

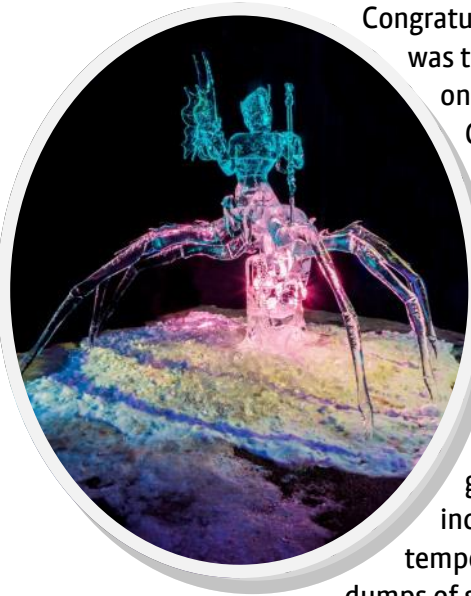
The Chainsaw & Chisel - 2018



INTERNATIONAL ICE CARVING COMPETITION THE BAISAS BROTHERS WIN 1ST PLACE & PEOPLE'S CHOICE!

Congratulations to Ross & Antonio Baisas for their incredible ice carving called *Alliance*. This was their first time competing at the International Ice Carving Competition at Boardwalk Ice on Whyte. The Baisas Brothers first place win gives them a guaranteed berth at the 2019 Canada Cup of Ice Carving in Edmonton.

Ice European, Samuel Girault of France and Michal Mizula of Poland, won 2nd Place for *Magic*. Team Sakha, Egor Stepanov and Alexey Andreev of the Republic of Sakha in Russia, won 3rd place and Artists Choice for *Talking to the Moon*.



As 1 of only 3 International Ice Carving Competitions in Canada, Boardwalk Ice on Whyte was thrilled to host 8 teams of highly talented ice carving artists from around the world. By presenting the International Ice Carving Competition as an art gallery in a giant tent, the artists were able challenge their own creative skills and present incredibly detailed ice sculptures that were protected from the elements. Our very cold temperatures meant the carvings didn't melt this year, however, the sun and the huge dumps of snow would have damaged the carvings. The artists were very pleased with this change and visitors were able to enjoy the intricate works of art that remained in pristine condition for the duration of the Festival.

2018 - A YEAR OF BOLD & INNOVATIVE CHANGE

2018 launched a new era of innovation for Boardwalk Ice on Whyte. It began with a three-year named partnership with Boardwalk Communities, coupled with the opportunity to return to Whyte Avenue and showcase the International Ice Carving Competition in a giant tent.

This change launched strong partnerships with local businesses and shifted the target demographic of attendees to match the visitors who come to the tourist destination of Old Strathcona.

In keeping with the innovative change Boardwalk Ice on Whyte developed and piloted the Complete Your Old Strathcona Experience in partnership with GoAsAGroup. The Complete Your Old Strathcona Experience created the connection from the visitor to the local businesses and their unique products and experiences. The first year pilot was successful as 1% of visitors purchased discount vouchers offered by 11 businesses and enjoyed dining and entertainment in Old Strathcona.



3rd Place : *Talking to the Moon*
by Team Sakha
Egor Stepanov & Alexey Andreev
from the Republic of Sakha, Russia



2nd Place : *Magic* by Ice European
Samuel Girault from France
Michal Mizula from Poland

1ST ANNUAL ICE BAR



The beautifully carved and lit Ice Bar showcased locally brewed and distilled beverages with daily feature drinks from partners, Situation Brewing, Rig Hand Craft Distillery, Hansen Distiller and Strathcona Spirits. Visitors enjoyed the delicious beverages served up by Beercade bartenders in the warmth of the Ice Bar tent.

4TH ANNUAL STEW OFF

The 4th Whiskey Stew Off was hosted by El Cortez on February 4th. Four local chefs from the Royal Glenora Club, Have Mercy, the Fairmont Hotel Macdonald and Meat used ingredients sponsored by the Little Potato Company and Hansen Distillery and added their own ingredients and flair to compete for top prize. Congratulations to the Royal Glenora Club for winning 1st Place and Meat for People's Choice.



ICE CARVING LESSONS



Visitors had the chance to bring out their inner ice carver at a variety of ice carving programs - the L'il Chipper ice carving lessons for children on weekend days, the new Big Chipper ice carving lessons for grown ups in the evenings, the Metro Continuing Education *Introduction to Ice Carving* class and the L'il Chipper weekday school programs.

The igloo was filled with creative energy and the sound of chisels scraping and carving small ice blocks into works of art during the hourly L'il and Big Chipper classes. The *Introduction to Ice Carving* class was more advanced and enjoyed by local artists looking to try something new as well as individuals who came out to try their hand at this unique art-form.

The weekday school program continues to be filled to capacity with students ranging in age from pre-school to adult ESL classes. Boardwalk Ice on Whyte local ice carving artists also created small ice carvings for the students to show them how the big blocks of ice are carved into sculptures. This year, 720 students from 18 schools and Ronald McDonald House participated in the L'il Chipper School program.

Creating future ice carvers is a joy for the Ice on Whyte Festival Society and fulfills our mandate to to advance education by providing instructional classes in ice carving and sand carving to the public.



SCIP INTERNSHIPS

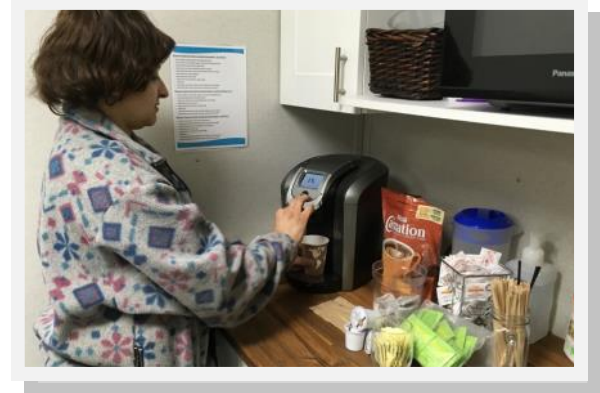


In 2018, we shifted our Serving Communities Internship Program (SCiP) internships to match learning experiences at the Festival and more closely with the student's programs. We had two teams working with us this year: The Tourism Growth Project interns, and the Ice Carving interns. The Tourism Growth interns managed the Complete Your Old Strathcona Experience project including training volunteers on how to talk to festival visitors. The Ice Carving interns got hands-on experience learning to work with ice. These interns assisted with the ice carving lessons and art interpretation. We were also fortunate to hire a Volunteer Assistant intern as part of the program in 2018.

VOLUNTEERS

2018 was the coldest year on record for the Boardwalk Ice on Whyte. Despite the cold temperatures, 80 volunteers provided over 1,300 hours of service. These dedicated individuals greeted guests, shared the Complete Your Old Strathcona Experience opportunities, navigated visitors through the site and made sure the grounds were clean and safe. Volunteers worked short shifts outside and "Dining Car Moms", such as star volunteer Manal, kept the hot beverages flowing, the snack bowls filled and made sure the volunteers were warm and energized.

The ATCO Day of Caring volunteers, now called the ATCO Army by our production team, took care of the artists during the competition and worked tirelessly with our site crew to make sure the ice carving competition was exhibit ready for opening on Friday. Thank you all.



NEW PORTABLE FACILITIES



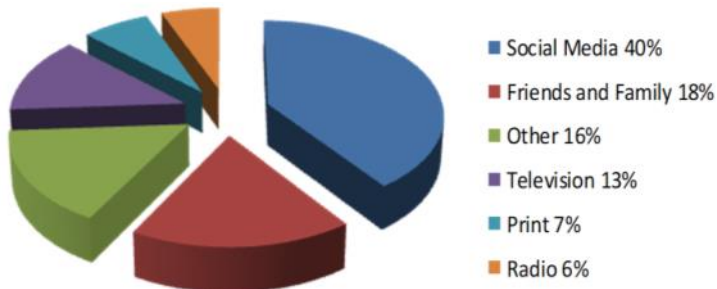
This year the production team, artists and volunteers enjoyed our new customized converted sea containers; a 20' office, a 20' tool crib and 40' dining car. These facilities were made possible through grant funding from Alberta Culture and the Edmonton Community Foundation as well as creative design and customization by CNG Containers. The production team had a safe and warm office to work on the daily operations and administration; the site crew had a place to securely store the expensive tools and equipment in the tool crib and the artists, staff and volunteers had an incredible "Dining Car" for meals and much needed warm-up breaks. Special volunteer "dining car moms" took care of the artists and volunteers snacks and hot beverages and made sure the "Dining Car" was neat and tidy. These units are a great asset for the Ice on Whyte Festival Society.

MEDIA AND MARKETING

Strong relationships with media partners; CTV, Rogers Radio, Metro Edmonton, Where Edmonton, Pattison Outdoor, Edmonton Tourism and Travel Alberta reached the target audience. Social media audiences grew substantially on Facebook, Twitter and Instagram through our own channels and influences who engaged visitors to share their stories and photos. Thank you to Edmonton, Alberta, Canada and International Media for telling the Boardwalk Ice on Whyte story.

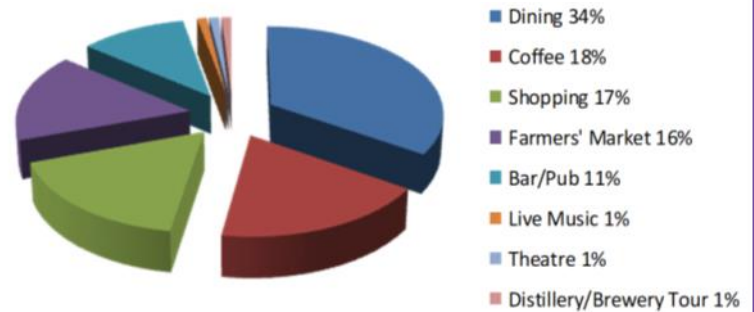
VISITOR SURVEY RESULTS

How visitors heard about Boardwalk Ice on Whyte

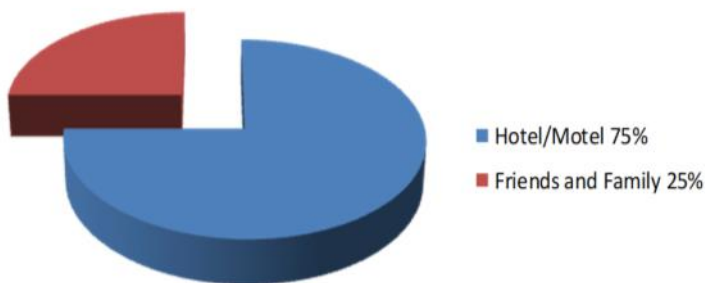


Other: Sponsor marketing, live in the area, drove/walked by, online search

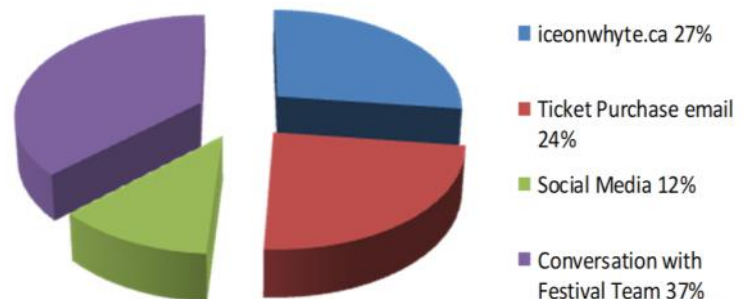
What else visitors did in Old Strathcona



23% of out of town visitors, 40% stayed overnight



Visitors who purchased Old Strathcona Experience vouchers heard about it from



SUCCESSES AND LEARNING

With bold and innovative change came great success and learning. We know that moving to Whyte Avenue was the right decision. Being in the heart of Old Strathcona gave visitors the opportunity to experience this great tourist destination and businesses the chance to show off their unique products and services. Presenting the International Ice Carving Competition in a tent was absolutely the best way to go. The artists were able to create intricate carvings that were safe from the elements and visitors enjoyed an ice carving gallery that is only available in 3 places in Canada (Boardwalk Ice on Whyte, Ice Magic in Lake Louise and Winterlude in Ottawa). The visitor survey told us that guests would definitely participate in the Complete Your Old Strathcona Experience and our plans are to continue to grow this with local businesses by making it easier for visitors to participate in the future. We are looking forward to hosting the Canada Cup of Ice Carving in 2019!

THANK YOU

Boardwalk Ice on Whyte is possible because of the support from our incredible sponsors, suppliers, media and marketing partners, the Complete Your Old Strathcona Experience businesses, the talented artists, and the dedication of staff, SCiP interns and volunteers. Thank you to everyone who contributed to the success of the 2018 Boardwalk Ice on Whyte.

Production Team: Producer - Wanda Bornn, Development and Intern Manager - Jill Roszell, Site Manager - Gordon Shepherd, Volunteer Coordinator - Candice Stollery, School Program Coordinator - Kim Galarneau, Site Crew Artists - Cliff Vacheresse and Mark Berge, Bar Manager - Rob Stack, Site Crew and Technical Coordinator - Bruce Barss, Visitors Services Coordinator - Mari Benoit, Marketing and Social Media - Courtney Sidders and Lincoln Ho. A special thank you to our SCiP interns and cashiers.



Artists and Judges

Back Row: Ikuo Kanbayashi - Lead Judge; Samuel Girault - France; Michal Mizula - Poland; Antonio Baisas - Canada/Philippines; Alexey Andreev - Republic of Sakha, Russia; Ross Baisas - Canada/Philippines; Egor Stepanov - Republic of Sakha, Russia; Tek Bahadur Roka - Nepal; Roman Petrov - Republic of Sakha, Russia; Edith van de Wetering - Netherlands.
Front Row: Eileen Heidler - Judge; Kim Fjordbotten - Judge; Kee Gawah - Malaysia; Julio Martinez - Mexico; Fedor Markov - Republic of Sakha; Wilfred Stijger - Netherlands; Wanda Bornn - Producer. Missing from photo: Scott Harrison - Alberta; Steve Buzak - Alberta; Ryan Hill - Quebec.

ICE ON WHYTE FESTIVAL SOCIETY

The Ice on Whyte Festival Society is a registered charity that produces Boardwalk Ice on Whyte and Boardwalk Sand on Whyte in Edmonton as well as the Ice on Whyte in Your Town program in communities across Alberta.

Please contact us for more information about our programs and services.

PARTNERS



THANK-YOU TO ALL OF OUR MEDIA AND MARKETING PARTNERS FOR SHARING THE BOARDWALK ICE ON WHYTE STORY AND PROMOTING THE FESTIVAL!



COMPLETE YOUR OLD STRATHCONA EXPERIENCE!



L'IL CHIPPERS

6 to 14 yrs old | 30 students per class



BUILT WITH THE SUPPORT OF MANY LOCAL, COMMUNITY-MINDED BUSINESSES.



SUPPORTED BY PROVINCIAL AND MUNICIPAL GRANT FUNDING AGENCIES.

