



**FestivalsKelowna**



**A Review Of 2008 and Preview Of 2009**

Submitted to Kelowna City Council  
June 10<sup>th</sup>, 2009



## Introduction

This summary report will provide Kelowna City Council with an overview of the events and activities that Festivals Kelowna produced or participated in during 2008, including:

- The W.R. Bennett Bridge “Bridging Communities Celebration”
- The Life & Arts Festival
- Celebrate Canada Day-Kelowna
- Parks Alive!
- Arts Alive! Artisan Program
- The Kelowna Busker Program
- Festival and Event Industry Outreach project

This report will also provide a preview of the society’s activities for 2009.

## Society background

Festivals Kelowna is a young, non-profit society that was established in 2007 through the guidance and support of the City of Kelowna and a volunteer committee of community members, industry professionals, and City staff. The idea for the creation of Festivals Kelowna came from the belief that creating a single organization to deliver these City events would result in financial, creative, and knowledge efficiencies. It was also believed that this organization could work with other Kelowna festivals and events to share resources resulting in stronger, more sustainable festivals for our community.

The objectives of the society are to:

1. Produce three Kelowna festivals and events:

- **The Kelowna Music & Arts Festival** – A revised version of the Life & Arts Festival, KMAF is an annual, three-day festival featuring professional, contemporary music, comedy, and visual arts in Kelowna’s Cultural District each July.
- **Celebrate Canada Day – Kelowna** - A one day, family-friendly event celebrating Canada’s national pride, featuring a variety of activities including live performances on multiple stages, a children’s activity area, a multicultural food fair, the Made in Canada Crafter’s Marketplace, a citizenship ceremony, and a fireworks display.
- **Parks Alive!** - A community-focused program that presents a diverse schedule of live entertainment and arts-based programming in many of Kelowna’s parks and outdoor public spaces between May and September each year.

The society also produces two additional arts-based programs that are designed to enhance the enjoyment of our community parks and public spaces. These include:

- **The Kelowna Buskers Program** – An annual program of arts-based performances by “street performers” that may include acting, singing, juggling, magic, and dancing in Kelowna’s downtown and waterfront parks.
- **Arts Alive!** – A juried artisans and crafters program that runs from May to September annually in City and Kerry Parks. This program provides a unique and high profile opportunity for local, visual artists to showcase and sell their artwork.



2. Support and partner with Kelowna festivals and events to foster a stronger local industry through shared resources and knowledge, maximize efficiencies, and leverage marketing opportunities to capitalize on the tourism potential of festivals and events for our community.
3. To work in collaboration with and provide strategic advice to the City of Kelowna in the development of the Kelowna festivals and special events community

### Society structure

Festivals Kelowna is governed by a volunteer Board of Directors who provide financial oversight, set policy, and work with staff to set direction for the organization. The Board is made up of industry professionals, performers, marketing experts, as well as individuals with a passion for festivals and events.

A list of the 2008/2009 Board of Directors is included in the Appendix, as well as the 2009/2010 Board.

The society is managed by a small staff of full-time, event professionals, including:

- Renata Mills, Executive Director
- Janet Anderson, Artistic Director
- Sonya Barker, Program Coordinator

Additional part-time or contract staff provide support in such key areas as Marketing & Communications, Volunteer Coordination, Administration, and program delivery, at various times throughout the year.

### Financial resources

Each of the three events the society produces all began as City of Kelowna initiatives. They are now managed by and are the responsibility of the society. As such, the City of Kelowna provides support for the Kelowna Music & Arts Festival, Celebrate Canada Day- Kelowna and Parks Alive! with an annual grant that covers approximately 50% of the total costs. The society is responsible for securing the balance of revenues. Additional revenues for the society's activities come from sponsorships, grant programs, community donations, ticket sales, vendor fees, and program fees.

Additional funding is also provided to support other projects the City asks the society to undertake or oversee on their behalf such the W.R. Bennett Bridge Community Celebration, and the Folk Fest and Canada Day Concerts Society (Canada Pops) grant. Funds received for these "one of" or multi-year activities are held as reserved and are committed in their entirety to the individual project. The society does not retain an administrative fee or any portion of these funds for use beyond their original purpose.

## **2008 Activities**

### W.R. Bennett Bridge "Bridging Communities Celebration"

The Opening of the W.R. Bennett Bridge was a very significant celebration for Kelowna and surrounding communities. Given the significance of this event, a culturally diverse, dynamic, inclusive, and visually impressive celebration was planned. As a result, the community was joined by the Premier of B.C., the Minister of Transportation, former Premier W.R. Bennett, and Mayors from the neighboring communities to Kelowna as active participants in the day's activities.

The day long event was held May 25<sup>th</sup> primarily in City Park, alongside and on the newly opened W.R. Bennett Bridge.

The celebration was developed and produced by a professional event producer operating under contract to Festivals Kelowna. A steering committee provided direction to the event producer during the development stage, and included



participation from the Chair of the local Spirit Committee, representatives from the Westbank First Nation, City of Kelowna, Ministry of Transportation, Kelowna Museums, Economic Development Commission, Festivals Kelowna, and local industry associations. In addition, members of the steering committee played an active role during the actual celebration activities.

The celebration featured a diverse range of activities that appealed to the community regardless of age, interest or socio-economic status. These activities were presented through partnerships with many local organizations, such as the Okanagan Boys & Girls Clubs who presented a children's activity area, the Kelowna Yacht Club who organized on-water demonstrations, and the Kelowna Museums Society and the Okanagan Heritage Society who co-presented a historical display about the old bridge. A detailed list of all the celebration components is included in the Appendix.

### **Attendance**

- Approximately 30,000 residents of Kelowna and surrounding communities visited the site throughout day
- More than 500 individual or group volunteers contributed to the celebrations

### **Marketing & Promotion**

Significant promotion was done to support this community celebration. The promotion was a collaborative effort by the City of Kelowna, the Ministry of Transportation, Festivals Kelowna, and all of the local print and electronic media. It is important to recognize that many of the event partners provided extensive promotion at minimal or no cost to the celebration as an in-kind sponsorship. A list of the key promotional tactics used is listed in the Appendix.

### **Challenges**

Overall, this event ran very smoothly. The one challenge that is worth noting is the poor weather in the evening which impacted organizers' decision to move-up timing of the fireworks display.

### **Success Indicators**

This event was a terrific celebration of a significant milestone for both the community and the province's transportation network. It was successful for a number of reasons:

- Significant interest from the general public as demonstrated by attendance numbers
- Extensive collaboration in both the planning and execution of the event with more than 10 community organizations
- Diverse offering of activities that appealed to a wide variety of people
- Active participation by the local media, resulting in broad awareness for celebration

### **Life & Arts Festival**

The Life & Arts Festival was a multi-discipline, three day, professional arts festival. Originally initiated by the City of Kelowna as a signature event that would recognize and showcase the local professional arts community and the City's burgeoning Cultural District, the long range goal was to grow the festival into a destination draw for the cultural visitor.

The 2008 Life & Arts Festival was held May 9<sup>th</sup> - 11<sup>th</sup> in multiple locations throughout the Cultural District including the Rotary Centre for the Arts, The Laurel Building, the Kelowna Art Gallery, the Artwalk, the Arts Common, the rear lawn of the Kelowna Community Theatre, various locations throughout Waterfront Park, and in private art galleries in the Cultural District including Hambleton Galleries, the Art Ark, and Turtle Island Gallery.



The Festival featured a wide variety of artistic performances and interactive experiences through partnerships with artists, arts groups and businesses in the community. Music, live theatre, street performances, dance, visual arts, a lantern festival, and spoken word were presented on 6 outdoor and 2 indoor stages or performance pitches throughout the festival site. Program content was family friendly and had multi-generational appeal so that grandparents and children alike could enjoy the performances together and be equally entertained. Detailed information about the festival components is included in the Appendix.

The Life & Arts Festival was “ungated” and admission to the festival was by donation. The exception was POSH, the opening night reception and fundraiser for the Life & Arts Festival, which was a ticketed event.

### Attendance:

- As an ungated, free festival, attendance was tracked by recording groups of patrons gathered in key locations at regular intervals throughout the festival weekend. These included indoor and outdoor stages, performance pitches, and workshop sessions; POSH attendance was tracked through tickets sales
- In total, approximately 8,500 to 9,500 patrons participated in one or more elements of the 2008 Life & Arts Festival
- Attendance was approximately 20% lower than in 2007, which can be partially attributed to the poor weather
  - i.e. illuminArts was cancelled 2 hours early and Mainstage performances eliminated due to rain on Saturday; Cool, windy conditions on Sunday resulted in very low attendance compared to the same day in 2007 when the weather was clear and sunny

### Marketing & Promotions

In 2008 the Life & Arts Festival maximized its marketing investment by leveraging both paid and unpaid dollars.

The overall marketing investment in 2008, including paid, partnered and in-kind support, was \$82,533, a leveraging of the cash marketing budget by 4 to 1.

Marketing initiatives included:

- increased print run of 30,000 festival programs distributed prior to festival to local hotels, tourism info centers, restaurants, businesses and key community locations
- Frequent radio ads with multiple media stations, as well as presence in event calendars, and live, on-air interviews
- Internet presence with primary placement of LAF and POSH ads from April 27-May 10 on Castanet (over 100,000 unique visitors per day)
- Cross-promotion in complimentary program guides and festival publications (i.e. Okanagan Spring Wine Festival) in months prior to festival, as well as purchased advertising with concurrent events
- Participation in co-operative export marketing promotion with Tourism Kelowna and Okanagan Wine Festivals

Additional marketing details are included in the Appendix.

### Challenges

In general, this event was well-run and well-received by those in attendance. Challenges to note include:

- Increasingly cool and wet weather on Saturday and Sunday which led to early closing or cancellation of some festival components and decreased attendance
- An increase in supplier costs due to increased transportation and labour costs (i.e. sound, lighting and staging costs were 65% higher than projected)
- A 35% drop in donations and other earned revenue sources due to the inclement weather



## Success Indicators

- Over 200 live performances throughout festival weekend featured 75 different performers
- Kid's day welcomed over 1500 children from 12 public and private schools from Peachland to Oyama who participated in 50 different workshops and hands-on art activities
- 12 local arts and cultural organizations were partnered with to co-present artists or art-based activities
- 57 professional artisans participated in the visual arts component, a 19% increase over projections
- 36 local arts organizations, Cultural District venues and businesses actively participated in the programming and cross-promotion of festival
- 30 different restaurants, wineries, distillers and specialty food establishments participated in POSH to a capacity crowd of 600 patrons
- Numerous opportunities were created for developing, local performing artists to participate alongside established, professional artists
- Sponsorship commitments were 2% over projections, with over 80% of sponsors returning from previous years ; POSH alone saw a 35% increase in sponsorship commitments over projections
- Overall festival expenses were contained to 1% over projection
- Onsite market research revealed:
  - the main reason for attending LAF mentioned by 36.1% of festival patrons interviewed was to see the art and performances
  - a **significant increase from 10% in 2006 to 27% in 2008** in the number of LAF visitors from outside of Kelowna and Westside attending the festival
  - **visitor's decision** to come to Kelowna **increased significantly from 18% in 2006 to 36% in 2008** when reporting that the **festival had at least some influence on their decision to visit Kelowna**
  - **Returning attendees** from previous festivals was **up significantly from 47% in 2006 to 57% in 2008**

## Life & Arts Festival Review

Following the 2008 Life & Arts Festival, the event's fifth year, the Board of Directors undertook a review to determine if the festival was successful in achieving its objectives. Input was sought from a variety of groups including the general public, private businesses, festival stakeholders, and key community organizations such as the Downtown Kelowna Association, Tourism Kelowna, and the Hotel Motel Association. Market research was also conducted using a number of techniques such as online surveys, intercept surveys at various community events, and comparison of other Canadian festivals of similar size and scope.

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. A second "interim" progress report was brought to Council in September, and the final report with recommendations and plans for future festivals was presented in November.

Key recommendations from the review included:

1. **Timing** - Move the festival to the summer when the community looks for quality activities to attend and brings their visiting family and friends; provides additional activities to entertain tourists visiting our community
2. **Format** – Continue developing a professional arts festival to encourage partnerships throughout Kelowna's cultural community, and create new markets and opportunities
3. **Content and Theme** – Feature fewer activity areas with a larger focus on the "Mainstage" as the core; create a stronger emphasis on music, complemented by comedy entertainment
4. **Name** – Choose a name that clearly defines the festivals' focus, and helps people better understand what the festival is about

5. **Audience** - Define the target audience more clearly; market to an adult demographic
6. **Location and Site Layout** – Condense the festival site to create a critical mass of interest and excitement; remain close to the Cultural District venue partners to maximize collaborative opportunities and facility use
7. **Marketing and Promotion** – Use fewer techniques and increase their frequency; primarily focus on re-engaging the community, with secondary focus to visitors already in the community; continue to work with DMO's by providing a quality attraction to market to visitors and build awareness for the festival in external markets

As a result of the review, the Kelowna Music & Arts Festival was established. Further details will be provided later in this report.

### Celebrate Canada Day - Kelowna

“Celebrate Canada Day – Kelowna” is an annual, community festival held primarily in Prospera Place and Waterfront Park for residents and visitors to celebrate our nation’s birthday. The day is filled with family-friendly activities that engage festival patrons from morning to night.

A wide range of multi-generational activities were presented such as opening ceremonies, a citizenship ceremony, multicultural food fairs, live performances, boat rides, drop-in craft stations, and an artist marketplace, and a simulcast fireworks display. A complete list of activities is included in the Appendix.

Additional Canada Day activities produced by other organizations in the Cultural District were also promoted to the community such as:

- Kelowna Art Gallery’s annual Apple Bin Paint-in
- Kelowna Food Bank’s “Light Up the Lake” summer promotion

Space was provided for non-profit or community associations to set-up information displays in Waterfront Park during the festival and included:

- Kelowna – BC Summer Games
- Heritage Canada
- City of Kelowna’s Official Community Planning booth
- Adventure Smart
- BC Dairy Farmer’s Association “Got Milk” healthy eating campaign



Admission to the event was free, however donations were solicited at all entry points into Prospera Place and Waterfront Park. Volunteers encouraged donations through distribution of hand held Canada flags, pins, tattoos and stickers. We also distributed seedlings through the “Watch It Grow” program.

Our local celebration is a community partnership between Festivals Kelowna, Folkfest, the Kelowna Canada Day Concerts Society and the Downtown Kelowna Association. Each partnering organization contributed volunteers to the event, including pre-event organization, event execution and tear-down.

This partnership has resulted in many benefits for the event and the community including:

- shared human and financial resources resulting in elimination of duplicate services and reduced expenses for organizers
- co-operative marketing efforts leading to greater reach and more consistent messaging for community
- a broader, more diverse festival with a greater variety of activities for community



Approximately 200 volunteers assisted in the organization and implementation of the Canada Day Celebrations including community volunteer organizations such as the Telus Community Volunteers and the Festivals Kelowna Hosts..

## Attendance

Celebrate Canada Day – Kelowna is a free, ungated event. Volunteers recorded attendance in 30 minute intervals at three entry points into Waterfront Park from approximately 10:00 a.m. until 10:00 p.m. Combined attendance into the park was recorded at **just over 52,000 patrons through all three entry points** (note: this does not account for repeat visitation by patrons).

In addition to the Waterfront Park attendance, Folk Fest and the Canada Day Concerts Society recorded admission into their events. Estimated attendance at Prospera Place throughout the day was between 5,000 and 6,000 patrons.

## Marketing & Promotions

As we have done in previous years, organizers worked closely with the local media community to build community awareness about the festival activities. The most effective promotion technique that has been used for more than 10 years is to invite active involvement of the local media community through pre-festival promotion and onsite participation. This included:

- aligning media partners with activity areas or stages
- encouraging media personalities to participate as M.C.'s on the stages
- reproducing festival event schedule in one or both community newspapers

We'd like to make a special mention that almost every local print and electronic media outlet continued to take a very active role at the festival, as well provide significant in-kind promotion in advance of Canada Day.

A list of marketing tactics used to promote the festival is included in the Appendix.

## Success Indicators

- Musical performances by over 40 performing groups on 4 stages
- More than 11 different interactive and demonstration activities appropriate for a wide range of ages and interests
- Strong attendance levels and increased participation by community at all festival venues
- 68% increase in vendor and artisan participation over projections
- Extended fireworks display presented on time and on budget
- Terrific weather conducive to outdoor activities

## Challenges

- Festival production costs increased by approximately 38% over previous year due to increased transportation and labour costs for suppliers
- Community donations at entry points was down by 58% compared to projection
- As a result of increased community attendance at Waterfront Park, volume of garbage removed from site was significantly increased over previous years, resulting in additional costs for organizers



## Parks Alive!

Parks Alive! is a community-oriented, arts-based program with a mandate to maximize the potential of Kelowna's parks by stimulating a vibrant arts and culture presence. Having completed its tenth season, Parks Alive! continued to grow and establish itself as a popular and successful community program.

Working with many partners, Parks Alive! brought live musical entertainment, and visual and performing artists into the City's community and lakefront parks. These parks were located throughout the City including the Mission, Central Kelowna, Rutland, North Glenmore, downtown, and in the North end.

By continuing to develop new, family-oriented events during the summer, as well as increasing the scope and calibre of the program, Parks Alive! continued to encourage greater numbers of residents and visitors to enjoy Kelowna's downtown and community parks each year.

From early July to late August, Parks Alive! presented:

- 173 hours of live entertainment at 53 concert events
- Live concerts four days a week in over 12 different locations
- Over 200 groups or individual performers of diverse styles and talents performed, including musical groups, solo singers, dancers, literary, and theatrical artists
- 38 different event themes including Blues, Indie Rock, Classical, Jazz, Folk, and World Music; popular themes like "Music & A Movie" were held twice



We created new themes to reflect the changing styles and tastes of the community such as the "Indie Rock Showcase", and expanded popular single night events to encompass whole weekends, such as the "Roots, Rhythm & Blues" weekend.

As has been our practice for the past 12 years, Parks Alive! continued to partner with local arts organizations and community groups to feature their services and programs, to enhance our Parks Alive! events, and to provide additional activities for the community to enjoy. Partners groups in 2008 included:

- *The Kelowna Art Gallery* – provided hands-on art activities at concerts
- *The Astronomical Society of Kelowna* – star gazing
- *The Okanagan Writer's League* – presented short story readings
- *French Cultural Centre* – co-presented Quebec performing artists
- *Rutland Centennial Committee* – a special concert was scheduled into Ben Lee Park in support of the community celebrations

Parks Alive! also partnered with other community events in 2008 to provide programming support. This included:

- *Kelowna 2008 BC Summer Games* – Parks Alive! produced and managed the entertainment stage in the Festival Village on Saturday and Sunday for the games
- *Kelowna Dragon Boat Festival* – Parks Alive! partnered for the 7<sup>th</sup> year with this festival by assisting with the production and delivery of the Opening Night Concert on the Island Stage, as well as booking and managing live cultural performances throughout the festival site during the weekend

Admission to all Parks Alive! events is free. However, a donations strategy assists with generating revenues. Concert patrons are encouraged to make donations and incentive prizes that have been generously donated by the local business community are given away at each concert, as well as a “grand prize” at the end of the summer.

### Attendance

Attendance at Parks Alive! events continues to be strong each year. By introducing new events each season and by improving existing ones, Parks Alive! successfully attracts our community, their visiting friends and family, and guests in our community. The program also benefits from the broad community awareness that has been developed over the past 12 years.

To track attendance, staff take hourly head counts for each of the events. Using an average of 756 people per event at 54 events this past summer, we conservatively estimate that **Parks Alive! entertained over 40,000 people in 2008.**

### Marketing & Promotions

Recognizing the role Parks Alive! plays in helping to create a dynamic environment in Kelowna’s downtown and community parks during the peak tourism months of July and August, program staff used a variety of techniques to create awareness and attract residents and visitors to the weekly events.

Promotional tactics included semi-permanent signage in program venues, co-operative marketing in Cultural District marketing campaigns, cross-promotion with program sponsor activities, and broad distribution of schedules to hotels tourism information centres and key community locations such as City Hall. A detailed list of marketing tactics is included in the Appendix.

In 2008, program staff conducted informal onsite market research using intercept surveys. These surveys gave patrons the opportunity to comment on festivals in Kelowna generally, including the Parks Alive! program, and provide suggestions for future programming. Comments specific to Parks Alive! included:

- Multi-generational programming is best part of program
- Quality and variety of performances continues to be high
- Outdoor concerts in summertime are very appealing
- Keep providing opportunities for community performers
- Events are well organized
- Events should remain free to attend

### Challenges

Overall there were few challenges with the summer program. The issues we noted include:

- 5 partial or total event cancellations due to weather
- Competition for limited parking in the Kerry Park area
- Limited attendance at lunch time series

### Success Indicators

- Program provided 9 weeks of unique opportunities for developing artists to hone their craft in a professional setting
- Performance opportunities book up earlier and more quickly each year

- 15% increase in number of new performers to program (i.e. those that have not played with Parks Alive! previously)
- Frequent positive feedback from community about quality and caliber of performances
- A loyal and dedicated audience (i.e. “lawn chair brigade”)
- Strong awareness about and interest in the program by performers, community organizations, the public, and sponsors
- 13% increase in sponsor commitments over projections; series Title sponsor opportunities sold-out; 88 % returning sponsors from previous years

## Arts Alive!

Introduced in 2008, this new juried artisan program offers a unique and high profile venue for local artists to showcase and sell their original, handmade Okanagan artwork. Arts Alive! replaces the former “Art in the Park” program. Through the presence of these artists, Arts Alive! enhances the overall ambience of our community parks and contributes positively to the Kelowna experience for both residents and visitors.

Arts Alive! runs from 9:00 a.m. until 11:00 p.m., seven days a week in City Park from May to September. In July and August, the program expands into Kerry Park on Fridays and Saturday evenings in conjunction with the Parks Alive! “Theme Weekend” concerts held at the Kelowna Pride Stage.

Changes from previous programs include:

- extended daily hours
- a new submission process
- a peer review committee to address concerns
- an expansion of eligible items
- creation of permanently assigned spaces
- more clearly defined guidelines regarding participation, space availability and participant conduct

To participate, artists submit an application and once approved through a selection process, pay a program fee. Participating artisans draw from a variety of artistic disciplines including pottery, painting, jewelry design, wood working, and fabric art. Many of the artists are long established professionals who have been perfecting their craft for over 20 years, while others are still developing their work.

In 2008, through a grant from the City of Kelowna, infrastructure improvements for the Arts Alive! program were put in place to help retain and attract new artisans. These included anchors for artisans to secure their tents while in the park, onsite promotional signage, and creation of two designated loading zones for artisans. Permanent signage is planned to be installed in preparation for the 2009 season.

## **Attendance**

Arts Alive! can accommodate a total of 36 participants at one time comprised of:

- 32 artisans in City Park
- 4 artisans in “over flow” spaces at the Kelowna Yacht Club Muster station location

We can also accommodate 20 artisans in the Kerry Park location on Friday and Saturday evenings

In 2008, 39 permits were purchased over the course of the Arts Alive! season (June 30<sup>th</sup>- September 30<sup>th</sup>). These represent a combination of :

- 13 season permits (June 1<sup>st</sup> – September 30<sup>th</sup>)
- 6 summer permits (July 1<sup>st</sup>- August 31<sup>st</sup>)
- 13 single month permits
- 4 “trial” week permits

## Marketing & Promotions

Promotion of this program included:

- Listing on all Parks Alive! event schedules
- Multiple media releases to create awareness of the program and call for participants
- Dedicated pages on the Parks Alive! website
- Peer networking and “word of mouth”

## Challenges

- New “permanent space” allocation created conflict between participants
- Participants not following guidelines
- Interpersonal conflict between participants
- More clearly defined guidelines not supported by some participants

## Success Indicators

- 8% increase in participation over projection, and 55% increase over program participation in 2007 (Art in the Park)
- Participants pleased with creation of new peer review committee and opportunities for greater input on program content and guidelines
- Greater variety in artistic offerings than previous years (i.e. not primarily jewelry artists)

## Kelowna Buskers Program

The Kelowna Buskers Program is a year-round program that encourages local and touring professional and amateur buskers to perform their unique art form. Buskers do anything that will entertain people such as mime, physical comedy, juggling, puppetry, playing an instrument, or singing.

The program featured 15 locations in Kelowna’s downtown core, along the waterfront walkways, City Park, and throughout the Cultural District.

To participate, Buskers underwent an audition with Festivals Kelowna. Once approved, they received a license to perform in “Busk Stops”, which they rotate through on a regular basis. Buskers are paid by the people who watch them perform. As such, they are permitted to encourage donations that are collected in receptacles such as an open music case, box or hat.

## Attendance

- 21 performers or groups purchased a permit
  - 19 participants purchased season permits
  - 3 participants purchased temporary permits

## Marketing & Promotions

- Listing on all Parks Alive! event schedules
- Multiple media releases to create awareness of the program and call for participants
- Dedicated pages on the Parks Alive! website
- Peer networking and “word of mouth”
- Referrals from City staff and downtown businesses
- Applications were distributed and available at the DKA office and City Hall



## Challenges

Generally, this program had minimal negative issues. However, challenges did include:

- Participants not adhering to guidelines such as
  - Performing outside of designated vendor spaces
  - sharing permit with unlicensed buskers
  - performing amplified music at levels that disrupt locals businesses and residents
  - Not having permit displayed during performances
- Lack of permanent signage to indicate “Busk Stop” location

## Success Indicators

- 11% increase in participation over projection
- Positive feedback from artists about participation opportunity
- Variety of participants continues to grow each year (i.e. singers, musicians, dancers, magicians)

## Festival & Event Industry Outreach

Following the work accomplished under Phase 1 of the Community Tourism Grant Program, Festivals Kelowna began additional developmental work around strategies to increase organizational capacity and provide resources for the local festivals and events industry. The project work is being conducted September 2008 and October 2009.

Three strategies are being implemented:

### 1. **Development of resource materials for event producers and their organizations**

A variety of materials are being prepared through research and discussions with the local industry. These include:

- Creation of a festivals and events database  
The database identifies the stakeholders in our local industry. The information will be used to encourage communication between the organizations, as well as allow Festivals Kelowna to maintain contact with the industry.
- Creation of a common events calendar  
We propose to develop information that reinforce and provides support to existing information portals that are being utilized by local Destination Marketing Organizations such as Tourism Kelowna. This will contribute to the consistency and accuracy of the festivals and events information available to residents and visitors to our community.
- Development of standardized event templates and templates  
A variety of event related templates and resource documents are being developed to assist event producers with better event planning and delivery. In addition to researching best practices throughout the industry, input is being sought from a variety of industry stakeholders.

### 2. **Provision of professional development and networking opportunities**

- The first of four stakeholder roundtable was held with the local industry in December. Approximately 15 event organizations attended, comprised of both new and established festivals and events. The purpose of this first meeting was to introduce the industry to the work that Festivals Kelowna was undertaking, as well as to gather feedback from the stakeholders about their current perceptions of the local industry.
- A strategy for creating an ongoing festival network / feedback loop is also being explored. Depending on the model chosen, Festivals Kelowna and the local industry can work together to discuss issues and concerns facing the industry.

### 3. Conducting expanded market research specific to the festivals and events industry

Additional market research is planned for 2009 on the local festivals and events industry. A marketing consultant will develop and conduct the research process. Presentations will be made to the industry stakeholders to ensure they are informed about the process and proposed outcomes, as well as confirm their participation. The research will involve two components:

1. Industry Analysis – This element will include the industry stakeholders; those people and organizations involved in the planning and delivery of festivals and events
2. Community Research – This element will include a community survey designed to profile the attitudes and motivations towards festivals, determine the perceived value of community festivals, and to identify gaps and desired options.

### 2008 Budget and Financial Statements

As a young society, 2008 was the first year the society had complete management of its financial records. In prior years, financial records were partially maintained through the City of Kelowna, the society and the Downtown Kelowna Association.

In 2008, the society produced seven festivals and activity programs generating total revenues of \$752,413.00 with total expenditures of \$742,096.00.

Revenues were down by 6% compared to budget primarily due to unsuccessful grant applications, and a decline in onsite donations at events. In addition, 60% of the UBCM grant originally budgeted for in 2008 will not be received until 2009.

In response to decreased revenues and cost pressures in mid-season due to high oil prices, staff carefully managed expenses resulting in a 10% decrease compared to budget. There was also a corresponding deferral of a portion of the UBCM project work into the 2009 budget year to match receipt of grant funds.

Overall, the society achieved a positive cash position at year end.

A graph of the society's 2008 revenues and expenses broken down by category is included in the Appendix.

### A look ahead – 2009 Activities

The following section will provide a brief update on Festivals Kelowna events and activities currently underway for 2009 or commencing in the next month.

#### **Celebrate Canada Day - Kelowna**

- 12th annual celebration will be held in Waterfront Park and Prospera Place
- Collaboration continues between Festivals Kelowna, Folk Fest, Downtown Kelowna Association, and the Kelowna Canada Day Concerts Society
- Full day of family activities will be provided from 10:00 a.m. to 10:30 p.m.
- **New** - French Cultural Centre will partner to provide translation services for the Official Ceremonies, Canada Pops concert, and at the Waterfront Park stages
- **New** – HSBC has signed on as a title sponsor for the fireworks display



## Kelowna Music & Arts Festival

This new festival will be held Friday, July 24<sup>th</sup> through Sunday, July 26<sup>th</sup> and will feature a greater emphasis on live music and comedy by well-known performers, complemented by interactive workshops and visual art showcases.

The “Opening Night Party”, formerly known as “POSH”, will kickoff the festival on July 24<sup>th</sup> from 7pm – 11pm in the RCA, Kelowna Art Gallery and outdoors in the Arts Common.

- This year’s theme is “Summer in the City”
- Live music, artist demonstrations, food, wine, and spirit tastings are included in ticket price, as well as a free weekend pass to Kelowna Music & Arts Festival (\$80 inclusive)
- Features a special concert for ONP patrons with *Barney Bentall and the Legendary Hearts*
- Current Ticket sales ahead of sales at similar timing in 2008

The Kelowna Music & Art Festival will open to the general public each day at 11:00 a.m. and will feature over 35 hours of live music and comedy entertainment on 2 stages, featuring over 30 different performing groups on Saturday and Sunday.

The “Mainstage”, presented by Astral Media, will include performances by:

- *Colin James Band*, headlining Saturday, July 25<sup>th</sup>
- *Colin Linden Band* (of Blackie and the Rodeo Kings), headlining Sunday, July 26<sup>th</sup>, brought in part by Castanet
- *Alfie Zappacosta*, adult contemporary pop artist
- *The Arrogant Worms* comedy troupe
- *Roman Danylo*, comedian
- *Harry Manx*, folk artist

A stage dedicated to professional Okanagan performers, “The Delta Grand Okanagan Stage presented by The Juice 103.9” will feature some of Kelowna’s best artists like:

- *The Cruzeros*
- *Kinship*
- *The Ryan Donn Band*
- *Sherman Doucette*

**NEW** – The Festival will partner with the City of Kelowna Public Art Committee as the “Hands-On” sponsor. “Hands-On” is a collection of arts-focused interactive workshops and activities happening throughout the festival all weekend. This partnership will help increase awareness about public art as well as provide additional activities for festival patrons.

**NEW** - The Festival has adopted a strategy to become more eco-friendly and will “green the festival” by reducing waste, reducing use of energy, and providing educational information. We will also:

- Encourage food vendors to reduce waste and use biodegradable supplies
- Use LED lights at stages where possible
- Use an onsite recycling program
- Present a “Design For Life” Green trade show to include vendor booths with green products and free information

The Festival site will continue to highlight the Cultural District, using the RCA and Kelowna Art Gallery as key festival venues, as well as the Artwalk and Kelowna Community Theatre.

**NEW** - The 2009 Kelowna Music & Arts Festival has partnered with the Centre for Arts & Technology by providing practical experience for its event management students. Student teams have been aligned with Festivals Kelowna staff and are working in marketing, site and operations, and general festival management. This partnership is mutually beneficial for both as it provides additional resources for the festival, while creating learning opportunities for developing event professionals.

Our marketing strategy for this year's festival is to first engage and attract our residents, and their visiting family and friends, and second to provide activities for visitors already in our community.

### **Parks Alive!**

- 2009 will be the 20<sup>TH</sup> year of outdoor, cultural programming in Kelowna parks
- 47 concert events will be held in 14 parks
- A new concert venue will be created this year through a partnership with Okanagan College on July 9th
- Will continue to participate in other community events such as Canada Day, Mardi Gras Street Festival, and the Kelowna Dragon Boats Festival
- Performers to watch for this summer include:
  - *Daryl & Saskia* – folk & roots duo from Saskatchewan in July
  - Big Band Night with *Robert Fine & the Dreamland Band*, and *The Lake Country Big Band* – Wednesday, July 29
  - *Kettle Valley Brakemen* – Heritage songs – Saturday, August 1<sup>st</sup>
  - *Todd Butler* – Saturday, August 1<sup>st</sup>
  - *John Lee Sanders* – Friday, August 28
- Parks Alive! will continue to provide developmental opportunities for young musicians. This year, winners from two local youth talent competitions, “New Horizons for Young Talent” and the “Kelowna School of Rock”, will perform at a Parks Alive! concert.

### **Arts Alive!**

- Program is off to a strong start with 31 of 32 spots filled one month after program start
- Diversity of program participants continues to grow with products to date including clothing, paintings and prints, handmade drums, pottery, henna, and custom-made jewelry
- The program will receive increased profile this summer thanks to permanent signage installed at the North and South entrances to the walkway in City Park, and the placement of sandwich boards and banners near the Abbott Street entrance

### **The Kelowna Buskers Program**

- The program has expanded this year from a 5 month summer program to year-round. This change was made to address the increasing interest from performers wishing to participate during our usual “non-peak” times.
- 10 official “Busk Stops” have been fitted with signage and are already being used
- Program is received significant media attention resulting in increased performer interest.
- Greater diversity of participants now applying, such as dancers from Ballet Kelowna, and a cello/guitar duo
- 30 days after the program start of May 1<sup>st</sup>, 24 Buskers are registered, a 35% increase over projections

## APPENDIX

1. Festivals Kelowna Board of Directors – 2007/2008 and 2008/2009
2. Additional event information for W.R. Bennett Bridge Celebration, Life & Arts Festival, Celebrate Canada Day – Kelowna and Parks Alive!
3. Parks Alive! 2008 Schedule of Events
4. Festivals Kelowna 2008 Revenues and Expenses by category - graph
5. Parks Alive! 2009 Schedule of Events
6. 2009 Kelowna Music & Arts Festival rack card (hard copy)
7. 2009 Kelowna Music & Arts Schedule of Events
8. Sample – “Busk Stop” signage
9. Sample – “Arts Alive!” signage

**Board of Directors – 2008/2009**

Alanna Vernon, President  
Dean Clarke, Vice-President and Private Sector representative  
Howard Shears, Treasurer  
Dawn Antle, Secretary  
Reid Oddleifson, City of Kelowna representative  
Nathalie Limbos-Bomberg, Director  
Christie Armstrong, Director  
Robert Fine, Director  
Sheila Olcen, City of Kelowna representative

**Board of Directors – 2009/2010**

Alanna Vernon, President  
Dean Clarke, Vice-President  
Howard Shears, Treasurer  
Dawn Antle, Secretary  
Quinn Best, Director, Private Sector representative  
Jim Gabriel, City of Kelowna representative  
Sandra Kochan, City of Kelowna representative  
Christie Armstrong, Director  
Robert Fine, Director  
Mary-Ann Graham, Director  
Ryann Donn, Director

## W.R. Bennett Bridge “Bridging Communities” Celebration

### Event components:

- Reception with *Ministry of Transportation Officials* and government officials
- “Official Opening Ceremony and ribbon-cutting” by Premier Gordon Campbell, Mr. Bennett, the Minister of Transportation, and other local dignitaries
- A “Heritage Open House”, presented and staffed by the *Okanagan Historical and Heritage Societies*, and the *Kelowna Museums*
- A “First Nations Village”, featuring live performances and interactive displays, presented by the *Westbank First Nation*
- “Building Communities” Mainstage Entertainment, featuring live performances from local artists.
- “The Ogoopogo Interactive Community Zone”, presented and staffed by the *Central Okanagan Boys & Girls Clubs*
- A “Parade of Boats”, presented and organized by the *Kelowna Yacht Club*, *Central Okanagan Sailing Association*, and the *Westbank Yacht Club*, featuring 25+ boats
- A “Bridge Walk”, featuring static displays and guided tours of the newly constructed bridge by *Ministry of Transportation* officials
- *Vintage Car Club of Canada* display of classic automobiles
- “Be a Famous First Campaign”, where local residents entered a contest (run on all local media) to be the first to cross the new bridge in one of 6 categories
- William R. Bennett Bridge “Cake Cutting ceremony” – a specially commissioned cake representation of the new bridge, cake courtesy of the communities of Westside and Westbank
- On water demonstrations by local boating clubs, including the *Kelowna Dragon Boat Club*
- Food and merchandise vendors onsite at celebration site
- Onsite displays from local, regional and national media
- A “Parade of Light”, featuring local school children walking across the newly opened bridge in the evening, illuminated by light torches; 250+ participants plus 6 fire engines, 1 ambulance, 1 RCMP cruiser, 3 RCMP motorcyclists, a hybrid school bus, and a double-decker transit bus
- Fireworks display beside the newly opening bridge

### Volunteer participation:

#### Festivals Kelowna Hosts

- Okanagan Historical Society
- Kelowna Lady of the Lake Society
- Okanagan Boys & Girls Club
- Rotary- Ogoopogo Club
- Westbank First Nations
- Scouts Canada
- Ministry of Transportation
- volunteers from the community not affiliated with a specific organization

### Marketing and Promotions tactics used:

- Creation of an official celebration logo
- Creation of a celebration website
- Creation of a commemorative DVD chronicling the building of new bridge
- Creation of limited edition commemorative coin
- Commemorative 4 page spectator guide in Capital News with event schedule, site map, and general event information
- Creation of a full-colour commemorative guide called “Bridging The Future” to support the celebration and bridge opening. These costs were covered by Black Press as an in-kind sponsorship for the community
- “Be a Famous First” media campaign and contest – supported and managed equally by local electronic media (radio and television stations) whereby local citizens entered a contest to “win” a spot as one of the first citizens to cross the new bridge in one of 6 pre-determined categories

## **2008 Life & Arts Festival**

### Event components:

- **Kid's Day**
  - Held Friday, May 9<sup>th</sup>, 9:00 – 2:00
  - Featured over 50 interactive workshops and performances such as kite cards, draw sculpting, and soapstone carving
  - Free to participate
  
- **POSH**
  - Friday, May 9<sup>th</sup>, 7:00 – 10:00 p.m.
  - A ticketed, fundraising event designed to provide financial support for the festival
  - Format was a “progressive” cocktail reception held in 6 venues throughout the Cultural District
  - Multiple live musical, visual, and performing arts presentations throughout event in all venues
  - Food, wine, and spirits “tastings” featured over 30 local restaurants, specialty bakeries and caterers. wineries and distillers
  - Limited number of tickets available for purchase; 2008 event reached capacity with 600 guests
  
- **Festival Village**
  - The “heart” of the festival site
  - Included multiple indoor and outdoor stages and performance spaces such as:
    - “Mainstage” in the Arts Common
    - “Festival Stage” on Kelowna Community Theatre rear lawn
    - “ArtWalk Stage” at south end of Artwalk
    - “Mary Irwin Theatre” inside Rotary Centre for the Arts
    - 3 “performance pitches” for street performers along Artwalk, side of Library Parkade, and near Café Coffee and the Kelowna Public Library
  - 30 “Active Art” interactive drop-in workshops available for the public to participate such as stilt-walking, live model drawing, soapstone carving, drum circles, and public speaking
  
- **“Design For Life” symposium and exhibit**
  - Held at the Kelowna Art Gallery on May 10<sup>th</sup> and 11<sup>th</sup>
  - An exhibit that explored all kinds of design – from interior to urban to industrial - and its impact on our lives.
  - Sustainable Design was focus in 2008, and featured a “Design Panel” of experts in a variety of design disciplines discussing the impact of sustainable design.
  - Local designers participated in “Designer Six-Pack”, a well attended, lively discussion featuring timed opportunities to showcase their best or most unique design work
  - “National Design Exchange Awards” display from Toronto was brought in to enhance symposium.
  
- **Artisan Marketplace and Crafter's Walkway**
  - Held during festival weekend in the Festival Village
  - A juried artisan marketplace that featured 57 professional artisans, art groups, and crafters from throughout BC working in a variety of artistic disciplines such as silversmithing and jewelry design, pottery and clay art, textile design, painting, wood art, clothing design, and mixed media.
  - Included presentations by “Featured artists” who demonstrated their artwork creation throughout the weekend and led interactive discussions with festival patrons.
  
- **illumArts Lantern Celebration**
  - Held in Waterfront Park, Saturday, May 10<sup>th</sup>, 5:00 – 10:30 pm
  - Featured over 100 lantern installations throughout Waterfront Park made by local artists, community groups, local residents, school children, and UBCO Fine Art program students in community workshops leading up to festival.

(Life & Arts Festival cont.)



- Live musical and performing arts presentations on Island Stage and Beach Stage including an interactive lantern and drum procession throughout the park, and a commissioned performance by local professional singer-songwriter Jane Eamon and a collective of Kelowna musicians called “Joyful Noise”

As a multi-discipline festival, Life & Arts introduced our community to many unique, world class performing acts such as:

- *Aeriosa* - Aerial dance troupe combining aerial acrobatics with modern dance
- *Todd Butler* – Internationally recognized Comedian, singer-guitarist, and satirist
- *I Tromboni* – Known as the “Team Canada” of trombones, internationally recognized, chamber music ensemble
- *Aaron Gregg* – Professional, comedic street performer and holder of the world record for “chain saw juggling”
- *Brad Prevadoros* – Award-winning multi-genre, acoustic guitarist
- *T.O.F.U.* – Popular, adult-oriented “talk-rock” trio specializing in “slam poetry”

Through partnerships with local arts organizations, artists, and community organizations, Life & Arts provided a venue for developing artists, showcased the excellence of Kelowna’s cultural community, and created opportunities for collaboration. A sample of these partnerships include:

- *Chamber Music Kelowna*, Master Class performances
- *Ballet Kelowna*, dance performances by professional and developing performers
- *Cakewalk*, a youth-based, artist collective led celebration of art and live music for emerging artists
- *Mission Dance Company*, dance performances by professional and developing performers
- *Rhonda Draper*, 2007 Governor General’s Award recipient for excellence in teaching, for her musical interpretation of Canada’s history
- *Kelowna Community Concert Association*, *Chamber Music Kelowna*, *Okanagan Symphony*, *Le Centre Culturel Francais de l’Okanagan*, for a co-presentation of “I Tromboni”
- *Arts Council of the Central Okanagan*, produced the “creation station” providing hands-on art projects for families all weekend
- *Kelowna Museums Society*, provided guided tours of the BC Orchard Industry Museum and hands-on projects for families to record their own history
- *Cool Arts*, a local non-profit group dedicated to providing fine arts opportunities for adults with developmental challenges

#### Marketing & Promotion:

- Live television interviews with CHBC’s *Okanagan Now* and multiple interviews on Shaw TV’s *Ok Today*
- Daily radio announcer “liners” with Astral Media and Pattison Media stations, as well as presence in event calendars, and live, on-air interviews
- Partnered multi-media promotion with Tourism Kelowna and Okanagan Wine Festivals on Clear FM in Vancouver, which included web presence, radio announcements, print ads and contesting to “win a cultural weekend to Kelowna”.
- Print campaign of:
  - Purchased ads in local print media and specialty arts publications with total combined distribution of 176,000 copies between April 1 – May 10
  - Un-paid editorial of approximately 35 articles in 4 months prior to and during festival
  - Cross-promotion with other festival publications (i.e. Okanagan Spring Wine Festival)
  - 30,000 festival programs (up from 5000 in 2007) produced and distributed prior to festival to local hotels, restaurants, businesses and key community locations (i.e. City Hall, recreation and arts centers)
  - posters and promotional cards circulated to all area hotels, Cultural District and downtown businesses, and schools in SD #23
  - promotion in Kelowna Visitor Guide (150,000 distribution, in airports, chambers, hotels in BC & AB)
- Internet presence included primary placement of LAF and POSH ads from April 27-May 10 on Castanet (over 100,000 unique visitors per day), full-colour banner ads on Yellowpages.ca website in Edmonton and Calgary homepages, event calendar listings, as well as target marketing to drive traffic to the festival website
- Collateral promotion included high profile street banner located on Water Street for two weeks leading up to and during the festival, onsite signage on street-facing perimeters, and multiple media events to preview festival and build awareness and interest
- Cross-promotion of festival in complimentary program guides and purchased advertising with concurrent events such as “Whose Line is it Anyway” live show at Kelowna Community Theatre during festival weekend

## **Celebrate Canada Day – Kelowna**

### **Event components:**

- Citizenship Ceremony at the Kelowna Community Theatre
- Official Canada Day Opening Ceremonies and Happy Birthday Canada cake
- “35<sup>th</sup> Annual Kelowna Folkfest Celebrations”, a cultural mosaic of culinary experiences and performing artists
- “14<sup>th</sup> Canada Day Pops Concert”, a classical evening concert at Prospera Place
- “Taste of Canada” Food Fair featured 17 participants
- “Made in Canada Marketplace” artisan fair featured 27 Canadian artisans and crafters
- Musical performances by over 30 performing groups on four stages:
  - Parks Alive! Power Stage (Island Stage)
  - TD Canada Trust Beach Stage (Tugboat Bay)
  - Kids Zone Stage (Pioneer Gardens, Waterfront Park)
  - FolkFest stage (Prospera Place)
- “The DKA Kid Zone” with live stage performances and over 15 interactive stations
- Selah Voyageur Canoe Rides, by donation
- Model Sailboat Club’s annual Canada Day Regatta
- Evening Fireworks Display

### **Marketing and Promotions**

- Media launch, June 25<sup>th</sup> in Prospera Place
- Multiple articles in both community newspapers
- Full-page schedule of activities printed in the Kelowna Daily Courier
- Alignment of local radio stations with activity centers and stages resulting in pre-event promotion and onsite participation
- Pre-recorded and live media interviews with print and electronic media
- Placement of event listings on internet event calendars

## **Parks Alive!**

### **Marketing & Promotion**

- Onsite signage and banners, including high-profile banners in Kerry Park
- Advertisements on three Cultural District information kiosks
- Weekly “event schedule” ¼ page ad in the “Kelowna Capital News”, courtesy of the Capital News
- Weekly print and electronic media event-listings, as well as weekly “event blasts” direct to community
- Full page and ¼ page ads in widely distributed community and tourism publications (i.e. City of Kelowna summer recreation guide, Tourism Kelowna guide, Kelowna Map Book, etc.)
- Frequent editorial through local print and electronic media
- Broadsheet schedule of events distributed at all Parks Alive! events, tourism information centers, downtown businesses, and local hotels

# PARKS ALIVE!

2008

Entertainment Season

presented by

**en/**  
vision  
FINANCIAL

## Starbucks Community Music Series Tuesdays

6:30 pm–8:30 pm ~ Various parks, Glenmore to the Mission

- July 8 . . . . .Whitman Glen ~ *Blast from the Past*
- July 15 . . . . .Kinsmen ~ *World Music*
- July 22 . . . . .Strathcona ~ *Family Fun*
- July 29 . . . . .Ben Lee ~ *Rutland Centennial Celebration*
- Aug. 5 . . . . .Kinsmen ~ *Jazz*
- Aug 12 . . . . .Whitman Glen ~ *Retro Rock*
- Aug 19 . . . . .Strathcona ~ *Beach Blanket Party*
- Aug 26 . . . . .Ben Lee ~ *Summer's End*

## Everest Recruitment Wednesday Night Showcase

6:30 pm–10:00 pm ~ Island Stage, Waterfront Park

- July 2 . . . . . *Kick off to Summer*
- July 9 . . . . . *Rock n' Roll*
- July 16 . . . . . *Big Band*
- July 23 . . . . . *Local Favourites*
- July 30 . . . . . *A Night of Tributes*
- Aug 6 . . . . . *Rhythm & Blues*
- Aug 13 . . . . . *Country*
- Aug 20 . . . . . *Music & A Movie*
- Aug 27 . . . . . *Music & A Movie*

### Donations

Most events are free, but donations are welcome and directed back into the program to help us deliver accessible, high calibre, live entertainment to our community.

## Downtown Kelowna Association Mid-Day Music Thursdays

12:00 pm–2:00 pm ~ Alternating locations  
in Kelowna's Downtown

- July 3 . . . . .City Hall ~ *Dynamic Duos*
- July 10 . . . . .City Park ~ *Lunch with Variety*
- July 17 . . . . .Kerry Park ~ *Instrumental Infusion*
- July 24 . . . . .City Hall ~ *Country Bash*
- July 31 . . . . .City Park ~ *Mid-Summer Music*
- Aug 7 . . . . .Kerry Park ~ *Multicultural*
- Aug 14 . . . . .City Hall ~ *Folk*
- Aug 21 . . . . .City Park ~ *Songwriters Showcase*
- Aug 28 . . . . .Kerry Park ~ *Summer's End*

## The Mission Group Thursday Legacy Series

6:00 pm–9:00 pm ~ Various parks

- July 3 . . . . .Guisachan Gardens ~ *Folk*
- July 10 . . . . .Arts Common ~ *Variety Night*
- July 17 . . . . .Sarsons Beach ~ *Beach Blanket Party*
- July 24 . . . . .City Park ~ *Blues Night*
- July 31 . . . . .Knox Mountain ~ *Rock n' Roll*
- Aug 7 . . . . .Arts Common ~ *Emerging Female Artists*
- Aug 14 . . . . .Sarsons Beach ~ *Summer Fun*
- Aug 21 . . . . .Guisachan Gardens ~ *Celtic*
- Aug 28 . . . . .City Park ~ *Summer Showcase*

## 101.5 Silk FM Theme Weekends

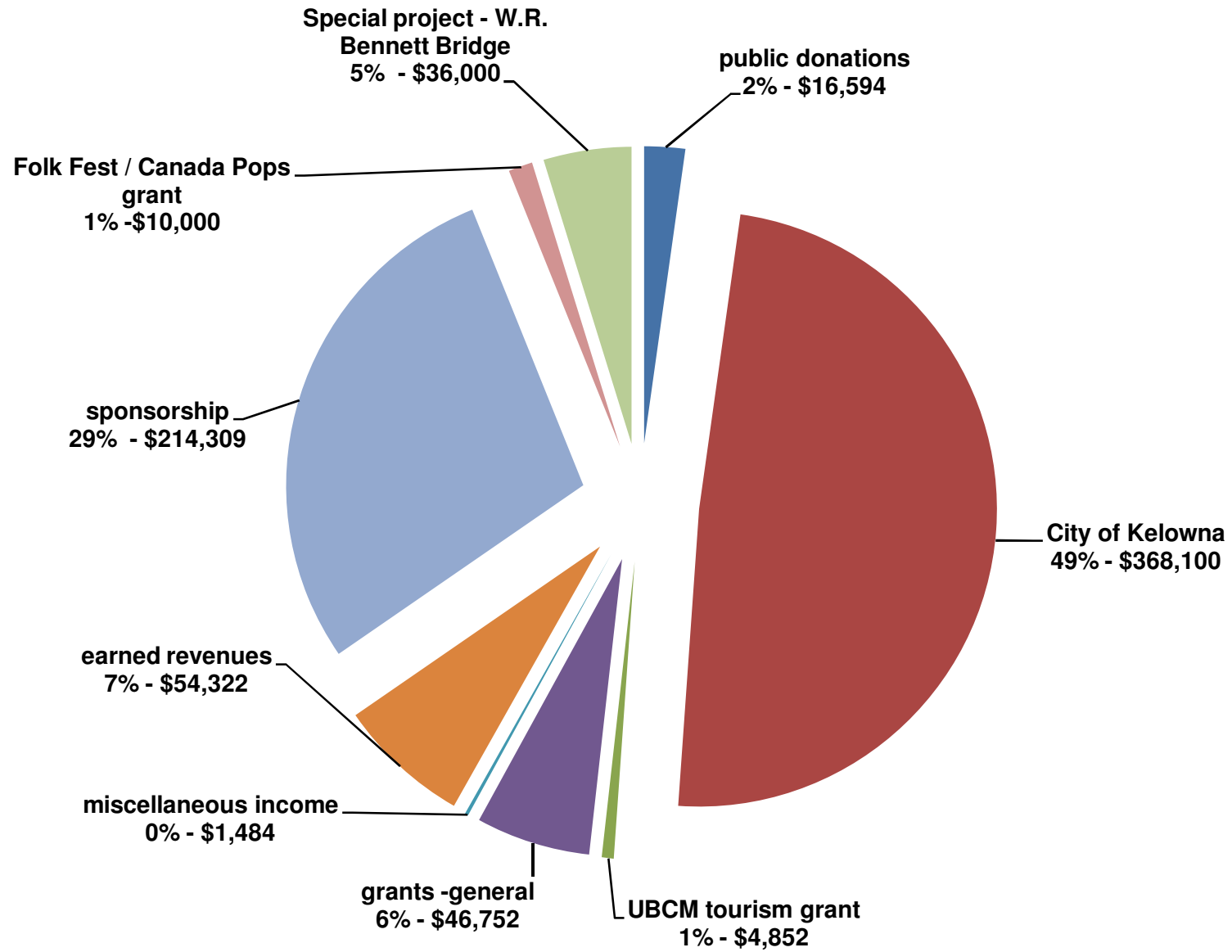
6:30 pm - 10:30 pm ~ Kelowna Pride Stage, Kerry Park

- July 4 & 5 . . . . . *Summer Celebration*
- July 11 & 12 . . . . . *Roots, Rhythm & Blues*
- July 18 & 19 . . . . . *Indie Rock Showcase*
- July 25 & 26 . . . . . *Multicultural Music*
- Aug 1 & 2 . . . . . *Celebrate BC's Best*
- Aug 8 & 9 . . . . . *Kickin' Country*
- Aug 15 & 16 . . . . . *Rock n' Roll Weekend*
- Aug 22 & 23 . . . . . *Folk Fun*
- Aug 29 & 30 . . . . . *Summer Blowout*

Thank you to our program sponsors:



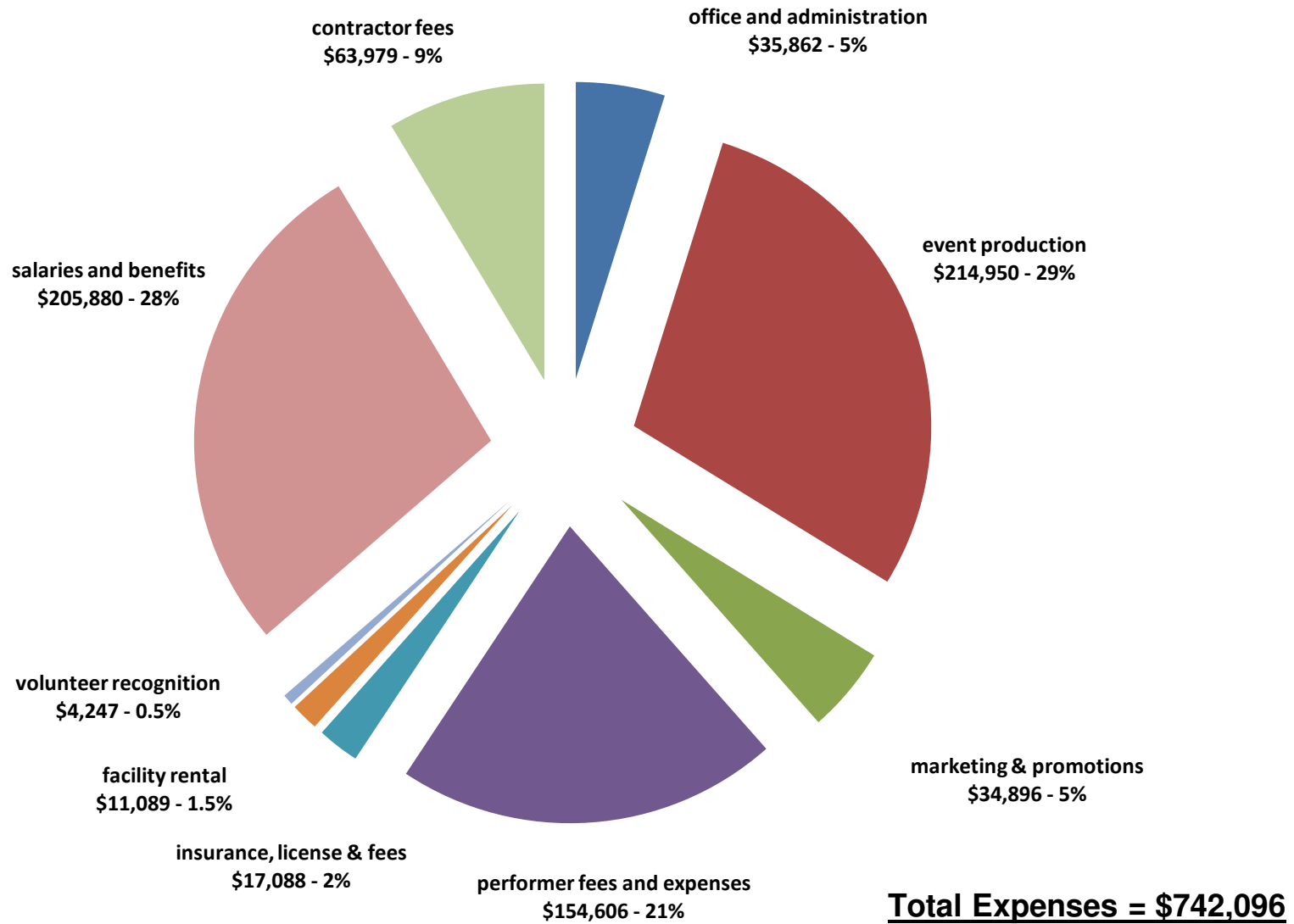
## Consolidated Revenue 2008



**Total Revenue = \$752,413.00**



## Consolidated Expenses 2008



# PARKS ALIVE!

2009

Entertainment Season

presented by



## Royal LePage Community Music Series Tuesdays

6:30 pm-8:30 pm ~ Various parks, Glenmore to the Mission

- July 7..... Ben Lee ~ *Multicultural*
- July 14 ..... Strathcona ~ *Fun In the Sun*
- July 21 ..... Whitman Glen ~ *Blues*
- July 28 ..... Kinsmen ~ *Family Fun*
- Aug 4 ..... Main Street/Compass ~ *Rock N' Roll*
- Aug 11 ..... Ben Lee ~ *Oldies but Goodies*
- Aug 18 ..... Knowles ~ *Kickin' Country*
- Aug 25 ..... Whitman Glen ~ *Variety Night*

## K96.3 Wednesday Night Showcase

NEW TIME ~ 6:00 pm-9:00 pm  
Island Stage, Waterfront Park

- July 8 ..... *Country Bash*
- July 15 ..... *A Night of Tributes*
- July 22 ..... *Classic Rock*
- July 29 ..... *Big Band*
- Aug 5 ..... *Celtic*
- Aug 12 ..... *Jazz Night*
- Aug 19 ..... *Music & A Movie*
- Aug 26 ..... *Music & A Movie*

### Donations

Most events are free, but donations are welcome and directed back into the program to help us deliver accessible, high calibre, live entertainment to our community.

## Downtown Kelowna Mid-Day Music Thursdays

12:00 pm-2:00 pm ~ Kerry Park

- July 2 ..... *School's Out*
- July 9 ..... *Lunch with Variety*
- July 16..... *Instrumental Infusion*
- July 30..... *Country*
- Aug 6 ..... *Jazz*
- Aug 13..... *Mid-Summer Music*
- Aug 20..... *Folk Fest*
- Aug 27..... *Young Talent*

## Chances Thursday Legacy Series

6:00 pm-9:00 pm ~ Various parks

- July 2 ..... Knox Mountain ~ *Summer Celebration*
- July 9 ..... Okanagan College Campus ~ *Retro Boogie*
- July 16.... Father Pandosy ~ *Stars of Tomorrow*
- July 30.... Guisachan Gardens ~ *Songwriters Showcase*
- Aug 6 .... City Park ~ *Beach Blanket Fun*
- Aug 13.... Sarsons Beach ~ *Bluegrass*
- Aug 20.... Guisachan Gardens ~ *Dynamic Duos*
- Aug 27.... Knox Mountain ~ *Rock Night*

## 101.5 Silk FM Theme Weekends

NEW TIME ~ 6:00 pm - 10:00 pm  
Kelowna Pride Stage, Kerry Park

- July 3 & 4 ..... *Kickoff to Summer*
- July 10 & 11 ..... *Rock N' Roll*
- July 17 & 18 ..... *Folk Fusion*
- July 31 & Aug 1 .... *Celebrate BC's Best*
- Aug 7 & 8 ..... *World Music*
- Aug 14 & 15 ..... *Indie Rock Showcase*
- Aug 27 & 22 ..... *Roots, Rhythm & Blues*
- Aug 28 ..... *Summer Blowout*

Note: No concerts scheduled for July 23rd, 24th, 25th due to Kelowna Music & Arts Festival

Thank you to our program sponsors:





**2009 Kelowna Music & Arts Festival – Festival schedule overview**

20

**Weekend Events**

**Friday Opening Night Party**

**RCA Rehearsal Hall**  
7:00 - 7:30  
8:00 - 8:30  
Mission Dance Company

**RCA Dance Studio**  
7:30 - 8:00  
8:30 - 9:00  
Tanya Balaka & Georg Phiniotis  
Flamenco

**RCA Mary Irwin Foyer**  
7:30 - 8:00  
8:30 - 9:00  
Small Change

**RCA Atrium**  
7:00 - 7:30  
8:00 - 8:30  
DJ Taste and Flair Bartending

**Mainstage**  
9:00 - 9:15  
Kinshira  
9:15 - 10:45  
Bamey Bentall and the Legendary Hearts

**Kelowna Art Gallery**  
7:00 - 7:30  
7:45 - 8:15  
8:30 - 9:00  
Bernie Addington Trio featuring Robert Fine



**Pinkwigg Productions & Aaron Gregg**  
will be roaming the Festival site all weekend



**Saturday**

**Delta Grand Okanagan Stage**  
11:00  
Gates Open  
11:30 - 12:15  
Aaron Gregg  
12:30 - 1:15  
Bobby Bovenzi  
Drum Circle  
1:30 - 2:00  
Roman Danylo  
2:15 - 3:15  
Redfish  
3:30 - 4:30  
Sherman Doucette  
4:45 - 5:45  
Singer Songwriter Showcase  
6:00 - 7:00  
Kinship

**Mainstage**  
11:00  
Gates Open  
12:00 - 1:00  
Santa Lucia  
1:15 - 2:15  
Samantha Schulz  
2:30 - 3:30  
AUGUST  
3:30 - 3:45  
Roman Danylo  
4:00 - 5:00  
Stephen Fearing  
5:15 - 6:15  
Arrogant Worms  
6:15 - 6:30  
Roman Danylo  
6:45 - 8:00  
Harry Manx  
8:00 - 8:15  
Roman Danylo  
8:30 - 10:00  
Colin James Band brought in part by SunFM

**Workshops**  
1:00 - 3:00  
Livessence  
Drawing Demo  
2:15 - 3:00  
Cherie Hanson  
Handmade Cards  
3:30 - 5:00  
Conrad Burek  
Improv Class  
4:15 - 5:00  
Cherie Hanson  
Handmade Book

**Safeway Family Area**  
11:00 - 2:00  
Kelowna Art Gallery  
2:00 - 5:00  
The United Way  
11:00 - 5:00  
Drop in Arts & Crafts Table

21

**Sunday**

**Delta Grand Okanagan Stage**  
11:00  
Gates Open  
11:30 - 12:15  
Arrogant Worms  
12:30 - 1:15  
Anglea Roy  
Drum Circle  
1:30 - 2:00  
Roman Danylo  
2:15 - 3:15  
Nixie  
3:30 - 4:30  
Ryan Donn  
4:45 - 5:45  
Earthbound  
6:00 - 7:00  
Cruzeros

**Mainstage**  
11:00  
Gates Open  
12:00 - 1:00  
Mystic Bowie & Tribal  
1:15 - 2:15  
Aspen Switzer & Thistledown  
2:30 - 3:30  
Stephen Fearing  
3:30 - 3:45  
Roman Danylo  
4:00 - 5:00  
Hey Ocean  
5:15 - 6:15  
August  
6:15 - 6:30  
Roman Danylo  
6:45 - 7:45  
Zappacosta  
7:45 - 8:00  
Roman Danylo  
8:15 - 9:30  
Colin Linden Band brought in part by Castaner

**Workshops**  
1:00 - 3:00  
Livessence  
Drawing Demo  
2:15 - 3:00  
Spinners  
Quilling Class  
3:30 - 5:00  
Conrad Burek  
Improv Class  
4:15 - 5:00  
Spinners  
Quilling Class

**Safeway Family Area**  
11:00 - 2:00  
Kelowna Art Gallery  
2:00 - 5:00  
Kelowna Womens Shelter  
11:00 - 5:00  
Drop in Arts & Crafts Table



Kelowna Buskers Program – street sign





Arts Alive! – temporary signage

