
CITY OF KELOWNA
MEMORANDUM

Date: November 20, 2001
File No.: 0230-20
To: City Manager
From: Acting Cultural Services Manager
Subject: **Arts and Cultural Advisory Committee and the Festival Fund**

RECOMMENDATION:

THAT the Kelowna City Council continue to support the Festival Fund as administered by the Arts and Cultural Advisory Committee (ACAC),

AND THAT the unspent budget from 2001 and future years, be reserved in the Festivals and Community Celebrations Reserve Account,

AND THAT the annual distribution of the Festival Fund for 2002-2005 be;

- \$40,000 to Festivals and Community Celebrations Reserve Account,
- \$60,000 to support applications for festivals as per the ACAC Terms of Reference,

AND THAT Council authorize staff to submit a proposal to host the BC Festival of the Arts in Kelowna in 2005, as a component of the City of Kelowna's 100th Birthday Celebrations;

AND THAT the Festival Fund Reserve Account be used to fund the BC Festival of the Arts in the amount of \$120,000 in 2005,

AND THAT the ACAC, in collaboration with the Cultural District Alliance steering committee, be directed to create a Request for Proposal to establish a major **"Signature Festival"** for the inaugural year 2004, to be partially funded from the Festivals and Community Celebrations Reserve Account,

AND THAT Council approve the revised Terms of Reference for the Arts and Cultural Advisory Committee as attached to the report dated November 12, 2001 from the Acting Cultural Services Manager,

AND THAT Council appoint the following individuals to the ACAC for a one-year term starting January 1, 2002;

- Mr. Randy Leslie, Executive Director, Rotary Centre for the Arts
- Mr. Robert Metcalfe, Artistic Director, Sunshine Theatre
- Ms. Young-Mi Snyder, General Manager, Okanagan Symphony
- Ms. Linda Sawchyn, Curator, Kelowna Art Gallery

AND FURTHER THAT the ACAC be authorized to approve grants up to \$10,000 from the Festivals Fund, with grants over \$10,000 continuing to be recommended to Council.

BACKGROUND:

The introduction on the Terms of Reference for the ACAC states;

Council of the City of Kelowna wishes to develop the City's arts and cultural activities to enhance the quality of life of its citizens and visitors, and to diversify Kelowna's tourism industry through the development of a cultural tourism district.

The Arts & Cultural Advisory Committee was formed to advise Council on a wide range of cultural policies, issues and initiatives, and to administer the City's Festivals Fund and Cultural Tourism Marketing Fund.

The Arts & Cultural Advisory Committee is a **select committee** of Council. (Sec. 238 LGA)

The ACAC has recently examined their Terms of Reference and related procedures, and wish to develop strategic plans and make administration procedure changes. Also, the Festival Fund was established in 1999 to provide money to assist arts and cultural organizations in Kelowna to host events/festivals. One of the major objectives of the Festival Fund is to assist in establishing festivals that are sufficient in size, scope and attraction to have a positive impact on cultural tourism. Council had requested a status report after the initial three-year period.

DISCUSSION:

The following chart illustrates the activity of the ACAC regarding the Festival Fund;

| ORGANIZATION | 1999 | 2000 | 2001 | TOTAL |
|-----------------------------------------|-----------------|-----------------|-----------------|------------------|
| Film Festival | | \$4,200 | \$2,500 | \$6,700 |
| Culinary Arts Festival | | 9,275 | 9,275 | 18,550 |
| Endangered Wildlife | | 3,600 | | 3,600 |
| Clay Festival | | 8,000 | | 8,000 |
| O-Zone Festival; Shakespeare Kelowna | | | 3,000 | 3,000 |
| Sunshine Theatre; Comedy Festival | | | 29,000 | 29,000 |
| Kasugai; Festival Japan | | | 8,560 | 8,560 |
| OTISSS | | | 18,000 | 18,000 |
| TOTAL FUNDS SPENT | 0 | 25,075 | 70,335 | 95,410 |
| TOTAL BUDGETED FUNDS | 34,000 | 67,000 | 100,000 | 201,000 |
| TOTAL UNSPENT BUDGET | \$34,000 | \$41,925 | \$29,665 | \$105,590 |

In addition to the eight organizations who have been awarded a Festival Fund grant, there were four applications for a value of \$23,000, that were not approved.

The difficulties and challenges for the ACAC relative to the Festival Fund include:

- awareness of the Festival Fund by the arts and cultural community

- individual goals/objectives of groups matching the Terms of Reference
- re-acting to the applications from the arts and cultural community
- creating a pro-active plan for establishing new and larger festivals

The recommendations in this report do address the above noted difficulties and challenges;

- the unspent funds are reserved for large, comprehensive festivals in the future,
- the representation on the committee is expanded to increase the ability to establish marketing plans and carry out the work of the ACAC,
- the committee can react more quickly to emerging festivals and applications,

The BC Festival of the Arts Society would normally not accept proposals for the 2005 festival until 2003. Since Kelowna wishes to initiate some planning for celebrations now for the 100th Birthday in 2005, The BC Festival of the Arts Society has given special consideration to the City of Kelowna, and has requested that we submit our proposal by June of 2002.

The ACAC considered the recommendations and issues contained in this report during a special meeting held on Tuesday, October 30, 2001, and the committee has endorsed these recommendations.

JWR Oddleifson
Acting Cultural Services Manager

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Cc Acting Director of Parks and Leisure Services
 Financial Planning and Systems Manager

attachement