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CITY OF KELOWNA

**MEMORANDUM**

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**Date:** November 13, 2007  
**File No.:** 1853-20  
**To:** City Manager  
**From:** Development Manager, Recreation Parks and Cultural Services  
**Subject:** **Artisan programming in City parks – “Art in the Park”**

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**RECOMMENDATION:**

THAT the City request Festivals Kelowna to propose a new artisan program for downtown Kelowna City parks and report back to Council by March 3, 2008;

AND THAT the City of Kelowna not reinstate the “Art in the Park” program in its current form as it is now defined and administered.

**BACKGROUND:**

The “City Park Gallery” program was originally instituted by the Parks and Leisure Services Department (now Recreation Parks and Cultural Services) in the mid 1990’s and has undergone several changes since that time. The City department administered the program directly for a number of years, and even contracted the Kelowna Art Gallery to administer the program in 1996.

In 1999, the program was re-vamped again and re-named “Art in the Park” with the purpose:

- To enhance the waterfront and park experience for residents and visitors by creating opportunities to view or purchase original artwork directly from the artisan, and
- To provide a unique and high profile venue for artisans to showcase and sell their original, high-caliber work.

During that time, through a City contract to the DKA, Parks Alive! separately administered an “Arts Fest” and an “Arts and Crafts Fair” at strategic locations and times in the downtown parks.

In 2002, the City contracted Parks Alive! to administer all artisan programs in the downtown parks. In 2002, 2003 and 2004, new elements were introduced, the program was well subscribed, but a number of issues emerged about the ‘artistic’ value of the

many products on display, and for sale. The complexity and time required to administer the Art in the Park program continued to increase.

Parks Alive!, in consultation with the City, initiated a process to examine further changes to expand the number of spaces, but at the same time increase the artistic value and caliber of the work.

In 2005, the Art in the Park program was re-vamped again, and a Jury Review process was re-introduced, in order to ensure compliance with the stated purpose as noted above. Consistent with several other similar artisan programs throughout the province, the Jury Review was determined to be a fair and reasonable method to;

- Establish and maintain standards,
- Encourage artisans to continually produce new and better work, and
- Persuade new artisans to apply, thus adding to vitality and growth of the program.

Notwithstanding the changes to the Art in the Park program in 2005, the general interest in the program has steadily declined since 2005;

Year	Season Permits Sold	Percentage of Capacity
2005	34 out of 40 spaces	85%
2006	22 out of 40 spaces	55%
2007	13 out of 40 spaces	32%

There was a corresponding decrease in revenues from permit sales received by Parks Alive!

In 2007 the seasonal permits were at 13, but staffs observations are that seldom were there more than 1 or 2 displays set up during weekdays, and only occasionally were there 6 to 8 displays set up on weekends.

Some additional reasons for declining participation include

- Increasing difficulty to access City Park for parking and unloading / loading,
- Decline in other festivals and events,
- Fewer American tourists,
- Coping with windy conditions along Cold Sands beach, through compliance with the City's "no staking in Parks" policy.

*Staff believes that the overall purposes of an artisan program are not being met through the current "Art in the Park" program, and are recommending that a new artisan program for our downtown City parks be developed.*

#### **INTERNAL CIRCULATION TO:**

Director of Recreation Parks and Cultural Services  
Cultural Development Supervisor

#### **LEGAL/STATUTORY AUTHORITY:**

City of Kelowna Parks and Public Spaces Bylaw No. 6819-91.

**FINANCIAL/BUDGETARY CONSIDERATIONS:**

There is no current budget to financially support this program. Parks Alive! / Festivals Kelowna had retained all revenues from permit sales to off-set administration expenses. A new artisan program would provide a better opportunity to be financially self supporting.

**EXTERNAL AGENCY/PUBLIC COMMENTS:**

**FESTIVALS KELOWNA**

Council authorized final approval for the formation of Festivals Kelowna (*Festivals and Special Events Development Society of Kelowna*) in January, 2007. Festivals Kelowna assumed responsibility for the Art in the Park program along with several other Parks Alive!, Canada Day, and Life & Arts Festival programs.

The key purpose(s) of the Society are:

- To manage or produce select City of Kelowna festivals and special events;
- To work in collaboration with the City of Kelowna in the strategic development of the Kelowna festivals and special events community for the perpetual benefit of the City of Kelowna and the citizens of the City of Kelowna; and
- To provide strategic advice and guidance to the City of Kelowna regarding the Kelowna festivals and special events community.

At their meeting of October 11, 2007, the Festivals Kelowna Board passed the following resolutions;

THAT Festivals Kelowna discontinue management of the Art in the Park artisan program as it is currently structured effective immediately,  
AND THAT Festivals Kelowna investigate the creation of a new artisan market program during July and August to be delivered as part of the Parks Alive! program.

This decision has been formally communicated to City management staff.

Through its Product and Program Development Committee, Festivals Kelowna has established a community consultation process to develop a new artisan program with the following objectives;

- creating new and unique opportunities for artisans to showcase and sell their work,
- enhancing our festivals and events through additional artistic components,
- animating public spaces through the creation of artistic presentations.

The members of this community consultation Committee are:

- Lisa Brown – artisan
- Jane Albo – artisan
- Rosemary Greedy - artisan
- Elke Lange – Executive Director of ARTSCO
- Janet Anderson – staff, Festivals Kelowna Artistic Director
- Ashley Perry – staff, Festivals Kelowna Program Assistant
- Dawn Antle – Festivals Kelowna Board of Directors
- Sheila Olcen – Festivals Kelowna Board of Directors



- Reid Oddleifson - Festivals Kelowna Board of Directors

This Committee has conducted two meetings, and already have a partial list of changes and directions including;

- Consider separate streams for artisans and crafters,
- Additional research on other artisan programs in the province,
- Target dates and times for artistic displays, as compared to the current 'shotgun' approach,
- Link artisan displays more closely to festivals and events,
- Connect the permit to a specific display space, as compared to 'first come first serve',
- Provide better access, storage and parking,
- Provide a method of 'anchoring' displays in windy conditions,
- Establish a 'self-monitoring' system whereby artisans assist in monitoring participants,
- Create partnerships with other arts based organizations such as ARTSCO
- Conduct an on-line survey of all former participants.

*Staff are recommending that Festivals Kelowna be formally requested to continue its community consultation Committee work to develop a new artisan program for our downtown City parks. This is consistent with the Council approved Constitution of Festivals Kelowna; to provide strategic advice to the City on such matters.*

Since any artisan program in our parks would require City approval for the use of the park space, and the issuance of permits, Festivals Kelowna would report back to Council early in the New Year.

Considerations applicable to this report:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

Technical Requirements:

Alternate recommendation:

Submitted by:

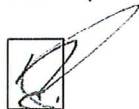


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JWR Oddleifson

Development Manager, Recreation parks and Cultural Services

Approved for Inclusion:



Cc: Director of Recreation Parks and Cultural Services  
Cultural Development Supervisor  
Festivals Kelowna