



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. The play is 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 performances in July.

CANADIAN BADLANDS PASSION PLAY

605 17TH ST SW, DRUMHELLER, ALBERTA, T0J OY0

WWW.CANADIANPASSIONPLAY.COM - PH. (403) 823-2001 - FAX (403)823-8170



Canadian Badlands
Passion Play

2014 ANNUAL
REPORT

President's Report

One of the elements to the Canadian Badlands Passion Play mission statement is to further awareness of, as well as, skill and education in the arts. This past season I saw something on our site that gave me new perspective both on how we continue to explore that mission, but also a vision of some of the places where that mission is being fulfilled!

This past September we hosted a film crew from CTS, engaged in producing a mini-series about the women of the Bible. During the brief but very busy week that the film crew was with us, I saw a group of Toronto television professionals working side by side with the diverse group of performers and technicians that make up a portion of the Passion Play community. The CTS cast and crew came to us from all over the world: Israel, Los Angeles, and Ontario, and were not only amazed by the site and the infrastructure we've built up in this valley, but also with the skills and dedication of our performers and technicians.

Film and Television is a very different medium than the theatre, but we were all there to learn and work together as we shared our common desire to tell the greatest story ever told. The continued investment we make as a Society in growing the artistic and technical skills of the community of individuals we work with paid off clearly in that work and it was a source of immense gratitude from the CTS crew.

I can hardly wait to see many Passion Play friends on my TV screen when it goes to air. I have caught glimpses, during filming and subsequently, of the quality of production and performance this new facet of the organization has produced, and they are as stunningly heartbreaking and beautiful as the story of Jesus' love we tell every year. More than that, though, I look forward to seeing where this investment in our communities awareness, skill and education in the arts takes us, as we continue to look for ways to expand our programming and expose more people to important stories for our souls.

~Brad G. Graham~
President



2014 Board - John Bruins, Christine Coggins, Bill Girard, Brad Graham, Jeff Hall, Josh Hilton, Lloyd Huber, Rosalie Nimmo, Stephen Peterson, Laverne Erickson (honourary member)

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 to begin rehearsals. 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 of the story of Jesus Christ.



Financial Report

2014 was a year that had a number of ups and downs from a financial perspective. Revenues were down for the year, however, there are a couple of items that affect comparability. If we adjust for the large donation to kick start the Sustainability Fund in the prior year, and the impact of the revenue from the Film production this year, then overall our revenues are down only \$15,000. Overall, expenses increased by \$165,000; \$70,000 of which relates to the Film Project.. Most other expense increases were in Production (\$50,000 increase) Administration (\$19,000 increase) and Advertising (\$12,000 increase), Other expenses generally increased slightly. We were able to consolidate our debt into one loan at the Credit Union, saving us interest from the much higher Community Futures rate, and kept the loan amortization period the same, so debt will be paid off within eight years or less. The Sustainability Fund was utilized to cover off our shortfall in revenue.

Looking forward, the Board has taken a proactive approach in terms of reducing expenses, and expects further revenue growth from Film Production with a margin built in for the 2015 year. This, coupled with a significant anonymous donation, should enable the Society to refrain from utilizing funds from the Sustainability Fund this year, even though there are a couple of capital asset purchases going forward.

Respectfully submitted
Jeff Hall, Treasurer

Production Report

2014 saw many changes in our Production Departments including an entirely new stage management team. Replacing Ailsa Birnie, our 7 year Stage Manager, was a daunting task but we found a great leader in Steph Link. With guidance from past team members now in senior management positions, the new Stage Management team found their way to a successful run of the show.

Steve Benson, David Imiolo, Frances Gerrard and Jenna Purnell joined us in the area of carpentry and props and did a fantastic job. Together with Randall Wiebe, our Design Coordinator, and Denise Lines our Production Assistant they made many improvements to the set and props design for the show.

Royal and Barrett, our long term directors were joined by Kevin Robinson as the Fight Director/ Assistant Director and Jessica Hickman as Crowd Director. The new team worked well together. Rehearsals ran smoothly as did the performances.

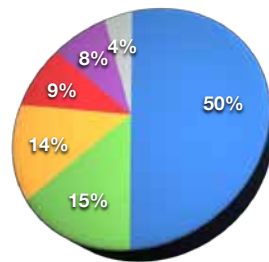
We are happy to see many of our new staff returning again this year coming to be an ongoing part of our Passion Play.



Fundraising Report

Passion Play ticket sales represent about half of our budgeted revenue, the rest must be raised through grants and private donations. In recent years we have been working with a fundraising consultant to plan new strategies for broadening our base of support.

Our 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. The 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 Friday, June 20th. The weather was great and 84 golfers enjoyed a tournament that raised over \$14,000 for the Passion Play. The 2015 Passion Play Golf Tournament is scheduled for Friday, June 19th. Special thanks to the 2014 Committee; Tom Zariski, Bryce Nimmo, Lloyd Huber and Vance Neudorf.

Memories of Christmas

The Fellowship Baptist Church in Drumheller was full for the 2015 Memories of Christmas Concert. Five choirs performed a variety of seasonal numbers. At the conclusion they joined together for a wonderful mass choir performance.



Founder's Banquet

On Saturday, November 8th, the Passion Play held its annual Founder's Banquet and local Drumheller community leaders were honoured including Diana Mellor, Lorrie Reiffenstein and Barry Fullerton. Jim Fisher and Bink Losoncy were unable to attend but recognized for the role they played. LaVerne Erickson interviewed the honored guests as they shared the memories of the Passion Play beginnings.



Movie Night

In September we hosted the third annual Family Services movie night in the main amphitheatre. Over 300 people attended the event and enjoyed a movie under the stars.



Shakespeare in the Forum

The second 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. Plans are under way for another Shakespeare play in the fall of 2015.



Script Report



Our current script, based on the gospel of John, is in its final season this year. Its hard to believe it is already 5 years since we created the new show, filmed the Passion Play documentary and produced the photo book on the Matthew Script. In this final year we are planning to create the photographs for a new book on the Gospel of John. In the fall we will begin to workshop our new script for 2016 which is from the book of Luke. We believe that that changing our script every five years and adapting our current script each year is important to keep the message fresh for both our actors and our audiences.

Property Report



A number of upgrades have taken place this past year. Some of the more costly ones included upgrading the electricity at the campground along with adding more camping locations. The main gates into the amphitheatre were installed and the crosses were replaced. We were finally able to fix the set wall roof (thanks to our Sustainability Fund) and this has also given us more acting space on top of the set wall.



This past year we were also able to negotiate the purchase of the lot along the highway where our Passion Play sign is located. This purchase will allow us to build an attractive entry into the Passion Play site as well as improving our traffic flow.

In the fall we finalized the sale of the ski lift. The sale will see the lift removed at the buyers expense and it also will provide us with some revenue to help us with our expenses this coming season.



Awards and Reviews

In 2013 the Passion Play was awarded the Travel Alberta Alto Award in the Pride of Alberta category. In 2014 the American Bus Association selected the Passion Play as one of the Top 100 Events in North America and in the same year Trip Advisor awarded the Passion Play and Award of Excellence. In 2015 the Alberta Chambers of Commerce presented our Passion Play with the Business of Distinction award in Arts and Culture. These awards are an ongoing indication that the Canadian Badlands Passion Play is recognized as a quality attraction.



Executive Director's Report

The 2014 season of the Passion Play had a great many highlights and challenges. This was our first test of a three weekend performance run and although it did not yield the attendance and ticket revenue we were hoping for the third weekend ended up saving our ticket sales budget. Even with a cancelled rain show on the final Friday we still had 3700 people attend on Saturday and Sunday. From our survey we learned that

	2009	2010	2011	2012	2013	2014
Preview			431	394	1419	857
1st Thursday					764	1203
1st Friday	1623	1435	1663	1283	896	1052
1st Saturday	2286	2078	2275	601	1836	
1st Sunday	2021	1819	2308	1877	1400	
						<i>Fri. 2</i>
2nd Thursday			1267	1729	1002	1426
2nd Friday	1795	1789	1208	1405	1198	1871
2nd Saturday	2385	2626	2556	2637	2145	1115
2nd Sunday	1925	2456	2332	2077	1767	
						<i>Fri. 3</i>
						<i>Sat. 3</i>
						<i>Sun. 3</i>
TOTAL	12035	12203	14040	12003	12427	11309

75% of them could only have attended that weekend so without the third weekend we would have been in great difficulty. In light of this reality the board has decided to run with three weekends again in 2015.

From our annual survey we also discovered that 98% of the people responding would recommend the Passion Play to their family and friends. This extremely high referral rate is also reflected in our Trip Advisor reviews where over 95% of the people give the Passion Play 5 stars.



This year we worked with Crossroads TV and Chelsea Road Pictures to create a TV docudrama called Daughters of Eve. Our volunteer actors had a great time together and the Passion Play received a financial benefit. This initiative has increased our national and international profile as a theatre company, increased our marketing possibilities exponentially, and has started what is proving to be a long term relationship of partnering to producing faith based film and TV projects on our site.

Marketing Report



An outside marketing agency was hired this past year to assist us with our marketing plans. The challenge was to fill up the third weekend and a campaign was launched that included radio, TV, newspapers, magazines, trade shows and social media. Online engagement through social media networks played a significant role in communicating our message and our facebook page grew to 2500 fans. 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.