



PARKS ALIVE!



Final Report – 2001 Entertainment Program

November 27th, 2001

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Coordinator, Parks Alive!



Feedback From The Performers



“I was happy to see the mix of local and outside entertainment. There are many amazing performers in Kelowna and we should always remember that everyone deserves a chance to be heard.”

(Jane Eamon, “Solace”)

.... Parks Alive! is a well-run, great gig!”

(Mark Sadlowski, “Grateful Dads”)

“It’s a great thing that you’re doing keeping the parks fun and enjoyable. Keep up the good work!” (Uncle Chris the Clown)

“I think Parks Alive! is a wonderful offering to the City – People looked so peaceful as they watched the programs. “Free” is good and gives locals a chance to perform”.

(Karen Wakal, “Brightside Cloggers”)

“I enjoyed Parks Alive! all summer and looked forward to hearing a lot of musical acts.

**My performance experience was a blast and
I hope to participate again next year – Thanks!” (Carolyn Anele)**

“I commend Parks Alive! for its growth over the years, for the variety of performances and the good balancing act between professional and amateur performers. Above all, I have appreciated the quality and commitment of the cheerful and competent staff people who bring it all together and make it happen... Keep up the good work!”

(Al Mann, “Al Mann’s Dixieland Band / Dreamland Dance Band)

Summary Report

Parks Alive! 2001 Entertainment Program

Background

Parks Alive! has been programming live entertainment in Kelowna's community parks since 1997. With its roots in crime prevention, the program grew out of the successful, volunteer-driven "Kelowna Pride" program that started producing family entertainment in Kerry Park two days a week in 1989. A merge of the two programs in 1998, combining program elements, and hiring a full-time Coordinator helped Parks Alive! develop into the successful, arts-oriented program it is today.

In 2000, the City of Kelowna committed additional financial support to Parks Alive! to assist the program with its continued expansion. Proposed plans included:

1. Developing more pro-active, youth-oriented events
2. Extending the length of the programming season to include development of new events and/or partnerships with existing community events held in traditional "shoulder-seasons"
3. Expanding arts-based programming into additional community parks

The 2001 Program

Parks Alive! successfully implemented the above noted expansion plans into the 2001 Entertainment Season. We expanded our program by forging *eight* new community partnerships, holding concerts and activities in *two* additional parks, and creating *eight* new or revised program elements to enhance the existing series. We conservatively estimate that over 50,000 people experienced some aspect of the Parks Alive! this year during the forty plus events we produced.

In addition to the established weekly series comprised of the "Canadian Springs Wednesday Night Showcase" and the "DKA Theme Weekends", Parks Alive! presented new or enhanced activities like:

- **"Canada Day Concert Family Stage"** – A **new** stage of family entertainment was added to the Canada Day festival in Waterfront Park's Rhapsody Plaza, complimenting the existing live entertainment schedule on the Island Stage.
- **"Busker Program"** – An **expanded** program that covered *five* days of the week and *ten* hours in the day, from June to September throughout Kelowna's downtown core and waterfront. Artists hailed from Kelowna, the Okanagan Valley and across Canada. This represented an addition of three days a week and six hours a day over the original Busker program introduced in 2000.



"D.J. Fridays" - Ben Lee Park

- **"Just for Kids' Sundays"** – This **revised** Sunday program, replacing the "Family Sundays" of previous years, was an activity program directed toward children and featured some of B.C.'s funniest children's entertainers each week.
- **"D.J. Fridays"** – A **new** music-based program directed toward youth and held each Friday evening in Ben Lee Park. Activities also included mentor-driven workshops and a sports recreation component. Special events included a youth showcase featuring live bands, a football clinic with CFL veteran Jay Christensen, and free Tae Kwon Do demonstrations and workshops.

(cont.)

- **“Kasugai Gardens Cultural Program”** – A **new** element featuring cultural programming around Asian arts & crafts, music and martial arts in Kelowna’s Kasugai Japanese Garden each Saturday afternoon in July and August. Special events included weekly craft workshops, a visit by a Japanese youth delegation, and martial arts demonstrations.
- **“Wynonna in Kelowna”** – A **new** element featuring Grammy Award winning, recording artist Wynonna Judd in a ticketed concert in City Park. This event was a partnership between concert producer Deborah J Cameron and Parks Alive! and generated tremendous publicity for the Parks Alive! program, as well as revenue for the 2002 program.



“Wynonna Judd”
City Park

In addition to creating new events in new parks, Parks Alive! sought partnerships with existing organizations as a means of encouraging new events in Kelowna and enhancing the caliber of events currently being presented. Our role varied from venue coordination and promotion, to programming a complete entertainment schedule. In some cases, Parks Alive! also provided guidance to groups looking to produce concerts on their own. For example, *Musikkapelle*, the official band of Leavenworth, Washington, contacted Parks Alive! for help on presenting a free concert in June as they passed through our area. In another instance, *The Mozart Festival Society* asked Parks Alive! to assist with venue coordination and promotion for their free concert in Kerry Park in July.

Additional partnerships included:

The Ben Lee Park Society - Parks Alive! programmed a portion of activities at the skatepark for the Grand Opening of Ben Lee Park in June

Kelowna Regatta Society - Parks Alive! produced eight hours of entertainment, including an adult-oriented concert on Saturday evening and family entertainment on Sunday afternoon, as well as recommended artists and production services, and assisted with event promotion.



Kelowna Dragon Boat
Festival, Waterfront Park

“Kelowna Dragon Boat Festival” – Parks Alive! produced three days of live entertainment on the Island Stage in Waterfront Park in September, featuring some of the Okanagan’s finest, professional performers. This partnership was terrific because it both exposed the Parks Alive! program to over 25,000 participants, visitors and residents, as well as expanded the range of festival activities during the three day event.

Okanagan Songwriter’s Showcases – Working with the producer of this successful showcase series, Parks Alive! presented two concerts highlighting local artists performing original works – the first during the Wednesday Night Showcase series, and the second, a showcase for youth, during the D.J. Friday’s program at Ben Lee Park.

During the 2001 season, Parks Alive! featured a greater number of professional, established artists alongside local, developing performers. As a result, we achieved the following:

1. We raised the caliber of the Parks Alive! program.
2. We created greater interest in the program from residents and visitors alike.
3. We contributed to cultural tourism.
4. We increased attendance at our events, thereby increasing the positive energy in the parks and downtown core.

(cont.)

5. We created mentor opportunities for performers

Among the professional performers we presented this summer were local Juno nominees *The Cruzeros*, Australian folk singer *Penelope Swales* on tour in Canada, Award-winning Vancouver world beat artists *Cordes en Folie*, children's performer *Jim Raddysh* from Vancouver Island, folk singer *Felix Possak* from Alberta, blues artist *Rita Chiarelli* from Ontario, and professional Elvis impersonator *Elvis Gold – Wally Tiemer* from Vancouver.



"Felix Possak"
Kernu Park

The Results

The Parks Alive! program has been very successful in reaching many people over the years. Our formula for success has been simple – *offer something for everyone*. As a result, we continue to receive feedback that reinforces our belief in the significant, positive impact that Parks Alive! is having on this community and others. For example, we heard:

- Residents talking about the safe, family-friendly environment in the parks and the downtown core
- Visitors marveling at the liveliness of the waterfront and downtown during the summer
- Municipal representatives across the province seeking information on how to implement similar programs in their community (i.e. Penticton, New Westminster, Williams Lake, Campbell River)
- Residents calling about upcoming events to help plan their out-of-town guests' visits
- Youth asking "when is that cool D.J. program happening again?"
- Members of the business community talking about the increased "foot traffic" in the businesses near event venues
- Parents and grandparents thanking Parks Alive! staff for offering more free activities for kids
- Residents requesting us to "bring Parks Alive! to the park in my neighborhood"

Expansion for 2002

In looking to the future, Parks Alive! will continue to explore new event partnerships, as well as bring activities to new parks.

Proposed expansions for 2002 include:

- A weekly concert series in Ben Lee Park for Seniors and young families



Youth Volunteers
Kasugai Garden

- A "rotating" weekly series of acoustic concerts held in select parks throughout Kelowna (i.e. Glenmore, Mission)
- An expanded youth activity program for Ben Lee Park produced in conjunction with the Boys & Girls Club of Kelowna and its Youth Outreach Program
- An expanded Kasugai Gardens Cultural Activity series in partnership with the Kelowna Kasugai Society
- A renewed focus on encouraging local artisans, crafters, and farmers to display and sell their wares in the parks. (i.e. through a new Farmer's Market produced in conjunction with the Downtown Kelowna Association)

- A partnership with the Okanagan Thompson International Sculpture Symposium

APPENDIX

1. 2001 Budget Report
2. “Goals to Actual” Comparison for Parks Alive! 2001 Event Season
3. 2001 Sponsorship Status Report
4. Community Partnerships Chart
5. Samples of media coverage
6. Letters of support



Parks Alive!
2001 Budget Report

Revenues

HRDC	\$36,000	
DKA	\$3,000	
Miscellaneous Donations	\$8,680	
Sponsorship	\$8,000	
Grants	\$4,826	
Yellow Tent Crafter's Marketplace	\$297	
Ticketed Concert Series	<u>\$7,227</u>	
Total Revenue		\$68,030

Expenses

Advertising & Promotions	-\$5,180	
Entertainment	-\$33,477	
Communications	-\$5,154	
Commitment for 2002	-\$14,670	
Consumable Supplies	-\$4,040	
Purchased Services	-\$4,707	
Rent & parking	-\$2,792	
Sound & Light Rentals	-\$28,457	
Wages	-\$55,053	
Total Expenses	<u>-\$153,530</u>	
		<u>-\$85,500</u>
Budget (City)		<u>\$85,500</u>

Note:

Goods & Services in Kind	\$16,506
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Parks Alive! 2001

"Goals to Actual" Comparison for 2001 Entertainment Season Events

Goal	Proposed	Actual
Evening Family Concerts (Ben Lee Park)	8	1
Wednesday Evening Showcase Concerts (Waterfront Park)	9	8 ^A
Theme Weekend Evening Concerts (Friday and Saturday)	16	16 ^B
Major Cultural Events (Blues Fest, Celtic Fest, ticketed concert)	3	2 ^C
Youth Events and Concert Series (Ben Lee Park)	8	9
Children's Activities (Waterfront Park)	1	6 ^D
Craft Displays (Yellow Tent Program)	16	16
Arts & Crafts Fair / Farmer's Market	1	0
Busker Style Entertainment	24	50 ^E
Peak Season Event Partnerships (in addition to weekly series)	3	5 ^F
Shoulder Season Event partnerships	3	5
Saturday Afternoon Activity Series	0	7
Total:	92	125

Key:

A - one rain-out

B - one rain-out; 17 events scheduled

C - Blues Fest, Wynonna concert

D - new children's program - Just for Kid's Sundays

E - represents number of days Buskers were able to perform

F - Canada Day, Mozart Society, Regatta, DKA, Deborah J Cameron

DKA Christmas Light-up

**Parks Alive! 2001
Sponsorship**

CASH SUPPORT

Blue Gator Bar & Grill	\$ 800.00
Canadian Springs Water Company	\$ 2,000.00
Deborah J Cameron / Parks and Recreation	\$ 1,266.00
Downtown Kelowna Association	\$ 3,000.00
Kelowna Dragon Boat Festival	\$ 1,000.00
Telus	\$ 6,000.00
sub-total	\$14,066.00

HARD CONTRA (reduction of an actual expense)

Best Western Inn - Kelowna	\$ 1,000.00
DKA - insurance coverage	\$ 1,000.00
PJS Sound Systems	\$ 3,000.00
S/W Audio Visual	\$ 1,000.00
S/W Audio Visual - credit for 2002 program	\$ 600.00
Sandman Inn	\$ 150.00
Vancouver Musician's Association - Musician Performance Trust Funds	\$ 821.00
sub-total	\$ 7,571.00

SOFT CONTRA (reduction of a potential expense)

BC Trailer - trailer rental for Rutland May Days parade	\$ 285.00
Canadian Springs Water Company	\$ 525.00
Canadian Waste Company - dumpster rental	\$ 250.00
CBC Radio - Theme Weekend Hosts	priceless!
Cultural Insert in Okanagan Life - ACAC subsidy	\$ 500.00
Deborah J Cameron - 30 pairs of Wynonna tickets	\$ 2,100.00
EVENT! Magazine - 1/4 page BluesFest ad	\$ 275.00
EVENT! Magazine - 4 banner ads	\$ 435.00
Kelowna Hostesses volunteers	priceless!
McCurdy Corners Bowling Centre - gift certificates	\$ 250.00
Mediacom - bus benches x10	\$ 535.00
OV63 / Power 104 - BluesFest ad campaign	\$ 1,500.00
OV63 / Power 104 - weekly spots	\$ 600.00
Parks Department - 16'x20 street banner	\$ 700.00
Parks Department - Cultural District Banner Program	\$ 855.00
Sun-Rype - product for National Kid's Day	\$ 125.00
Telus Community Volunteers	priceless!
Westjet Airlines	\$ 1,000.00
sub-total	\$ 8,935.00

Total value of all sponsorship: \$30, 572.00

Community Partnerships

	Organization	Event	Month
1	Kelowna Art Gallery / Ki-low-na Friendship Society	National Kids Day	June
	R.C.M.P. D.A.R.E. program / Kokanee Gymnastics		
	Transit / Child Deve. Centre		
2	Ben Lee Park Society	Grand Opening - Ben Lee Park	June
3	Musikkapelle, Leavenworth, WA.	free concert in Kerry Park	June
6	Canada Day Festival	Canada Day	July
4	Mozart Society	evening concert	July
5	Mozart Society	lunch concert	July
6	Multicultural Society	"Multicultural Night"	July
7	Kelvern Society	"Celtic Nights"	July
8	International Regatta Society	Saturday evening concert	July
9	International Regatta Society	Sunday afternoon children's concert	July
10	Downtown Kelowna Association	Mardi Gras concert	July
11	Okanagan Mission Lions Club	Kick-off concert	July
12	Westbank Country Opry	Kickin' Country	July
13	Okanagan Songwriter's Association	"Songwriter's Showcase"	August
14	DKA / CNIB / OV63	Awesome August Nites	August
15	Deborah J Cameron	Wynonna In Kelowna	August
16	Okanagan Songwriter's Association	Youth Songwriter's Showcase - D.J. Fridays	August
17	Ki-low-na Friendship Society / Melanie Batoche	"First Nations Showcase"	August
18	Boys & Girls Club - Kelowna	D.J. Fridays	July/August
19	Westbank Country Opry	Country Jamboree	August
20	Okanagan Jazz & Blues Society	An Evening of Jazz	August
21	Kasugai Sister City Association / Rutland Tae	Kasugai Garden Cultural Program	July/August
	Kwon Do / Girl Guides		
22	Kelowna Dragon Boat Festival	Dragon Boat Festival	September
23	Downtown Kelowna Association	Christmas Light-Up	December

Christensen tutors youngsters with free football clinic

Jay Christensen knows a thing or two about football.

Besides being a veteran of the Canadian Football League wars, Christensen is the offensive coordinator of the Okanagan Sun of the C.J. Junior Football League.

He will pass along some of that gridiron expertise to local kids Friday, 8 p.m., at Ben Lee Park by hosting a free mini-football clinic.

The clinic is part of the DJ Fridays summer of activities being organized by Parks

Alive. "The goal of our DJ Fridays is to create a fun and safe place for kids to go," explains Donald Kunz, assistant coordinator of Parks Alive.

"By working with mentors from our community,

especially a strong role model like Jay Christensen, we hope to help kids realize there are amazing opportunities out there for them. Jay personifies what hard work and commitment, to whatever you're doing, can lead to."

A receiver during his playing days, Christensen spent a decade in the CFL, in stints with the Calgary Stampede, Edmonton Eskimos, Ottawa Roughriders and B.C. Lions, capping his career as a member of Edmonton's Grey

Cup winning squad in 1993.

Youngsters are encouraged to attend the workshop to practice their football skills and get Christensen's autograph.

For more information, call Parks Alive at 868-3307.

Wynonna concert to give fiscal boost to Parks Alive!

New park comes alive this summer

Parks Alive! is bringing its program of music and entertainment to Kelowna's newest park on Friday, July 6.

It's the first event in a summer-long series of DJ Fridays, a youth-oriented program held in Ben Lee Park in Rutland, located at the corner of Leathead and Franklin Roads.

Two bands to perform
Ben Lee Park concert

KELOWNA

THE DAILY COURIER, MONDAY, AUGUST 13, 2001

WEEKEND BLUESFEST

Parks alive with music

Local parks
come alive

Country superstar will headline Parks Alive! lineup of entertainment this summer in Kelowna's City Park

Plenty of country music at Kelowna's Ben Lee Park dance party for teens at Ben Lee Park

Reggae to blues this week at local
Parks Alive! has a
local news

PUPPET SHOW...

Youngsters enjoyed two shows from the Coloway and Pals Puppet show on the Island Stage Sunday afternoon between entertainment from magicians and musicians. It is part of the Parks Alive entertainment line-up being presented on most Sundays throughout the summer at Waterfront Park.



PAPER TIGERS...

...local kids, 11, learn how to make a paper tiger from the Island Stage Sunday afternoon at Waterfront Park. The girls used their own paper to make the tiger. The tiger is a symbol of the Parks Alive program. The girls are from Kelowna. —Kelowna's water city—water, 11.



Cover for Launch of 2001 Season



Cover for BluesFest 2001