
CITY OF KELOWNA

MEMORANDUM

DATE: JULY 2, 2008
File No: 1853-20

TO: City Manager
FROM: Development Manager, Recreation Parks & Cultural Services
SUBJECT: Life and Arts Festival – interim status report

RECOMMENDATION:

THAT City Council receives the interim status report on the Life and Arts Festival, as included in the report from the Development Manager dated July 2, 2008;

AND THAT Council request Festivals Kelowna to report back by October 27, 2008 with the future plan for the Life and Arts Festival.

BACKGROUND:

On May 26, 2008, Council requested that staff report back to Council regarding the activities held during Life & Arts Festival and whether or not it was successful, and in particular, Council would like a budget breakdown (revenues included), together with any information that may be useful for Council in determining whether or not the Life & Arts Festival in its current form needs to be reconsidered.

Staff is planning to address this request by Council in two phases:

1. this current interim status report indicating;
 - some historical context,
 - financial overview,
 - agreement for a full review to be conducted by Festivals Kelowna,
2. a comprehensive plan for the festival to be presented by Festivals Kelowna in the fall.

Historical Perspective:

1. The genesis for a 'signature festival' came from the Council approved *Cultural District Implementation Strategy and Marketing Plan - June 2000*, which stated;
"Several gaps in facilities and programming are identified. So too is the opportunity to launch an annual signature cultural festival, perhaps in September (to build momentum for the Wine Festival), which would showcase the district."
2. From this direction, staff applied considerable efforts to develop a signature festival concept, conduct an RFP seeking professional input, obtain community and stakeholder input, develop partnerships, establish a budget, and access funding.
3. The Life and Arts Festival was a principle component of the Cultural Capitals of Canada Award the City of Kelowna received for 2004-2006, and this award contributed \$177,500 over the three year period. Key descriptions and objectives of the Life and Arts Festival at that time were;



- a. *To produce a multi-discipline arts festival that invites visitors to experience all that life and the arts have to offer,*
 - b. *To enrich local and global communities by fostering the development of and exposure to multi-discipline arts for all ages,*
 - c. *To augment tourism "shoulder season" programming,*
 - d. *To encourage more residents and visitors to discover and explore the unique Kelowna's Cultural District,*
 - e. *Long-range objective – To grow to be a destination draw for the cultural visitor.*
4. The Life and Arts Festival has been produced for 5 years, 2004-2008. The 2004 Memorial Cup, and 2005, Kelowna Centennial events were held simultaneously, which added considerable synergies, and contributed to earlier public awareness and to overall attendance.
 5. For the first 3 years, City staff were primarily responsible to coordinate and deliver the Life and Arts Festival, utilizing a combination of staff, contractors, an advisory committee and volunteers.
 6. For the last 2 years, through the formation of the Festivals Kelowna Society for free public arts and entertainment programming, the City delegated the responsibility to coordinate and deliver the Life and Arts Festival, to Festivals Kelowna.

The Board of Directors and staff at Festivals Kelowna have planned to conduct a review of the Life and Arts Festival.

In consultation with Festivals Kelowna, the Board has indicated that the review will commence in early July and at a minimum will include;

- Time of year
- Theme and program content
- Venues and location
- Marketing strategies
- Target audiences
- Budget, especially revenue streams
- Public and stakeholder consultations

Also in consultation with Festivals Kelowna, staff is recommending that the Society report directly back to Council by the end of October, 2008.

INTERNAL CIRCULATION TO:

Director of Recreation Parks and Cultural Services
Cultural Services Manager

FINANCIAL/BUDGETARY CONSIDERATIONS:

The following table illustrates specific budget for the Life and Arts Festival and POSH to May 31, 2008, indicating that the net expense is ~ 13% greater than budget;

Life and Arts and POSH project	Current YTD	Annual Budget	YTD/Ann Bdgt Difference	Percent of Annual Budget
Total Revenues	-129,447	-129,925	-478	100%
Total Expenses	209,947	201,147	-8,800	104%
Total Net Expense	\$80,500	\$71,222	-\$9,278	-13%

The following table illustrates the total Festivals Kelowna budget to May 31, 2008, indicating that overall, the society is in a strong financial position. This chart includes all above notes funds, as well as more general revenues and expenses;

FESTIVALS KELOWNA	Current YTD	Annual Budget	YTD/Ann Bdgt Difference	Percent of Annual Budget
Consolidated Budget				
Revenues	-439,284	-795,185	-355,901	55.24%
Expenses	426,411	828,485	402,074	51.47%
Transfer from Reserves		-33,300	-33,300	
Net	-\$12,873	0	\$12,873	

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
Festivals Kelowna