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# CITY OF KELOWNA

## MEMORANDUM

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**Date:** July 9, 2002  
**File No.:** 0230-20  
**To:** City Manager  
**From:** Acting Cultural Services Manager  
**Subject:** **Notice of Request for Expressions of Interest and Comments (RFEI&C) to Create a Signature Festival in Kelowna**

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### **RECOMMENDATION:**

**THAT** City Council approve the Request for Expression of Interest and Comments to create a Signature Festival in Kelowna.

### **BACKGROUND:**

At the regular meeting of November 20, 2001, City Council accepted the recommendation that the ACAC, in collaboration with the Cultural District Steering Committee, create a Request for Proposal to establish a major **"Signature Festival"** for the inaugural year 2004, and that the Signature Festival be partially funded from the Festivals and Community Celebrations Reserve Account. Council also requested to be kept informed of the progress in the development of the Signature Festival. A Signature Festival sub-committee has been formed and has been working on creating the attached document.

### **DISCUSSION:**

The City of Kelowna has recognized the potential of cultural tourism to attract new visitors to the community and to enhance the quality of life for Kelowna residents. The Cultural District has been identified as a key priority for the next two years and the development of a **"Signature Festival"** will highlight and showcase this area.

The Signature Festival sub-committee has created a multi-level plan including;

- Public surveys and community discussion,
- A RFEI&C, to be distributed to approximately 3,000 contacts across North America consisting of qualified event managers, promoters and producers who have familiarity with development of festivals or special events, and the experience necessary to produce a multi-day arts and culture festival, and
- Evaluate responses, select those firms or organizations most qualified and appropriate, create a Request for Proposals for the **"Signature Festival"** and present this to Council for approval.

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JWR Oddleifson  
Acting Cultural Services Manager

cc: Director of Parks and Leisure Services



**Notice of Request for Expressions of Interest and Comments  
to  
Create a Signature Festival**

**ISSUE DATE:**

**July 16, 2002**

**CLOSING DATE AND TIME FOR RESPONSES:**

**Submissions of interest including any comments must be received in the Offices of the City Clerk, City of Kelowna, 1435 Water Street, Kelowna, B.C. V1Y 1J4 not later than 3:00 P.M., Thursday, August 15, 2002.**

## **1. INTRODUCTION**

The City of Kelowna recognizes the potential of cultural tourism to attract new visitors to the community and has identified the development of its new Cultural District as a priority over the next two years. The goal is to establish an annual multi-day Signature Festival that will attract 10,000 new visitors each fall to the City's Cultural District.

The City seeks 'Expressions of Interest and Comments' from qualified event managers, promoters and producers who have experience with the development and production of multi-day arts and culture festivals or special events.

## **2. OBJECTIVES**

The City of Kelowna wishes to establish a 'Signature Festival' that meets the following objectives:

1. Will have a clearly defined and unique theme and be held in late September or October, starting in 2004 for a minimum of 3 years,
2. Will include large-scale series of arts and culture performances over a minimum 3-day period to attract 10,000 or more tourist visitors to the Cultural District, showcasing its venues and amenities,
3. Will encourage and develop new and unique partnerships among cultural organizations creating opportunities and new markets for existing cultural products,
4. Will have a target audience matching the following cultural tourist demographic profile:
  - average age range of 45 to 64 years,
  - higher proportion of female to male,
  - higher level of education (i.e. university and/or post-graduate studies),
  - higher level of income compared to average leisure traveler,
  - stays longer at cultural destination and spends more per day than the average tourist,
  - uses more commercial accommodation for longer duration than average leisure traveler,
  - spends more on consumer products than average leisure traveler.

## **3. CULTURAL DISTRICT FACILITIES**

The Cultural District is an area of about six large city blocks located immediately north of Bernard Avenue in downtown Kelowna, bound by Queensway Avenue to the south, Clement Avenue to the north, Ellis Street to the East, and Lake Okanagan to the West. (See attached map).

Current facilities and amenities within the Cultural District include:

- A professional art gallery
- Commercial art galleries
- A library with meeting and performance space
- A community theatre
- Two arenas, including one with space to accommodate major cultural, recreational, and commercial activities
- A major hotel and convention centre
- A casino
- Three museums

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- Several open-air stages
  - A cabaret featuring professional touring, musical artists
  - Parks of various sizes, including a lakefront walkway system
  - A new arts centre with performance space of various size, including a medium size theatre
  - Numerous restaurants, and boutiques
  - Dance studios
  - An historic packinghouse with unique user space
  - A multi-level parkade, as well as additional smaller parking lots

#### **4. FINANCIAL CONSIDERATIONS**

The City of Kelowna currently encourages partnerships between non-profit and for-profit organizations, such as PPP (private public partnerships). In addition, the City of Kelowna will look favourably upon proposals which display a unique and strategic approach to funding that will maximize programming opportunities for the Signature Festival, while minimizing the impact on the municipal tax base. The festival should be self-sustaining, funded by a combination of earned revenues, fundraising initiatives, private sector sponsorships, and municipal financial support.

The City of Kelowna is prepared to contribute up to \$150,000 over the three-year commitment from 2004, 2005 and 2006.

#### **5. Submissions of interest including any comments must be received in the Offices of the City Clerk, City of Kelowna, 1435 Water Street, Kelowna, B.C. V1Y 1J4 not later than 3:00 P.M., Thursday, August 15, 2002.**

#### **6. SUBMISSIONS**

Your submission should include the following information:

1. A statement of corporate and/or personal experience, include the history and background of the firm or organization. Identify the key professionals, and include pertinent resume information. Include any affiliates or sub-contractors and a statement of their responsibilities, experience and expected involvement.
2. Provide evidence and a detailed description of three (3) events of similar scope and nature which your firm or organization has developed, promoted, produced and/or managed.
3. Business model to be established with the City of Kelowna (may include one of the following operational models):
  - City of Kelowna as a sponsor of the festival,
  - City of Kelowna as a partner and co-producer of the festival,
  - City of Kelowna providing a "fee for service" contract to the festival producer(s),
  - City of Kelowna providing a "grant in aid" following a review of the festival and in the event of a financial shortfall,
  - Other business model\_\_\_\_\_.
4. Proposed theme or concept for the multi-day arts & culture festival.

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5. A budget estimate and outline for the first three years of the festival.
  6. Provide evidence of financial capacity to develop, promote, produce and/or manage this Signature Festival.
  7. An estimate of the amount of time it will take to complete a formal, detailed proposal and the latest date of contract award that will allow for a successful festival to be held in the fall of 2004.
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7. The City will evaluate all 'Expressions of Interest and Comments' on the basis of experience, expertise, financial capacity, proposed business model and anticipated success of the proposed festival in meeting the City's objectives.
  8. The City may invite selected respondents to submit a formal response to a Request for Proposal in the fall of 2002.
  9. The City of Kelowna will consider and may utilize all information, recommendations, and suggestions provided in response to this notice. Respondents should not provide any information that they consider to be privileged or confidential or which the respondent does not want disclosed to the public. The City does not intend to respond to comments, either to individual commentators or by publication of a formal notice. Each submission should consist of one original and three photocopies.
  10. This notice should not be construed (1) as a commitment by the City to enter into any agreement with any entity submitting an expression of interest or comments in response to this Notice, (2) as a commitment to issue any RFP concerning the subject of this Notice, or (3) as a request for proposals.
  11. **As this is a Request for Expressions of Interest and Comments and not a tender or proposal call, the level of detail provided in any submission should be the minimum required to address, through the evaluation process, the issues identified in this RFEI&C, but of a sufficient level to assure the City that the respondent can meet its obligations.**
  12. For clarification of the City's objectives or facilities contact: Reid Oddleifson, Cultural Services Manager, City of Kelowna, 1435 Water Street, Kelowna, BC V1Y 1J4 Phone 250-868-3339, ext. 622, Fax 250-470-0699 or Email: [roddleif@city.kelowna.bc.ca](mailto:roddleif@city.kelowna.bc.ca)
  13. For clarification concerning the process contact: Ron Reiter, Manager Purchasing, (250) 862-3346 or fax (250) 862-3392.
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