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# CITY OF KELOWNA

## MEMORANDUM

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**DATE:** October 30, 2008

**TO:** Council

**FROM:** City Clerk


**SUBJECT:** Afternoon Agenda Item 3.02 – The Kelowna Music & Arts Festival. A Plan for a Re-Energized Festival” Public in Attendance

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The attached report by Festivals Kelowna contains various recommendations for action that do not require City Council approval.

Staff recommend that following Festival Kelowna’s presentation, Council consider the following resolution:

THAT the Report of Festivals Kelowna dated November 2008 be received for information.

  
\_\_\_\_\_  
Stephen Fleming  
City Clerk

/slh

cc: City Manager  
Director Active Communities  
Development Manager

# **“The Kelowna Music & Arts Festival”**

A plan for a re-energized festival

**Presented to:** Kelowna City Council

November 2008

**Prepared by:** Festivals Kelowna



**Festivals**Kelowna

## **BACKGROUND**

The 5<sup>th</sup> annual Life & Arts Festival was held in May 2008. The festival has been produced by Festivals Kelowna since 2007. Prior to this, it was managed through a partnership between the staff of the City of Kelowna's Cultural Services Division and a private sector event producer, Innovex Event and Project Management.

The original vision for the festival was that it would be an annual, professional caliber, arts festival and achieve such objectives as:

- Showcase Kelowna's Cultural District and the facilities within
- Augment shoulder season programming
- Encourage residents and visitors to explore Kelowna's Cultural District
- Develop the festival into a cultural tourism draw (long term goal)

Following this year's festival, Kelowna City Council requested an evaluation to determine if the festival was successful in achieving its objectives. An interim report was brought to Council by City staff in early July which included historical context for the development of the festival, as well as a financial overview of the 2008 festival. Council requested that the Board of Festivals Kelowna return in October with a future plan for the festival, as well as an interim progress report in early September. An interim report was presented to Council on September 28<sup>th</sup>, and this document contains Festivals Kelowna's final plan regarding the Life & Arts Festival.

## **RESEARCH AND REVIEW PROCESS**

Since May 2008, the Board and staff of Festivals Kelowna have undertaken a thorough and inclusive review of the Life & Arts Festival. Input has been sought from the general public, private businesses such as the Kelowna Actors Studio, festival stakeholders such as performers, artisans, programming partners, and venue partners such as the Rotary Centre for the Arts, Kelowna Community Theatre, the Kelowna Museums and the Kelowna Art Gallery. In addition, consultations have been held with senior staff from key community organizations such as the Downtown Kelowna Association, Tourism Kelowna, and the Hotel Motel Association.

Market research was conducted using a number of techniques including:

- Intercept surveys onsite at the 2008 festival
- Post- event online surveys targeting festival attendees
- Online surveys to the general public
- Onsite surveys distributed at Parks Alive! events to the general public

By seeking input from both individuals who attended the festival, as well as those who did not, we were able to gather informative feedback that helped Festivals Kelowna better understand what kind of festival experience the community and its visitors were seeking.

Finally, research into other Canadian festivals was conducted. Although a similar review had been done during the development of the original Life & Arts Festival, Festivals Kelowna felt it was important to understand the current state of Canadian festivals. This recent study examined such festival aspects as time of year, theme, audience demographics, revenue sources and fundraising techniques, and duration of festivals.

## **KELOWNA'S FESTIVAL AND EVENT ENVIRONMENT**

In addition to the market research that was conducted specific to the Life & Arts Festival, Festivals Kelowna also examined the past and current event environment within which the festival operates. The information informed many of the decisions made about the future plans for the Life & Arts Festival.

When the first Life & Arts Festival was held in 2004, July and August were busy with many dynamic and uniquely Kelowna outdoor festivals and events. July featured the Kelowna Regatta and Parade, Antique and Classic Boat Show, Mardi Gras Street Festival, and Fat Cat Children's Festival. August played host to the Comedy Festival, Kelowna Apple Triathlon, and Blues Fest. Future years would see the addition of Wakefest to July, and Volleyfest / Centre of Gravity to August. It was clear that with such a busy schedule of activities in the summer, the idea that the community could benefit from additional activities during the shoulder seasons of spring and fall was reinforced.

Since 2004, the number and diversity of festivals in our community during July and August has decreased. Some events have been cancelled, while others have moved to other months of the year. Currently, the month of July features only the Summer Nite Car Show, while August remains reasonably active with the Mardi Gras Street Festival, the Kelowna Apple Triathlon, and Volleyfest/ Centre of Gravity.

Based on our research, this decline in festivals has created a desire and a need for additional summertime activities that are adult-oriented, yet family-friendly. The community continues to look for quality activities that they can attend, as well as bring their visiting family and friends to. There also exists an opportunity to provide additional activities that will entertain tourists while they are visiting our community.

## **COMMUNITY STAKEHOLDER CONSULTATIONS**

During the review process, Festivals Kelowna consulted with a number of local arts organizations, private businesses, Cultural District venues, individual performers, and artisans.

Each was asked for input on the various elements of the festival, and this input informed many of the decisions regarding the Festival's new direction.

Feedback was consistent regarding time of year, program content, festival site layout, and festival name, and this input is reflected in each of the noted categories later in this document. Many of the stakeholders also provided letters of support to further clarify their position, copies of which are attached in the Appendix.

During these consultations, common themes emerged:

- It is important to continue developing a professional arts festival that will encourage new and creative partnerships among organizations, be they private, public or non-profit
- A professional arts festival will create new markets and new opportunities for all
- The partners need to continue working collaboratively and purposefully as a group in order to create a vibrant Cultural District, be it through a festival or on their own initiatives
- It is important to continue showcasing the Cultural District and its cultural offerings
- The festival can be an important tool to help stakeholders expand their business by leveraging activities and capitalizing on the increased traffic flow in the festival area

## **FESTIVAL PLAN FOR 2009 AND BEYOND**

In compiling the information from the afore mentioned sources, Festivals Kelowna noted that there are a number of contributing factors to explain why the Life & Arts Festival has experienced difficulties attracting a sufficient number of attendees required for consistent growth and sustainability. Therefore, building on the experience gained through producing previous Life & Arts Festivals, and incorporating the community feedback and research, Festivals Kelowna proposes the following comprehensive strategy to create a re-energized Festival:

### **Festival Name**

Feedback clearly indicated that the festival requires a name that more clearly defines its focus, and helps people better understand what the festival is about. Further, if a change to the name is to occur, it should happen when the festival is reintroduced to the community. Therefore, Festivals Kelowna will recommend an immediate change to the festival name.

The festival will now be known as *The Kelowna Music & Arts Festival*, a name that clearly states what the festival is about, where it is held, and also allows for future programming flexibility with the inclusion of the universal word “arts”.

### **Festival Mission Statement**

The new mission statement for the festival will reflect the new refined focus:

*To produce a high quality festival for the Kelowna community that entertains and enlightens, while encourages visitors in the Kelowna area to attend*

### **Time of Year**

Feedback has identified that the community consistently and strongly favors the summer as the preferred time of year to attend an outdoor festival for the following reasons:

- The summer is when adults in the community are available to attend
- The summer months are the slowest time of year for the larger Cultural District venues; it is their “shoulder season”. As such, an infusion of activity in the area would help provide the attractions that would bring people into their venues
- There has been decrease in the number of all age appropriate activities during the summer months, so people are looking for additional “things to do”
- Residents are looking for quality activities to bring their visiting friends and family to during the summer months.
- Visitors in the hotels are looking for new, unique and entertaining attractions to participate in during their stay in Kelowna. The ability to attend an outdoor festival adds value to their visit
- The Festival will have increased opportunities to benefit from performer touring schedules and to work with other summertime festivals to maximize resources
- Festivals Kelowna has consulted with City staff to identify dates that will not conflict with events currently happening in our community or neighboring communities, or proposed events
- The weather is more favorable and conducive to an outdoor festival

Therefore, based on the above rationale we recommend moving the festival to the fourth weekend in July, prior to the long weekend. In 2009, the dates will be July 24<sup>th</sup> through 26<sup>th</sup>.

### **Audience**

Feedback indicated that the Festival should define its audience more clearly. It cannot continue to try and be “something to everyone”. Therefore, the festival will market to a

narrower target audience and will feature festival content that primarily appeals to an adult demographic. However, Festival content will support family attendance.

- Our primary audience during this rebuilding period will be adult residents
- Our secondary audience will be adult visitors already in our community

It is important to note that with the reintroduction of the festival to the community, we recognize that it will take time and resources to rebuild a relationship with our audiences. Our marketing strategies will reflect the techniques we plan to use to accomplish this.

### **Location and site**

Feedback consistently confirmed that the festival site was very spread out, with too many activities taking place simultaneously over such a large area. As a result, attendees did not experience the “buzz” or excitement that occurs when a large group comes together to participate in a common activity.

Feedback from the Cultural District venues also indicated that they felt it was important and valuable to maintain a proximity to the festival suite.

Therefore, Festivals Kelowna will continue to hold the festival in Kelowna’s Cultural District as follows:

- The festival site will be contained to one central area between Smith and Cawston Avenues, and Ellis and Water.
- The Cultural District venues will play host to various festival components
- There will be two stages:
  - The “Mainstage” will be set up in the Arts Common, the open lawn space located between the Kelowna Art Gallery and the Rotary Centre for the Arts
  - The “Okanagan Stage” will be set-up behind the Kelowna Community Theatre facing Smith Avenue
- The “Art Walk”, a pedestrian walkway running behind the Courthouse building, will feature an artisan display, the “Crafter’s Walkway “
- The Artisan Marketplace will be moved indoors and located throughout the Rotary Centre for the Arts. Locating the Artisan Marketplace in the Rotary Centre will create a strong draw for attendees to visit the venue, while providing the artisans with a secure location protected from the elements.



- The Festival will be accessed by three entry points, with gates located at Smith and Water, Cawston Avenue, and Ellis Street .
- It is expected Cawston Avenue will remain open to vehicle traffic, although parking meters will need to be closed off in order to accommodate emergency corridors and festival access
- Waterfront Park will not be used as a festival venue in 2009, but will remain an option for future use as the festival grows

A site map is included in the Appendix.

### **Theme and Content**

Feedback related to festival content was plentiful and varied. However, common themes emerged including:

- Programming should be more focused and use less of a “something for everyone” approach.
- The Festival needs to focus on fewer areas of activity
- While previous Festivals did present high caliber and unique cultural performances, more mainstream entertainment featuring “name” acts would be preferred
- The Festival should not duplicate themes similar to others produced in the Okanagan, but should be unique to Kelowna

Incorporating this feedback into our plan, the new *Kelowna Music & Arts Festival* programming will reflect the following strategies:

- The Festival will feature fewer activity areas with a larger focus on the “Mainstage” as the core
- The festival will have a stronger emphasis on music, complemented by comedy entertainment
  - The Mainstage will showcase well known acts throughout the festival, and each evening will feature a “headliner” act of a caliber and stature that will attract sizeable audiences
  - To capitalize on the evening headliner performance at the Mainstage, other stage and performance areas will cease activity in the evening
  - Musical performances will draw from a variety of genres including adult contemporary, pop, folk and world music



- The comedy component will include a number of highly visual street performers throughout the Festival site to enhance the ambience and create an atmosphere of celebration
- Professional Okanagan performers will continue to be included in the Festival, some of whom will be showcased through the "Okanagan Stage"
- To complement the stage activities, a limited number of unique, interactive workshops will be held and will feature the participation of performers from the stages
- The Festival will continue to include an artisan element, represented by the Artisan Marketplace and the Crafter's Walkway components
- POSH, the opening night reception and fundraiser for the Festival, will continue to be an integral component
  - POSH will still be held on Friday and will now be the only Festival activity that day
  - POSH will be held at the Rotary Centre for the Arts in 2009, but will include the Kelowna Art Gallery as a venue in 2010
  - POSH will attract larger audiences through the technique of featuring special, limited access performances not available during the rest of the Festival
- In the long term, alternative and niche market interests will be gradually introduced to encompass a broader base of interests once the core festival is more established with its primary audience

### **Marketing strategies for 2009**

Festivals Kelowna recognizes that although extensive marketing and promotion had been undertaken for the festival in previous years (a 2008 summary included in Appendix), the effectiveness of the techniques was inconsistent. Therefore, plans for a re-energized festival in 2009 will include the following marketing strategies:

- We will be less broad in our approach. Fewer advertising techniques will be used, and frequency will increase for those utilized

- Marketing techniques will reflect those methods most frequently used by our primary and secondary target audiences to identify and make decisions about activities in the community
- We will primarily focus on re-engaging the community and increasing their interest in the Festival
- Our secondary focus will be visitors already in our community. These may be friends and families of residents, or guest in our hotels. We plan to engage the tourists already in Kelowna so they are encouraged to return to Kelowna for future festivals
- We will continue to work with Tourism Kelowna to:
  - promote the Kelowna experience by providing a quality attraction they can market to visitors
  - build awareness for the *Kelowna Music & Arts Festival* in external markets
- We will use more high profile promotional techniques (i.e. strategically placed signage throughout the community)
- We will use plentiful visual cues leading up to and around the festival site to create a greater sense of place
- We will engage the local media more often and continue to build relationships
- We will work with the media to ensure an increased frequency in unique story angles
- We will invest in the local media who have supported the Festival during its initial years by increasing our purchased advertising
- We will develop a new logo and brand for the festival that will create visual interest and reflect the new direction of the festival

Festivals Kelowna has begun developing a marketing plan for the Festival. A draft Media Plan for 2009 is included in the Appendix.

## **Budget**

Research shows that sufficient resources must be committed to a festival in order to produce a professional level, quality event that will attract and retain its audience. In addition, a reasonable degree of risk must be undertaken to achieve the goal of presenting

high caliber, "name acts" that will attract larger audiences. Thus, Festivals Kelowna will use the following financial strategies in 2009 to support the plan for the Festival:

- The operational budget will increase in 2009, reflecting the introduction of a new revenue source and a revised programming strategy that will increase expenses proportionately
- Revenue sources will continue to include sponsorship, and participant fees (i.e. food vendors, artisan fees), as well as other earned revenues
- Grant revenues will be sought to leverage the Municipal grant for the Festival
- We will introduce an admission fee to the Festival in 2009. Based on comparisons with similar festivals of comparable size, we expect pricing to fall between \$5.00 and \$25.00, depending on the price category
  - We will introduce an "advance purchase" period for ticket sales which will offer a reduced rate.
  - Ticket price categories will include:
    - Adult (13 and up) - single day and two day rates
    - Youth (7-12) - single day rate
    - Children 6 and under will be admitted free when accompanied by a paying adult
    - POSH – single rate (Note: ticket will include free access to Festival during weekend )
  - Tickets can be purchased through a ticket selling agency and onsite during the Festival
- Generally, expenses related to performer fees and associated costs will increase to reflect the strategy of presenting an increased number of "name acts"
- Specifically, marketing costs will expand related to the increased promotion of the "name acts"

**Kelowna Music & Arts Festival  
2009 Preliminary Operating Budget**

Account	2008 Budget	2008 Actuals	2009 Budget	% of 2009 Budget
Grants	\$ 7,500.00	\$ 1,615.44	\$ 5,000.00	2%
Vendor, Participant Fees & Earned Revenues	\$ 14,825.00	\$ 16,347.68	\$ 17,000.00	7%
Sponsorships	\$ 50,500.00	\$ 51,409.24	\$ 40,000.00	17%
Ticket Sales	\$ -	\$ -	\$ 116,000.00	49%
POSH	\$ 57,100.00	\$ 59,574.84	\$ 57,750.00	25%
<b>TOTAL REVENUES</b>	<b>\$ 129,925.00</b>	<b>\$ 128,947.20</b>	<b>\$ 235,750.00</b>	<b>100%</b>

Account	2008 Budget	2008 Actuals	2009 Budget	% of Budget
Marketing	\$ 21,800.00	16,724.61	\$ 33,800.00	12%
Performers Costs	\$ 61,000.00	\$ 61,749.39	\$ 110,500.00	38%
Production Costs	\$ 62,000.00	\$ 70,958.08	\$ 67,500.00	23%
Facilities	\$ 13,000.00	\$ 13,762.50	\$ 19,000.00	6%
Admin & Staffing	\$ 10,497.00	\$ 10,633.72	\$ 25,450.00	9%
POSH	\$ 32,850.00	\$ 38,695.74	\$ 37,750.00	13%
<b>TOTAL EXPENSES</b>	<b>\$ 201,147.00</b>	<b>\$ 212,524.04</b>	<b>\$ 294,000.00</b>	<b>100%</b>

**City of Kelowna contribution**    \$ (71,222.00)    \$ (83,576.84)    \$ (58,250.00)    20%

**Notes:**

- This is a project budget and does not reflect some additional operational expenses which are supported by the society's operational budget (i.e. office rent, insurance, telephone, web development, some staff wages, etc.)
- Projected ticket sales revenues are based on 10% advance sales, plus an average of the regular adult one-day and two-day passes
- This budget is subject to further refinements through our Board approval process

**Festival Growth**

Feedback from stakeholders during the review process consistently affirmed that the development of a successful festival requires a great deal of time, resources and effort. Therefore, the following broad strategies will guide Festivals Kelowna during the growth of the "Kelowna Music & Arts Festival".

#### Years 6 through 9

- We will reconnect with local residents and engage them in the festival
- We will produce an attraction that will appeal to our community
- We will hold the festival at a time of the year when the local audience and their visitors are available and interested in attending an outdoor festival
- We will build awareness for the festival by supporting Tourism Kelowna and other community partners through cooperative marketing initiatives
- We will produce an attraction that will enhance the experience of tourists who are already in our community
- We will introduce new revenue streams that will allow us to present a greater number of nationally and internationally recognized performers
- We will continue to develop creative and unique partnerships with the Cultural District stakeholders that will provide financial benefit to both parties
- We will develop stronger relationships with the business community that will result in mutual financial benefit (i.e. hoteliers, restaurants).
- We will demonstrate the economic benefit of the festival for the community

#### Years 10 forward

- Marketing plans will build on the success achieved locally and will be redirected to attract new audiences to the Festival
- We will increasingly target external markets to attract visitors to the community for the Festival from the Pacific NorthWest, greater British Columbia, and Alberta
- We will expand the Festival by introducing new components that will attract new audiences as artistically appropriate and fiscally prudent

## Conclusion

Following a broad and inclusive review process, Festivals Kelowna believes this plan for the future of the *Kelowna Music & Arts Festival* will provide an improved opportunity for long term sustainability.

Through such changes as a move to a more festival oriented time of year, a refined focus of festival theme and content, a simplified but impactful marketing plan, a condensed event site, and the introduction of new revenue streams, this re-energized festival will become the significant and notable event our community will enjoy and deserves, and one that will achieve the longer term goal of attracting new visitors to our community.

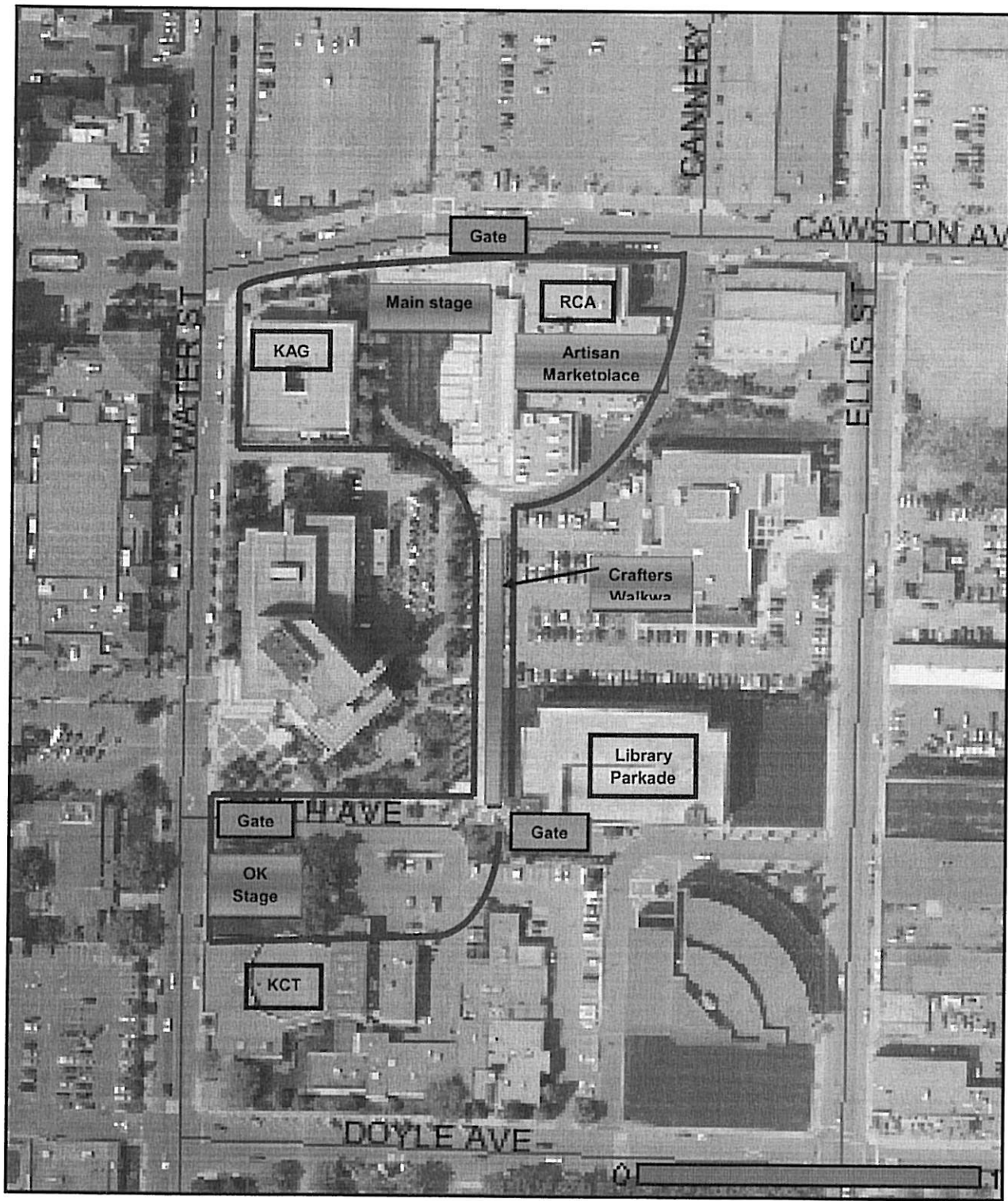
## APPENDIX

1. Kelowna Music & Arts Festival site map
2. List of community consultations held during Life & Arts Festival review
3. Letter of support, Myrna Park, Festival attendee
4. Letter of support, Tracie Ward, Executive Director, Rotary Centre for the Arts, Cultural District stakeholder and festival partner
5. Letter of support, Wayne Wilson, Executive Director, Kelowna Museums, Cultural District stakeholder and festival partner
6. Letter of support, Dona Moore, Executive Director, Kelowna Art Gallery, Cultural District stakeholder and festival partner
7. Letter of support, John Perrott, Executive Director, Downtown Kelowna Association
8. Letter of support, Todd Butler, professional musician and performer at 2008 Life & Arts Festival
9. Letter of support, Ryan Donn, professional musician and member of local arts community, past performer with Life & Arts Festival
10. Letter of support, Jane Eamon, professional musician and member of local arts community, past performer with Life & Arts Festival
11. Kelowna Music & Arts Festival – 2009 Media Plan
12. Overview of 2008 Life & Arts Festival marketing activity



# *Kelowna Music & Arts Festival*

## 2009 Site Map



**Life & Arts Festival Review**  
**Community Consultation Participants**

Elke Lange	Executive Director	Arts Council of the Central Okanagan
Lorna Gunn	Cultural Services Manager	City of Kelowna
Sandra Kochan	Public Art Coordinator	City of Kelowna Cultural Services
John Perrott	Executive Director	Downtown Kelowna Association
Robert Fine	Executive Director	Economic Development Corporation
Nate Flavel	Executive Producer	Kelowna Actors Studio
Patricia Burns	Marketing and Communications Manager	Kelowna Actors Studio
Dona Moore	Executive Director	Kelowna Art Gallery
Shauna Oddleifson	Marketing & Fundraising Coordinator	Kelowna Art Gallery
Renee Burgess	Head of Public Programming	Kelowna Art Gallery
Randy Zahara	Theatre Manager	Kelowna Community Theatre
Rosemary Paterson	President	Kelowna Hotel-Motel Association
Wayne Wilson	Executive Director	Kelowna Museums Society
Christina Ferreira	Coordinator	Okanagan Wine Festivals
Douglas MacLeod	Executive Director	Okanagan Science & Technology Council
Tracie Ward	Executive Director	Rotary Centre for the Arts
Nancy Cameron	Executive Director	Tourism Kelowna
Ryan Donn	Professional Musician	
Jane Eamon	Professional Musician	
Todd Butler	Professional Musician	
Bonnie Anderson	Artisan	
Janice Fingado	Artisan	

Tuesday, October 21, 2008

Re: Life & Arts Festival

Hi Renata,

I have wanted to talk to you for some time about the festival. I have been a faithful attendee, this year even making it to the Friday night POSH event.

One of the challenges I think you have faced in making this successful is the weather. I don't recall attending on a Saturday or Sunday when I did not need to wear a fleece jacket. It has been chilly. The good thing about the inclement weather this year was that it prompted me to buy a rain coat from one of the vendors.

Further, just last week, I tracked down Maple Leaf Spirits in Penticton whose product I had sampled at POSH. I happily spent \$150 with Jorge and let him know it was due to the exposure at the festival.

I know you are contemplating changes and know that is vital in keeping the energy up. Just know, too, that I have enjoyed the festival and will be happy to continue to support it in whatever fashion I can.

MAXimizing Potential!

Myrna Park, CPBA, CPVA  
Max-U.com Inc.

Phone: (250) 861-9303 Fax: (250)764-1013  
Toll Free: 1-877-312-6298

[www.chameleoncommunicator.com](http://www.chameleoncommunicator.com)

October 16, 2008



To whom it may concern:

RE: Letter of Support for Festivals Kelowna - Life and Arts Festival

I am encouraged by plans to move the festival date to mid summer. A great factor in the success of any outdoor festival is weather; there is not a better time of year than summer to celebrate Kelowna and our sunshine. And an added bonus to the RCA, summer is our very slowest season. We have almost no theatre or facility rentals. It is very hard to attract tourist to indoor venues. Life and Arts will help us showcase our facility to visitors.

I look forward to a festival that will focus on certain artistic elements and a reduced number of venues, rather than try to be too many things to everyone. A concentrated festival site will create a strong feeling of celebration through visible congestion of crowds. Congestion is a good thing at a festival! We need the core of the City to be vibrant with activity all year long.

We look forward to working with the team at Festivals Kelowna to be a part of a re-energized festival in the cultural district.

Sincerely,



Tracie Ward  
Executive Director



Festivals Kelowna  
#204 – 591 Bernard Avenue  
Kelowna, B. C. V1Y 6N9

October 21, 2008

Dear Renata,

I am writing to offer our support of Festivals Kelowna as you move forward to strengthen this increasingly important event for the community and for the Cultural District.

The Kelowna Museums Society has been part of the Life and Arts Festival from its conception. With the other 'anchor' Arts and Heritage institutions in the Cultural District (Kelowna Art Gallery and Rotary Centre for the Arts) we have partnered with you as an event venue, as a program provider, and as a featured program venue for important fund-raising activities support this festival. We have been pleased to do so from the beginning and we look forward to a continued relationship as the Life and Arts Festival evolves in our community.

Having been a member of the original Festival Committee for the City of Kelowna I am aware of the original and multi-faceted mandate of the Life and Arts Festival (as directed by City Council?) including: creation of a community-base visual and performing arts festival, strengthening the visitorship to the Cultural District, augment the shoulder season arts and culture programming,

As Festivals Kelowna gains experience with this new endeavour, it is appropriate to evaluate the event with an eye to its improvement, and it is fair to expect there will be proposed changes to the original format, timing, content, etc. As those changes come forward – whether they revolve around programming, gating, timing, titling, etc., the Kelowna Museums Society will continue to work positively and constructively with Festivals Kelowna to help ensure this Cultural District focused Festival becomes the 'Signature' event envisioned for our community.

Important events such as this take time to mature, and along the way they often metamorphose in exciting and creative ways; and I trust this will take place in your case with the Life and Arts Festival. You have our support in this journey, and I am hopeful that others will work collaboratively and speak positively to help ensure success.

Sincerely,

Wayne Wilson  
Executive Director

Kelowna Museums Society  
470 Queensway Ave  
Kelowna BC, V1Y 6S7  
250 763 2417 TEL  
250 763 5722 FAX  
KelownaMuseums.ca



October 16, 2008

Renata Mills  
Festivals Kelowna  
Suite #204, 591 Bernard Avenue  
Kelowna, B. C. V1Y 6N9

To Whom It May Concern,

I am writing this letter in support of Festivals Kelowna's efforts to host the 2009 arts festival in the Cultural District of Kelowna.

As the Executive Director of the Kelowna Art Gallery, I believe the arts festival held in the Cultural District would provide the arts and culture context for an arts event held in our own back yards. The Kelowna Art Gallery is the cornerstone of the Cultural District that includes two other major City buildings, the Rotary Centre for the Arts and the historic Laurel building.

As the leading visual arts facility in the Okanagan, the Kelowna Art Gallery is looking forward to working with Festivals Kelowna on this event and we wish them great success.

If you require further information, please call me at 250-762-2226, ext. 304.

Sincerely,

A handwritten signature in black ink, appearing to read "Dona Moore". The signature is fluid and cursive, with a large loop at the beginning and a trailing flourish at the end.

Dona Moore  
Executive Director



Renata Mills, Executive Director  
Festivals Kelowna  
Suite 204 - 591 Bernard Avenue  
Kelowna, BC V1Y 6N9


Tuesday, October 28, 2008

Dear Ms. Mills,

Thank you for the opportunity to provide input in regards to your Life and Arts Festival review and its future at our recent meeting. The Downtown Kelowna Association is in support of community based festivals and events focused on drawing the broader community to our neighbourhood. Events and festivals, like yours, can provide our downtown businesses additional exposure and in most instances have a positive economic spin off. While summer continues to be a heavily programmed time in our neighbourhood, opportunities exist for an additional festival to fill one of the few remaining free weekends.

We look forward to continuing to work with you in 2009.

Yours truly,



John Perrott, Executive Director

Downtown Kelowna Association  
200-287 Bernard Ave.  
Kelowna BC, V1Y 6N2  
Ph 250 862 3515  
Fx 250 862 5204  
DowntownKelowna.com



Todd Butler  
5868 Bates Road  
Courtenay BC  
V9J 1W6

Oct 20, 2008

To Whom It May Concern:

I am writing this letter in support of the proposed changes to the Kelowna Life and Arts Festival which I had the great pleasure of being a part of in May, 2008.

I believe that moving this festival to the summer is a great idea for several reasons.

--A guarantee of better weather in summer means bigger crowds. As a performer who does many outdoor events I have learned that good weather is essential to a successful festival. It is always a gamble when you put things on outdoors in fall or spring—summer is the way to go!

--Given Kelowna's reputation as a summer vacation destination, a summer festival is bound to be well attended and provides a cultural experience for your visiting tourists while revealing and enhancing the cosmopolitan nature of your city.  
In my travels as a performer I have noticed that arts and music festivals define a city's cultural heart making them more vibrant and exciting places to live and visit.

--Making the Kelowna Summer Arts Festival a gated event will help raise revenue to hire more well known performers which, in turn, enhances the reputation of the festival, which brings out more people and soon you have the best festival in the world that everyone wants to go to!!—which is the point.

Every world class city has a major arts festival. Kelowna has the infrastructure, the people, and the great weather to put on a world class summer festival.  
I hope that you choose to make the Kelowna Summer Arts Festival a reality.  
The potential is unlimited!

Sincerely,  
Todd Butler  
Musician/Comedian/Guitarist

**From:** Ryan Donn  
**Sent:** Wednesday, October 22, 2008 1:56 PM  
**To:** Festivals Kelowna - Artistic Director  
**Subject:** letter of support

To Whom it may concern,

As a Kelowna based songwriter I have had the benefit of building my career in part due to the opportunities provided by Festivals Kelowna and their various branches.

Parks Alive has allowed me to present my music to the larger Kelowna community in a local park allowing me to build my stage presence and live show.

It has been a privilege to also take part in the Life and Arts Festival the past few years but it is obvious that the current format needs to be reviewed. I had an opportunity to sit down with Janet Anderson to talk about different ways to improve the festival. I wanted to send this note in order to support Festivals Kelowna intention to move the event to a summer date. This past year saw a very low turn out at my concert. After the event many people told me that they had hoped to come but the cold and wet weather gave enough reason for people not to attend. For an outdoor festival it needs to have as much chance of success as possible and therefore moving the festival to a summer month would greatly increase the chance of better weather and therefore greatly increase the draw of the festival.

I was also excited to hear that the festival will be more focused and targeted. In the past it felt that while trying to find its identity the Life and Arts festival had tried to be too many things to too many people.

At this point the festival is simply in need of a large attendance. If we give it the best chance of success by moving the event to the summer, I feel it will greatly increase its success. Janet Anderson also mentioned that the Life and Arts Festival will feature a headliner which again will increase the draw to the festival. In 2005 I had the chance to open for 54-40 at the Dragon Boat Festival. About 5000 people attended the concert and showed how spending money on one large headliner will also greatly increase the draw of a festival.

I trust we are able to find a way to evolve this festival so it provides a benefit to the culture and citizens of Kelowna. A well honed festival will create a tourism draw that has unfortunately decreased in recent years as we have lost other events in Kelowna.

Ryan Donn

Kelowna's songwriter  
"Yeah Yeah" - heard on The Juice  
"In this life" - heard on Silk Fm

[www.ryandonn.com](http://www.ryandonn.com)

October 24, 2008

To Whom It May Concern:

RE: The future of a summer arts festival in Kelowna

I would like to offer this letter in support of continuing to hold a summer arts type festival in Kelowna. In the past it was called the Life and Arts Festival held in May and I whole-heartedly support the idea of changing both the name and date.

I have been a supporter and performer at every festival since inception. I produced for two years the Duets show - pairing local musicians in unlikely pairings. I sponsored and participated in a Songwriters' Showcase and this past year, I produced a 10 member Gospel concert as part of the event. Having seen the festival since the beginning I can say that I'm looking forward to the changes proposed by Janet Anderson and would like to see it continue.

I've always been a strong advocate of local music and the need to get it to the public who unfortunately don't get to see most of these people perform. The weather has often played havoc with the attendance as it is an outdoor festival and due to a seemingly scattered output not as well attended.

My vision for the music scene in Kelowna has always been a marrying of the various art groups providing a well rounded selection of events to appeal to a diverse group of audience members. One thing I did find with the festival is the often confusing nature of the number of events and a lack of cohesion (in my eyes I might add), to the types of events offered.

I would like to see more of a focus, maybe something that breeds a bit of familiarity with the audience and something that could bring them back year after year. Too often audiences get jaded with the availability of events and could use some educating in what constitutes a good festival.

Janet Anderson is a great organizer and has far reaching vision. I like what she has in mind and I like her energy and drive. It's what we need. We could use a push into the 21st century and a focusing of our collective artistic energies. Kelowna has much to offer, not just music. There's art, writing, theatre, dance - you name it. Artists are coming here to live and work. Let's give them a place to congregate and celebrate what we do. Let the district support and nurture their creative endeavors. We need that as a city to grow and become a destination place. It's worth the effort.

Let's get behind this and give it a chance to grow.

Yours truly,

Jane Eamon

[www.janeandgord.com](http://www.janeandgord.com)

[www.myspace.com/janeeamon](http://www.myspace.com/janeeamon)

**Media Plan**  
*2009 Kelowna Music & Arts Festival*

The 2009 Marketing Plan reflects the *Kelowna Music & Arts Festival's* strategy to focus strongly on re-establishing itself in the local market. Effective, frequent, and consistent communication with all media including print, web, radio and television in the Kelowna market will commence early in 2009 and continue leading up to and throughout the Festival.

The five year goal for the *Kelowna Music & Arts Festival* is to make it a destination festival with visitors travelling from within the valley, Victoria, Vancouver, Seattle, Calgary, Edmonton and other markets. In the initial years the goal is to introduce the Festival to the media in these markets and build upon awareness in subsequent years. Primary focus in the rebuilding years, however, will remain in the Kelowna/Westside area as well as the Vernon and Penticton markets.

The *Kelowna Music & Arts Festival* will be adult focused, yet family friendly, and this target group can be easily reached via radio, newspaper and web based advertising. Selected media partner details will be finalized once dates for the *Kelowna Music & Arts Festival* have been confirmed.

In addition to conventional advertising, the developing trend of social marketing (i.e. Facebook, MySpace) will be incorporated to promote the Festival and further reinforce the standard advertising methods.

**Prior to January 15, 2009**

- Develop a logo for festival
- Develop and launch new festival website

**January 15, 2009**

- Include Kelowna Music & Arts Festival in all events listings throughout the Okanagan and BC
- Update media database
- Update accommodation, media, and other contact databases

**February 18, 2009**

- Media release - announce new format and date of Kelowna Music & Arts Festival
- prepare teaser release for lead into next month's announcement of headline performer
- Begin Facebook promotion
- Begin poster, brochure design

**March 4, 2009**

- Media Release - Announce headline performer. Distribute photos. Interview times prearranged with headliner, issue media advisory
- Post headline performer on website, update information
- Post headliner on Facebook page, advise members of headliners

**March 11, 2009**

- Follow up with all media to ensure inclusion of headline performer announcement
- Finalize festival poster designs

**April 7, 2009**

- Brochure development (schedule & design) nearly complete. Brochure to be released prior to May 1/09
- update festival event listings
- Email hotel/motels/tourism information centres information on festival
- Update Facebook Page, email member advisory

**May 13, 2009**

- Media Release - additional acts, complete with photos
- Media Release – ticket information
- Coordinate contesting arrangements with media partners
- Begin poster distribution in downtown core, Rutland centre, mission centre, Westside, etc.
- soft sale of ticket sales for multi-day passes and POSH
- Update Facebook page, email members

**June 1, 2009**

- Poster distribution complete
- Issue media release regarding ticket locations
- Update Facebook page, email members.

**June 15, 2009**

- Follow up with media, ensure coverage
- launch contesting with media partners
- Distribute festival schedules to key locations
- confirm accommodation front desk staff have Festival information packages
- Issue release to accommodation and tourism info centres about distribution of information to visitors about Festival, including ticket information
- Update Facebook page, email members

**July 6, 2009**

- increase frequency and content about headliner performers for Festival
- Update Facebook group

**July 13, 2009**

- Festival overview media release/launch event
- confirm ticket availability
- Update Facebook group

**July 20, 2009**

- work with Media to ensure sufficient information available about Festival details
- announce contesting winners with media partners

**July 24 through July 26, 2009**

- Post photos and highlights in Facebook membership group throughout the festival.
- liaise with Media and provide onsite interviews

**August 10**

- Wrap up announcement
- Announce 2010 *Kelowna Music & Arts Festival* dates

## 2008 Life & Arts Festival Marketing Overview

In 2008 the Life & Arts Festival maximized its marketing efforts by leveraging both paid and unpaid dollars to full advantage. The overall marketing value in 2008, including paid, partnered and in-kind support, was \$82,533, a 27% increase over the 2007 value of \$62,400.

### **2008 marketing initiatives included:**

- A total of 16 press releases sent out with increasing frequency beginning in October and going through to the end of the festival
- TV:
  - o interviews on *Okanagan Now* with Sandy Dawson
  - o 3 interviews on Shaw TV with Tammy Williams of *Ok Today*
- Radio:
  - o Regular daily announcer "liners" on Astral Media including Silk FM, SunFM, AM1150
  - o Live interviews on Astral Media stations discussing the performers and schedule of events
  - o Live interviews on Power104 and B103
  - o Partnered promotion with Tourism Kelowna and Okanagan Wine Festivals on Clear FM in Vancouver, which included web presence, radio announcements and contest to "win a weekend to Kelowna". LAF contributed 2 tickets to POSH
- Print:
  - o 25 - ¼ page ads in eVent (55,000 distribution), Kelowna Daily Courier (18,000 distribution) and Okanagan Saturday/Sunday (18,000 distribution) between April 1 – May 10
  - o Approximately 35 media interviews and press releases printed in the Capital News, Daily Courier, eVent, Okanagan Saturday/Sunday in the weeks leading up to the festival
  - o Full colour ¼ page ad in Artsco Spring Issue (released in February) (15,000 distribution)
  - o ½ page ad promoting POSH & LAF in Snap Okanagan (10,000 distribution)
  - o Full page full colour ad in Okanagan Spring Wine Festival Guide (60,000 distribution)
  - o 30,000 programs (up from 5000 in 2007) produced and distributed one month in advance to Casino, hotels, motels, Kelowna Safeway stores, BMO banks throughout the Central Okanagan, City of Kelowna City Hall, all four "kiosks" in the Cultural District, Cultural District venues, as well as directly inserted into 18,000 copies of the Okanagan Sunday two weeks prior to festival, and on-site during the festival
  - o 100 posters produced and circulated to area hotels, all schools in SD #23
  - o 1/3 page ad and listing in the Kelowna Visitor (150,000 distribution, in airports, chambers, hotels in BC & AB)
- Web:
  - o LAF website promoted in all marketing and promotions to drive traffic to the site
  - o LAF and POSH ads appeared from April 27-May 10 on Castanet, with prime location on their homepage (over 100,000 unique visitors per day)
  - o Full colour banner ad promoting Festival on Yellowpages.ca website for two weeks in April on their Edmonton and Calgary site homepages.
- Other:
  - o Street banner located on Water Street for two weeks leading up to and during the festival
  - o Numerous large banners and other signage placed throughout Festival site, especially at main entry points
  - o A well attended launch event that invited media to a "preview" of the festival event held 10 days out from festival in order to build interest and anticipation.