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CITY OF KELOWNA

MEMORANDUM

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**Date:** September 22, 2008  
**File No.:** 1853-20

**To:** City Manager

**From:** Development Manager, Recreation Parks and Cultural Services

**Subject:** Life and Arts Festival – Progress Report

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**RECOMMENDATION:**

THAT City Council receive the progress report on the Life and Arts Festival review, as included in the report from the Development Manager dated September 22, 2008.

**BACKGROUND:**

On July 2, 2008, Council received an interim report on the Life & Arts Festival which included historical context and a financial overview of the 2008 festival, and requested Festivals Kelowna to report back by October 27, 2008 with the future plan for the Festival.

Council further requested a progress report indicating the direction for the Festival prior to the Society presenting its final plans to Council.

The Festivals Kelowna Board of Directors has scheduled a workshop on October 3, to review all pertinent information and finalize the presentation to Council for October 27, 2008.

Key components of the review to date include:

Public surveys and consultations

- Public input was obtained throughout the summer from surveys and from key community organizations including the Arts Council of the Central Okanagan, Kelowna Museums, Kelowna Art Gallery, Rotary Centre for the Arts, Downtown Kelowna Association, Economic Development Corporation, Tourism Kelowna, and the Kelowna Hotel-Motel Association. Several consultations with individual performers and artisans involved in previous Life & Arts Festivals were also held.

Research on other Canadian festivals.

- Information was gathered on Time of year, Length of festival, Ticket pricing, Programming, Marketing and funding strategies, Festival site location, and Audience demographics.

Elements were identified that must be present to produce this successfully,

- Support from the community through volunteerism, sponsorship, or verbal commendation,
- To produce a festival with themes and content different from that now in the Okanagan,
- To continue developing the Festival, taking the best of the past, and building upon this,
- To be more focused in the next few years and expand as fiscally and artistically appropriate, and
- To capitalize on the re-launching and re-energizing of the Festival.



Festivals Kelowna has compiled the results of its research and community input, and noted some clear trends that emerged in the following areas:

#### Time of Year

- May is not a favoured month for an outdoor Festival in Kelowna. Reasons include the cool, less predictable spring weather and a focus towards the long weekend later in May as the signal for the community to commence outdoor activities.
- Plans are to move the Festival to the summer months; some potential dates have been secured.

#### Theme & Program Content

- Community input was clear that the Festival needs to be focused on fewer areas of activity. Previous Festivals have been broad based, featuring many activities occurring simultaneously.
- The Festival will streamline components for 2009. While previous Festivals have seen up to 10 distinct festival components, 2009 will see a smaller number of activity areas.
- While previous Festivals did present high calibre and unique arts and cultural performances and displays, more mainstream entertainment is necessary.
- The focus will be on more mainstream, recognizable, featured acts as headliners to create a draw for the public to attend.

#### Venues & Location

- The Festival will remain downtown, specifically in the areas around the Cultural District and Waterfront Park.
- The Festival will not be as spread out, with a focus on one area for stages and activity venues.
- Cultural District stakeholders to continue to be included in the Festival planning and delivery.

#### Marketing Strategies

- Fewer marketing techniques will be used, but advertising frequency will be increased.
- Marketing will focus on the local community to target residents and visitors already planning to be in Kelowna during the Festival.
- Once the festival has re-established itself with the local community, tourism marketing efforts can be increased. It should be noted however, that Festivals Kelowna will continue to work with Tourism Kelowna to ensure that visitors to the community will be aware of the festival once they are already in our community.
- An additional marketing strategy will be to highlight the festivals uniqueness so it stands out against other Okanagan festivals held during the summer

#### Target Audience

- Research indicated that the Festival should focus more on adults, but remain family friendly. As such, programming will reflect a more adult focused approach, and less of a "something for everyone" approach.

#### Budget & Revenue Streams

- The budget will be similar in size to previous years; however a restructuring of program content will necessitate a reorganization of some resources.
- Revenue streams will continue to include sponsorship, vendor fees, and grants.
- Research has shown that an entry fee is a necessary to develop financial sustainability. Therefore, Festivals Kelowna is expecting to introduce an admission fee.
- Research further indicated that ticket pricing should be affordable but not so low as to undermine the professionalism of the Festival. Pricing categories being considered include early bird rates, children and seniors rate, single day rate, and multi-day Festival passes.

**INTERNAL CIRCULATION TO:**

Director of Recreation, Parks and Cultural Services  
Cultural Services Manager

Considerations that were not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

Technical Requirements:

External Agency/Public Comments:

Communications Considerations:

Alternate Recommendation:

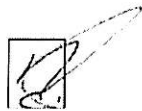
Submitted by:



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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 Services Manager  
Festivals Kelowna