



EJCA
エドモントン
日本文化協会

Edmonton Japanese Community Association

Natsu Matsuri

夏祭り





Purpose of the Natsu Matsuri

Goal:

Increase the awareness of Japanese culture by providing a Natsu Matsuri experience for people in the greater Edmonton area. All to enjoy the event!!

Audience:

- EJCA members and potential members
- Argyll Community League(our partner)
- Edmonton Japanese Community School
- Other friends and families interested in Japanese culture
- Visitors from Japan (student volunteers)

Objectives:

To provide a traditional Natsu Matsuri atmosphere of Japan.

- Bon-odori (traditional festival dance);
- Traditional food and drinks;
- Children's activities associated with Natsu Matsuri;
- Dress-up in Yukata (traditional summer wear); and
- Demonstration of Japanese culture by EJCA clubs & others
- Kids and small items Shops.

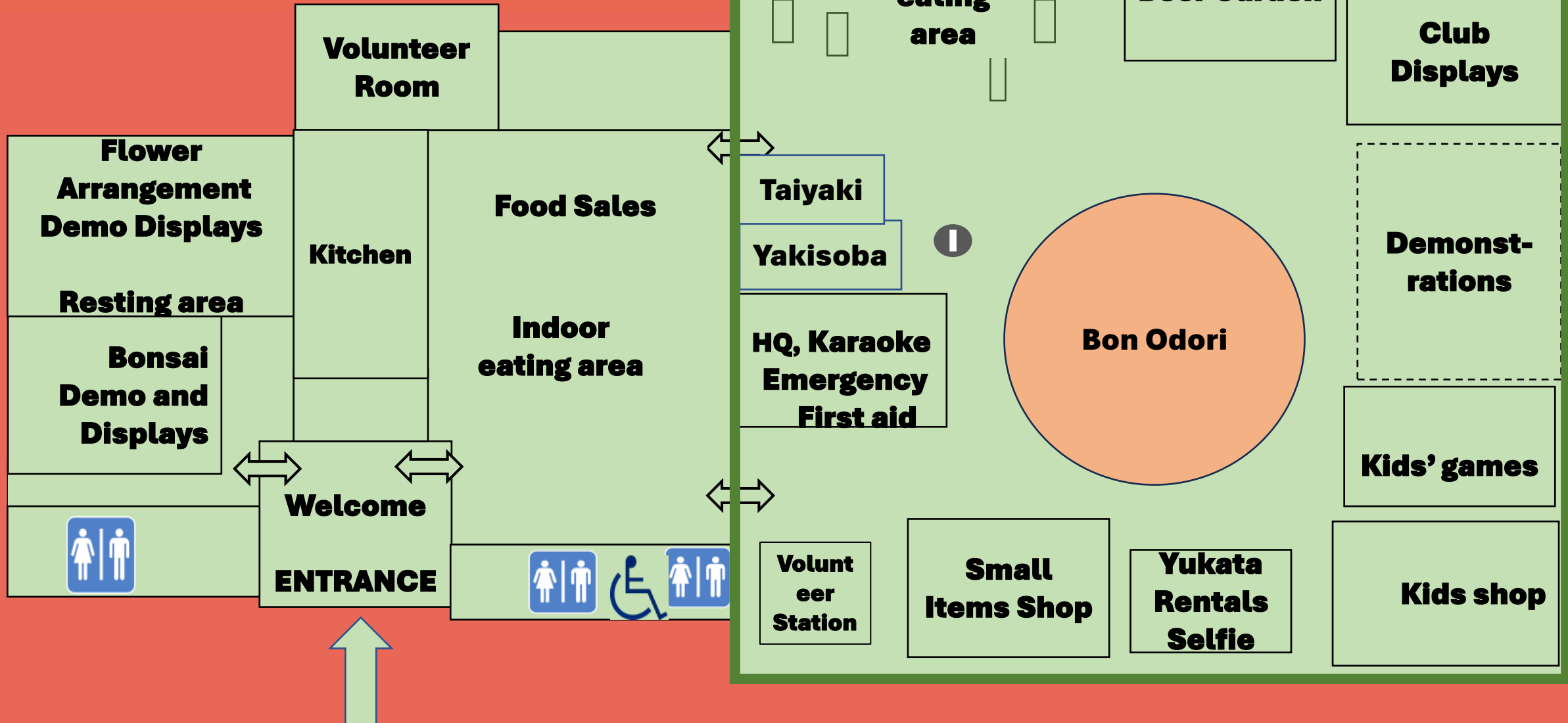


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Location Map

Outdoor Park

Indoor – EJCA Centre





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Natsu Matsuri Data

Indoor/Outdoor activities - 2016, 2017, 2018, 2019

No Natsu Matsuri in 2020 – 2022

Indoor activities only - Impacted by smoky air – 2023

	Average/year	Notes
Preparation period	5 months	
Guests	900 – 1,100	2023: 800 guests - avoided congestion by registration
Volunteers	120 - 150	Members and non-members
Committee members	12 - 14	
Expenses	\$10,000	
Profit	-	No profit was expected
Event time/date	2 pm to 8 pm	July 2nd or 3rd Saturday



Future Wish Lists

- Larger venue** → **More people to join the event, open to public**
- Indoor venue** → **Weather is not an issue**
- More Natsu Matsuri feature** → **More “Japanese” festival equipment such as Omikoshi**
- Coordination with other Japan related businesses and groups** → **Resource and ideas, ...**



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Thank you

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