including:

- **Biking:** bike parking lots are available around the Old Strathcona neighbourhood, but be sure to bring your own lock!
- **Edmonton Transit Service:** Edmonton Transit is our transportation of choice for getting to Fringe! Routes 004, 008, 404, or 701 will get fringers close to site.
- **High Level Street Car:** the historic High Level Street Car runs daily during the Festival on an extended schedule. Please visit [edmontonstreetcars.ca](http://edmontonstreetcars.ca) for schedule details.
- **Free Fringe Shuttle:** the Fringe Shuttle returns this year! This free service takes fringers from the main site to the French Quarter and back again. The Shuttle departs on the hour and half hour and will run daily during the following hours:
  - Thursday, August 17: 8pm – 12Midnight
  - Friday, August 18 through Saturday, August 26: 12Noon – 12Midnight
  - Sunday, August 27: 12Noon – 8pm

## Neighbourhood Care

### NEIGHBOURHOOD SIGNAGE

Again this year, we will post signage in areas immediately adjacent to our site to encourage Festival-goers to love our neighbours. These signs include reminders to:

- Park in public lots;
- Keep noise to a minimum; and
- Throw trash in bins.

### NEIGHBOURHOOD RENEWAL

The Strathcona Neighbourhood Renewal construction schedule has adjusted timing to work together with festivals to ensure festivals have the appropriate space and public access.

There will be limited on-street parking available through Old Strathcona so the City and festivals will be encouraging attendees to use other modes of transportation to attend Festivals including public transit. Please check the ETS Trip Planner in advance to plan your route.

## **COMMUNITY CARE TEAM**

Community Care is Fringe Theatre's service-based program comprised of Volunteers and Staff using harm reduction approaches to community crisis response and community empowerment. This team supports unhoused and vulnerable community members who may access various community supports in the immediate vicinity of the Fringe Theatre Arts Barns and Fringe Festival grounds who are often displaced from their regular use of public spaces by Festival activity. This is a situation that has arisen not by design but as a matter of circumstance. Our Community Care team continues to evolve and respond to emerging community needs thanks to vital supports from organizations who lead this important work like Boyle Street Community Services, Bissell Centre, The Mustard Seed, Youth Empowerment and Support Services, Old Strathcona Youth Society, 4B Harm Reduction Society, and more. We could not do this work without their expertise, experience, and resources. We are grateful for the very many ways these organizations serve community and uplift organizations like Fringe Theatre in this work. The Community Care engages with community the week before and during site setup, throughout Festival, and during strike.

## **ONLINE COMMUNICATION**

Information on tickets; show and schedule information; how to get to, from, and around our Festival site; accessibility information; and FAQs are available on our website, plus we've added a live chat function to provide real-time online support. Read more:

FESTIVAL: <https://www.fringetheatre.ca/>

TICKETS: <http://tickets.fringetheatre.ca/>

BOX OFFICE: <https://www.fringetheatre.ca/about-us/box-office-info/>

VISIT: <https://www.fringetheatre.ca/plan-your-trip/getting-here/>

FAQs: <https://www.fringetheatre.ca/festival/faq/>

## **WASTE SERVICES**

In collaboration with the City of Edmonton, contractors, local businesses, adjacent residents, and our own staff and volunteer team, Fringe makes every possible effort to reduce the impact of increased activity in the neighbourhood. Contract services are limited to the Festival site proper, but crews do respond to extraordinary needs as the Festival progresses.

## **STRATHCONA RECYCLING DEPOT**

The City of Edmonton is responsible for the temporary relocation of the recycling bins on the south side of 85 Avenue, east of 104 Street.

## **COMMUNITY CONSULTATION**

Edmonton Fringe will continue to meet with Good Neighbours and the City of Edmonton Civic Events Office to discuss future planning and debrief following this year's Festival.

## **GENERAL UPDATES**

Updates and critical information leading up to, during, and after the Festival will be shared through the Edmonton Fringe website at [fringetheatre.ca](http://fringetheatre.ca), and on our social channels on Facebook, Twitter, and Instagram when relevant.

Daily Festival updates are shared via internal communications networks to staff and volunteers and are also available at all information kiosks on the Festival site throughout the duration of the Festival. Changes to public event and show schedules are posted to the Edmonton Fringe website at [fringetheatre.ca](http://fringetheatre.ca) and on all social channels.

## Contact

***For general inquiries, please contact:***

Edmonton Fringe Theatre Communications Team at:

EMAIL: [hello@fringetheatre.ca](mailto:hello@fringetheatre.ca)

PHONE: 780-448-9000

NOTE: our Communications Team manages our [hello@fringetheatre.ca](mailto:hello@fringetheatre.ca) email address and will provide the fastest response. We are happy to connect patrons and residents with appropriate staff to address specific concerns.

***For City-related concerns, please contact:***

PHONE: 311

NOTE: this allows the City to track calls and direct those calls to the appropriate area

***For Media, please contact:***

Bangel PR at:

EMAIL: [catherine@bangelpr.ca](mailto:catherine@bangelpr.ca)

PHONE: 780-263-1358

# Good Neighbourhood Plan Terms of Reference

The City of Edmonton and the Multi-Day Festivals held in the Old Strathcona area are committed to developing a good relationship with the surrounding resident and business community and the citizens of Edmonton at large.

The City of Edmonton promotes the celebration of diversity, milestones, achievements and festivals - and supports creating opportunities for celebration and the tradition of hosting events in all seasons, for all ages.

All stakeholders are committed to establishing a mutually beneficial and respectful relationship.

## ***Purpose***

The purpose of the Good Neighbours Plan is to act as a foundational document to define the high-level commitment of all stakeholders for Multi-Day Festivals in Strathcona, outline each party's working relationship and identify the principles of the working relationship including the process for addressing potential challenges and acknowledging successes.

## ***Stakeholders & Working Relationship***

The stakeholders include:

- Multi Day Festival Event Organizer
  - Ice on Whyte
  - Edmonton International Fringe Theatre Festival
  - Edmonton International Street Performers Festival (interim only)
  - Whyte Avenue Art Walk
- City of Edmonton
- Strathcona Community League, Community and Neighbourhood Committee
- Old Strathcona Business Improvement Area

All Stakeholders commit to working collectively to champion successes and minimize impacts on the surrounding community, acknowledging the scope and scale of the Multi-Day Festival and their service to Edmonton as a whole.

This document will be reviewed in the fall of each year to confirm the working relationship of the stakeholders listed. The stakeholders agree to the following principles:

- To meet bi-annually (spring and fall of each year)
- Promote open lines of communication
- Seek and take perspective of the other stakeholders
- Work collaboratively to address concerns of the stakeholders

## ***General Terms***

Each stakeholder as we move through the annual multi-day festivals planning and implementation process agree to the following:

- City of Edmonton



- Approval of festivals and events use of City of Edmonton property with feedback and consideration of other stakeholders
- Oversight / overview of City related components (e.g. licensing, permits, civic service coordination, etc)
- Before new multi-day festivals are approved for the Strathcona area, community consultation will be conducted to gather feedback.
- Provide a Strathcona event calendar that lists both multi-day festivals and community celebrations and events to all stakeholders by February 1. The calendar will be continually updated on an ongoing basis as event applications are processed. It is understood that event calendar is subject to change and elements may be considered confidential.
- Providing additional support on event days, as required (e.g. command)
- Being available to receive feedback from community members and communicate this feedback through the set channels
- Responding in a timely fashion to feedback from community members
- Identify/pursue shared benefits
- Multi Day Festival Event Organizer
  - Work with community league to develop relationship and ensure consistent and open communication
  - Work with the BIA to develop relationships with local business and potential partnerships and ensure consistent and open communication
  - Distribute formal event notification to residents and businesses impacted a minimum of 2 weeks before their event - to be reviewed by the City of Edmonton prior to distribution. Mechanism and boundaries for notification will vary between festivals depending on their area of impact and will be circulated for information to the community leagues and approved by the City of Edmonton.
  - Share high level production schedule with the community league for information
  - Maintain a secondary appendix to this plan to outline the specific mitigation strategies employed and desired outcomes (see Community Appendix section for more information)
  - Continually explore mitigation strategies to address concerns
  - Being available to receive feedback from community members and communicate this feedback through the set channels
  - Responding in a timely fashion to feedback from community members
  - Identify/pursue shared benefits
- Community League - Community and Neighbourhood Engagement Committee
  - Engage community in providing feedback (pre and post event)
  - Share information with neighbours (e.g. social media, newsletters, CL website, etc)
  - Represent the community as a whole
  - Use all reasonable mechanisms at its disposal to additionally communicate the event calendar to residents, such as league meetings, website, newsletter, etc.
  - Advise the community of opportunities to become a part of the festival (volunteering, fundraising, etc)

- Being available to receive feedback from community members and communicate this feedback through the set channels
- Bring forward, well in advance of the event, top or key community priorities
- Identify/pursue shared benefits
- Business Improvement Area
  - Support the multi day festival event organizer in building business relationships
  - Being available to receive feedback from business or community members and communicate this feedback through the set channels
  - Offer online event calendar
  - Identify/pursue shared benefits

### ***Secondary Appendix***

Each multi-day festival identified will develop a secondary appendix that outlines the specific mitigation strategies related to community and business concerns. The document will track and prioritize high level concerns, provide details on the mitigation strategies employed, evaluate successes and help determine next steps for future years. The document will seek to be an ongoing and historic record of efforts and will be shared with all stakeholders. It is acknowledged that as new impacts arise they will be discussed, prioritized, and addressed when possible by the stakeholders.

Mitigation strategies may be developed around the following (including but not limited to):

- Traffic Disruptions
- Parking
- Noise
- Waste Management
- Community notification
- Emergency & Public Safety Plans to address disruptive attendee behaviour
- Other as needed

### ***Definitions***

- Multi-day festivals: include, but are not limited to organized public gatherings which occurs on, or impacts, City of Edmonton property (owned, leased or controlled by the City), which last for a fixed duration over 3 days and have an attendance expectation exceeding 10,000 guests; festivals and events requiring added civic service plans with an expected impact on the community; etc.
- Community celebrations and events: include, but are not limited to organized public gatherings celebrating a sporting, cultural, community or other type of unique occasion or theme, which occurs on, or impacts, City of Edmonton property (owned, leased or controlled by the City), which lasts for a limited or fixed duration; events within this scope include but are not limited to runs, walks, parades, processions, weddings, as well as small to medium special events; an activity that can be conducted with “regular” operations and civic services plans, and is not expected to have undue impact on the community; etc.

