



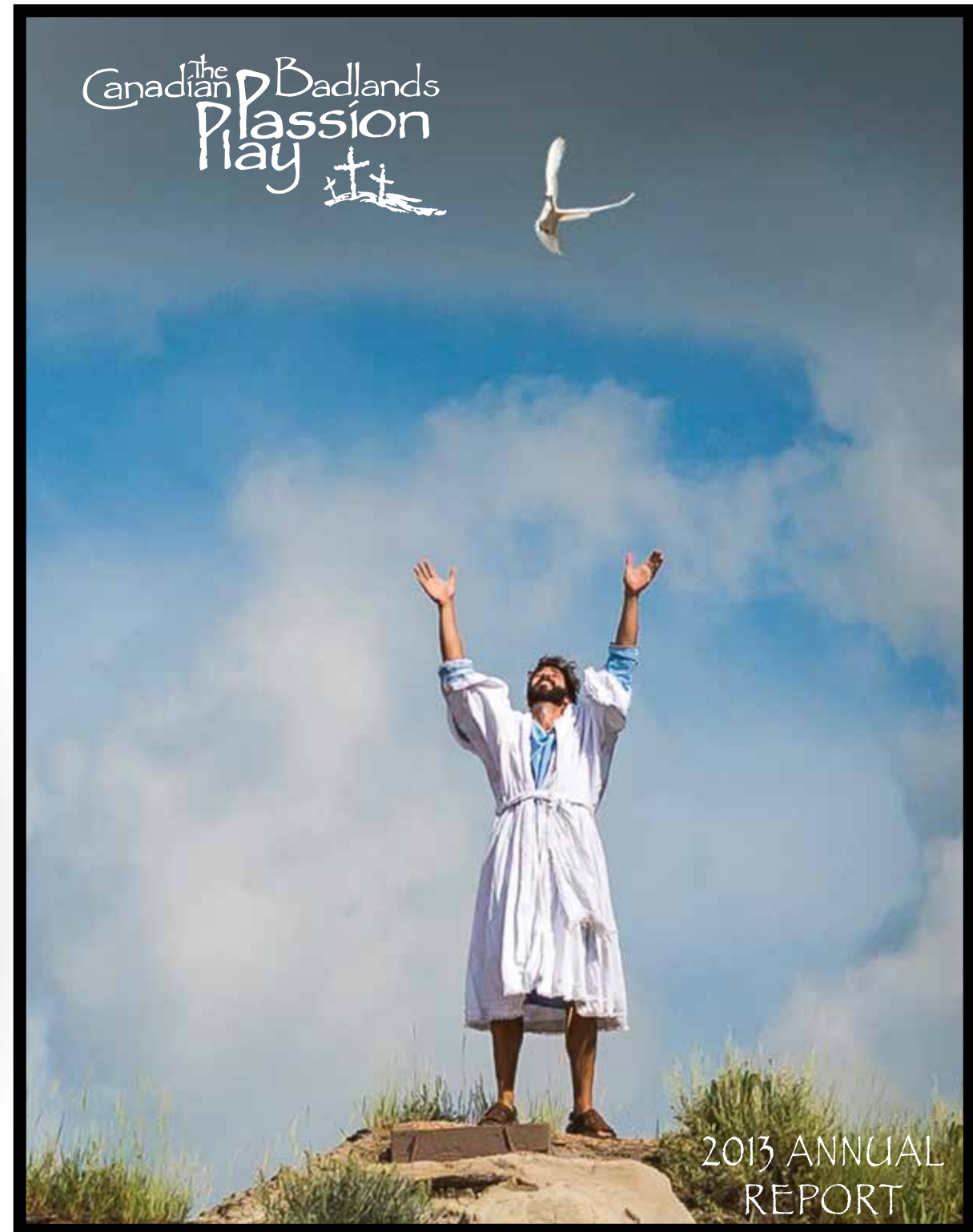
Created in 1994, The Canadian Badlands Passion Play has gained national and international prominence as one of North America's top 'must see' cultural and tourism events. Located in Drumheller, Alberta approximately 90 miles northeast of Calgary, the annual 'Theatre in the Badlands' attraction provides its audiences with

a dramatic retelling of the life, death, and resurrection of Jesus Christ. The 200+ performer play is presented in a 30 acre natural badlands canyon bowl whose stark and dramatic geographical surroundings and acoustics mirror those of ancient Israel. The Canadian Badlands Passion Play runs annually for nine days in July.

CANADIAN BADLANDS PASSION PLAY

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2013 ANNUAL
REPORT

President's Report

With another season and closed and accounted for there's always a sense of looking back; almost a "New Years" retrospective of the things we've learned and the places we'd like to continue to grow.

Due to the manner in which I was originally introduced to the Passion Play many years ago, something I'd like to acknowledge and celebrate this year is the important role that family has always had in keeping our organization moving forward. So many of us have grown with the Passion Play through the influence of Parents or Grandparents. I think of children who I first met on site as babies in arms and who are now driving, even pursuing careers. I also think of many individuals who have come and found their family in the community of storytellers & artists that are brought together by this overwhelming and life-changing endeavor.

Family – it has many connotations for many people, but if it's to succeed, it requires cooperation, grace, respect and love. It's those qualities which are also vital to the continued success of the Passion Play and which I hope we never lose sight. I'm grateful as always to Vance for his stewardship, to the rest of the board for their diligence and faithful fervor, to the each of the families who support us and the Passion Play.

~Brad G. Graham~
President



2013 Board (L to R): *Laverne Erickson, Brad Graham, John Bruins, Miles Wright, Lloyd Huber, Rosalie Nimmo, Bill Girard, Stephen Peterson, Rose Porter*

Marketing Report

With the assistance of Travel Alberta a co-operative marketing initiatives was undertaken with Rosebud Theatre. Online engagement through social media networks played a significant role in communicating our message and the Canadian Badlands Passion Play facebook page has grown from 200 fans in 2010 to 1816 fans as well as a growing presence on Youtube. The power of social storytelling allows us to interact with patrons and learn more about what our audience wants, needs and desires in order to further expand The Canadian Badlands Passion Play experience.

Volunteer Report

The Canadian Badlands Passion Play would not exist if it were not for our fantastic team of volunteers. Each year they put in over 40,000 hours of volunteer service to help bring the play to life.



200 of our volunteers are actors in the play and on the May long weekend they will be gathering in Drumheller each weekend until the July performances. Some of them drive up to 7 hours for the rehearsals and then return home on Sunday night for a full week of work at their regular job. They are dedicated to the telling "The Greatest Story Ever Told" and that enthusiasm comes through to our audience.

Serving the needs of our audience is our Front of House volunteers. Greeters, parking attendants, cart drivers, concession workers and many others will make sure that each guest is welcomed warmly to the Passion Play. Without their help the play would not succeed.

Financial Report

2013 had some positive developments from a financial perspective. Please keep in mind that the comparative 2012 numbers only reflect 9 months of operations, although from a revenue perspective both years reflect our most active period. Overall revenues were up \$156,000 from the prior year, mainly driven by a \$135,000 donation to our newly established Sustainability Fund, which will be utilized to help us pay down debt currently, and also create an endowment into the future. Overall, expenses only increased by \$7,000, even though this is for 12 months as opposed to 9 months in the prior year. We were also able to reinvest in the Capital assets of the Society to the tune of \$48,000. The result of these activities is the improvement in our unrestricted net assets by approximately \$58,000. Overall, our financial position has improved over the year, but we still have a ways to go. With your continued support of the Passion Play and our new Sustainability Fund, we will continue to live within our means, pay down our debt and ensure the long term future of the Society for many years to come.

Production Report

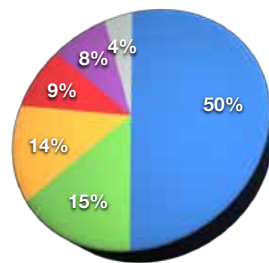
The 2013 Season was an exciting one. With many new people and policies instituted, large numbers of projects completed, managing the flooding of our campground along with the whole town of Drumheller and also being a year of moderation for our production budget. New people came on board in Administration with Adrian Young in the new position of Production Director and Ailsa Birnie extending her position of Company Liaison to be more year round and hands on. We also had entirely new teams in the Wardrobe and Props teams of production.



On the Artistic side we had two new Directors on the team with Clair French as Crowd Director and Todd Campbell as Assistant Director Fight Director. Aaron Krogman, Stepped up from the Position of Jesus understudy to take on the whole role for the season and we had the fantastic Peter Church step into the Dark Pharisee role. These two new leads in the play brought a vibrant and exciting energy and fresh connection to the play for everyone involved in it's creation.

Fundraising Report

As in most theatre societies, ticket sales at the Passion Play represent about half of our budgeted revenue. The rest must be raised through government grants and private donations. This past year we created a Sustainability Fund which makes the donation of shares and securities possible. The Sustainability Fund has been established to ensure the long-term viability of the Canadian Badlands Passion Play. The Fund is under the direct control of the Board, via the Finance Committee and Fund Manager, and operates according to Board approved investment guidelines. Its long term goal is to have the capacity to fund capital expenses, and approved operational expenses. At the present time the fund is paying the principal on our mortgage.



Funding Sources

- Tickets - 50%
- Donations - 15%
- Grants - 14%
- Fundraising - 9%
- Sales - 8%
- Advertising - 4%

Special Events

Golf Tournament



The 15th annual Passion Play Golf Tournament took place on Thursday, June 21, 2013, and despite the rising floodwaters of the Red Deer river the golfers enjoyed a tournament that raised over \$14,000 for the Passion Play. The 2014 Passion Play Golf Tournament is scheduled for Friday, June 20.

Special thanks to the 2013 Committee; Tom Stoltz, Bryce Nimmo, Lloyd Huber and Vance Neudorf.

Memories of Christmas

The main hall of the Badlands Community Facility was full for the 11th annual Memories of Christmas concert. The crowd enjoyed a variety of musical numbers which culminated in a combined choir rendition of "Silent Night" in four languages.



Founder's Banquet



Our second annual Founder's Banquet was held in November to honor those who have been long term supporters of the Passion Play. Morris Ertman and Cassia Schramm entertained the group and our founder, LaVerne Erickson, spoke to the 75 people in attendance about significant changes and how we have now moved into a position where ongoing monthly support of the organization is critical to the future of the play.

Shakespeare

The first annual Shakespeare event was held in the new "Forum Theatre" at the Passion Play site in August. "Much ado about nothing" was performed by a group of local actors and was well received by the audience. The performances were offered on a donation basis with a share of donations going to the Passion Play society. Plans are underway for another event in the fall of 2014.



Movie Night

In September we also hosted the second annual Family Services movie night in the main amphitheatre. Over 500 people attended the event and enjoyed a movie under the stars.

Script Report



In 2011 the script committee adopted a new script based on the Gospel of John. John's gospel focuses on the divinity of Christ, the "Word made flesh." It is more thematic, more theological, less historically oriented than the other gospels. It challenged a prevailing notion in parts of the world at that time that it was impossible for a divine being to become human (i.e. Incarnation) and die. The new script stuck closely to the theme and exclusively used material presented in this gospel and created additional scenes to unwrap the message and engage the audience. The current script will run until 2015 and plans are underway to have a new script, based on the gospel of Luke, ready for 2016. We believe that that changing our script every 5 years and adapting our current script each year is important to keep the message fresh for both our actors and our audiences.

Property Report



The Jerusalem wall and the lawn in front of the building have been located on land which belonged to the Town of Drumheller. This past year we completed an agreement with the town to take over the ownership of these 7 acres of property. This arrangement will allow us to move forward with plans to eventually replace the large tent with a permanent shade structure.



Styled after Solomon's Portico in Jerusalem the building will not only provide shade during performances but also allow us to create new programs during the rest of the year.

Awards and Reviews

After four years of being a finalist the Passion Play was finally awarded the Tourism Alberta Alto Award in the Pride of Alberta category. The award recognizes the high production value of the Passion Play.

The American Bus Association (ABA) selected the Passion Play as one of the Top 100 Events in North America for 2014. Inclusion in the Top 100 list, published as a supplement to the September/October issue of Destinations magazine, indicates that The Badlands Passion Play offers excellent entertainment value to both tour groups and individual travelers from around the world. ABA's 2014 Top 100 Events Selection Committee selected The Badlands Passion Play from hundreds of event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria.



2013 Attendance

This past year we decided to added a prformance on the first Thursday and invited the church leaders to come to the Preview instead. This resulted in a great crowd at the Preview performance as the tickets were complimentary.

In spite of the added first Thursday performance the first weekend of the play posted the lowest attendance we have seen since 2008. The key factor appears to have been the flooding in Alberta. As soon as the floods hit tickets sales dropped off and did not start to recover until the second weekend.

	2006	2007	2008	2009	2010	2011	2012	2013
Preview						431	394	1419
1st Thursday								764
1st Friday	936	1026	1433	1623	1435	1663	1283	896
1st Saturday	1545	1810	1925	2286	2078	2275	601	1836
1st Sunday	1035	1524	1360	2021	1819	2308	1877	1400
2nd Thursday						1267	1729	1002
2nd Friday	1475	1412	1545	1795	1789	1208	1405	1198
2nd Saturday	2065	2185	2208	2385	2626	2556	2637	2145
2nd Sunday	1414	1315	1652	1925	2456	2332	2077	1767
TOTAL	8470	9272	10123	12035	12203	14040	12003	12427

Executive Director's Report

As the flood waters of 2013 threatened the bridge near the Passion Play site I jokingly told another staff member that perhaps we should perform the story of Noah. A day later we evacuated our volunteer actors from the campground and managed to drag our washroom car up the road to safety. That night, water rose over 6 feet deep in the area known as "tent city." With the show just weeks away our parking lots were crowded with motor homes and RV's and the lawn was covered with tents. All attempts at finding an alternate camping spot for our actors failed as every campground was full to capacity. The sun came back out and with the town's help we were able to plow a road through the mud down to the campground. The entire site was under a foot of thick goo and the electrical system was flooded and ruined. Thanks to Encana we were able to get two bobcats working to push the mud away from the sites. Volunteers repaired the electrical system and the washroom building. Gravel was supplied by the town and the province and just days before opening night the campers were able to move back into the campground - along with clouds of mosquitos. Our volunteer actors took it all in stride and performed in our most demanding schedule to date with 9 performances in 12 days. We are so thankful for their dedication to telling "The Greatest Story ever Told".

