
CITY OF KELOWNA

MEMORANDUM

DATE: APRIL 1ST, 2008
File No: 1853-20

TO: City Manager
FROM: Development Manager, Recreation Parks & Cultural Services
SUBJECT: "Arts Alive!" Artisan program in downtown City parks

RECOMMENDATION:

THAT City Council approve the use of selected downtown City parks at no cost to Festivals Kelowna for the new artisan program "Arts Alive!", as presented in the report from the Development Manger dated April 1, 2008;

AND THAT the 2008 Financial Plan be amended to provide for \$12,000 one time funding from the Festivals & Community Celebrations Reserve Account for park infrastructure improvements to accommodate the new program delivery.

BACKGROUND:

In October 2007, the board of Festivals Kelowna passed a resolution that Festivals Kelowna discontinue management of the City of Kelowna's "Art in the Park" program, and that staff investigate the creation of a new artisan program that could be delivered as part of the Parks Alive! program during the summer months.

In November 2007, Council authorized Festivals Kelowna to develop a new artisan program for the downtown Kelowna City parks. A report would then be brought back to Council about a new artisan program prior to the 2008 summer season.

Through frequent meetings of its Product and Program Development Committee, comprised of society staff, board members, City of Kelowna staff and representatives from the local artist community, Festivals Kelowna has developed a new artisan program called "Arts Alive!"

The new *Arts Alive!* program was created according to the following principles:

- To increase accessibility for artisans and crafters
- To encourage a high quality of artistic presentation
- To provide broader appeal for the public
- To increase the diversity of the products for sale by participants
- To provide a supportive physical infrastructure at the program venues
- To increase stakeholder involvement in program development and ongoing management
- To create a peer review process to address participant concerns in a timely and fair manner
- To increase opportunities for exposure for participants, through both promotions and marketing techniques, as well as addition of new, high profile venues.



Highlights of Arts Alive!

- A Festivals Kelowna Society program, operated in conjunction with Parks Alive!
- *Arts Alive! Review Committee* provides a peer review process to offer assistance and advice to society staff, and a formalized issue resolution process for program participants
- Increased opportunities for participation and profile through:
 - Addition of two additional venues in July & August (Kerry Park & Waterfront Park)
 - Increased Parks Alive! support through additional concerts during July & August
- Expanded range of eligible products to allow broader range of participants
- Automatic acceptance into following year's program upon meeting defined criteria
- Permanent designation of locations for City Park participants
- Improved infrastructure in selected locations for anchoring display tents, loading/unloading zones, signage, and parking.

Program Overview:

Arts Alive! will be open to all artisans and crafters exhibiting high calibre, original and unique artwork, specialty food items, or agricultural products as outlined in the program guidelines. Generally, artisans and crafters selling products that will enhance the overall ambience of the parks experience are encouraged to participate.

Potential participants will be required to complete an application package which will be reviewed by the *Arts Alive! Review Committee* for eligibility, obtain a City of Kelowna business license, and pay the appropriate participation fees to Festivals Kelowna. Participants may purchase a monthly, season (4 months), summer (2 months), or one-time weekly "trial" permit, depending on the level of commitment they wish to make to the program.

Arts Alive! will accommodate 36 participants in City Park, 20 participants in Kerry Park, and 8 participants in Waterfront Park. There will also be an "overflow" location beside the Kelowna Yacht Club muster station that can accommodate 4 participants.

City Park locations will be assigned as permanent designations as a means of rewarding participant loyalty and to encourage consistent attendance. That is, based on sign-up order, participants will be assigned the same location in City Park for the duration of the season. Participants in Kerry and Waterfront Park will select their location based on a daily first-come, first served basis.

Arts Alive! will operate in City Park from June 1st to September 30th each year, from 10:00 a.m. until 10:00 p.m. seven days a week. Arts Alive! participants will also be permitted to set-up their displays in Kerry Park and Waterfront Park in conjunction with the Parks Alive! events on Wednesday, Friday and Saturday evenings between July 2nd and August 30th, 2008.

INTERNAL CIRCULATION TO:

Director of Recreation Parks and Cultural Services
Cultural Services Manager
Financial Planning Manager
Parks Operation & Maintenance Supervisor

FINANCIAL/BUDGETARY CONSIDERATIONS:

Improvements to the artisan program locations were identified as a priority by previous artisan program participants to ensure greater participation in seasonal artisan programs.

The Program Development Committee has consulted with Parks and Transportation staff to identify infrastructure improvements in the parks, such as display anchors, designated loading/unloading zones, and appropriate signage for the downtown park locations. Consensus among the parties has been achieved for locations of these improvements.

One-time funding of \$12,000 is required to establish these infrastructure improvements, and the Festivals & Community Celebration Reserve account is recommended as the funding source.

Considerations that were not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:



JWR Oddleifson

Development Manager,
Recreation, Parks and Cultural Services

Approved for Inclusion:



CC: Director of Recreation, Parks and Cultural Services
 Cultural Services Manager
 Parks Operation & Maintenance Supervisor
 Financial Planning Manager
 Festivals Kelowna