



General Manager Report - Presented by Jaimee Jarvie - October 21, 2025

2025 Festival Overview

- **Registrations:** 846
- **Participants:** 2,791
- **Teachers:** 110

To put the size of our festival into perspective, here are the 2025 registration numbers for leading music festivals across Alberta:

- **Edmonton:** 1,331
- **Fort McMurray:** 991
- **Calgary Performing Arts Festival:** 913
- **Lethbridge and District Music and Speech Arts Festival (LethMSF):** 846

The 2025 LethMSF hosted 14 world-class adjudicators, and feedback from students, parents, and teachers was overwhelmingly positive. Students reported feeling supported, educated, and encouraged throughout their festival experience.

2025 Adjudicators

- **Junior Piano:** Teresa Pitcher Allred
- **Composition:** Jordan Berg
- **Handbells:** Carol Bergum
- **Junior Classical Voice:** Joanne Collier
- **Guitar:** Brett Gunther
- **Contemporary Voice:** Lauren Ireland
- **Accordion:** Maureen Jarosh
- **Choral:** Dr. Jennifer Lang
- **Band & Instrumental:** Ross McIntyre
- **Speech:** Jennifer Orr
- **Strings & Chamber Music:** Dr. Vladimir Rufino
- **Senior Piano:** Dr. Jamie Syer
- **Senior Classical Voice:** John Tessier
- **Musical Theatre:** Andrea Timmons

The adjudicators expressed appreciation for the hospitality and professionalism provided by the LethMSF. Many commented that Lethbridge is one of their favourite festivals due to the thoughtful touches such as:

- Personalized welcome baskets with hand-made/hand-written thank you cards
- Delivered lunches at each venue
- Well-stocked hospitality suites with snacks and beverages

These gestures go a long way in creating a positive, professional environment for adjudicators and volunteers alike.

Red Carpet Awards Night

Our second annual Red-Carpet Awards Night was a resounding success.

A heartfelt thank you to Stringam Law for sponsoring the event, and to Strudelbrand for creating a stunning atmosphere with a true red-carpet experience and professional photography.

This year's ceremony had a vibrant, celebratory energy from the moment guests entered the venue. The addition of Golden Ticket prizes added an engaging and fun element for young attendees as they waited for the program to begin.

More than 500 award recipients and guests gathered to celebrate the achievements of our talented young performers. Congratulations to all award winners!

Provincial Music Festival

Lethbridge had over 40 representatives recommended to the 2025 Alberta Provincial Music Festival, many placed at the festival, and they represented Lethbridge with professionalism, kindness, and grace.

Acknowledgements

I extend my heartfelt gratitude to our dedicated volunteers, whose invaluable contributions are essential to the successful execution of our festival.

My sincere thanks also go to Strudelbrand for their unwavering support, generous donation of time, and countless hours of editing, as well as the red carpet that adds a touch of glamour to our festival. Their creative expertise has significantly enhanced our visibility within Lethbridge and helped maintain the festival's relevance and cultural appeal.

I am grateful to our Board of Directors, whose collaboration and commitment were instrumental in delivering one of the most successful LethMSFs to date. I am grateful for the support and for the opportunity to work with the Board for another contract term.

Thank you all for helping bring this vision to life.

Festival Growth Metrics Table (2023–2025)

Year	Registrations	% Change	Participants	% Change	Teachers	% Change
2023	642	—	2,484	—	98	—
2024	648	+0.9%	2,465	-0.8%	101	+3.1%
2025	846	+30.5%	2,791	+13.2%	110	+8.9%