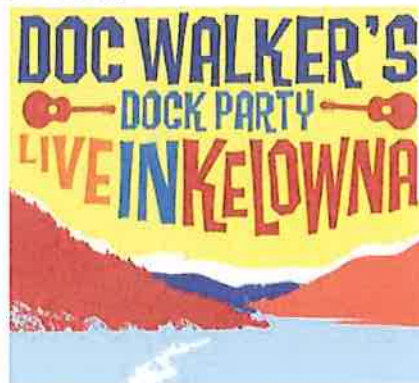
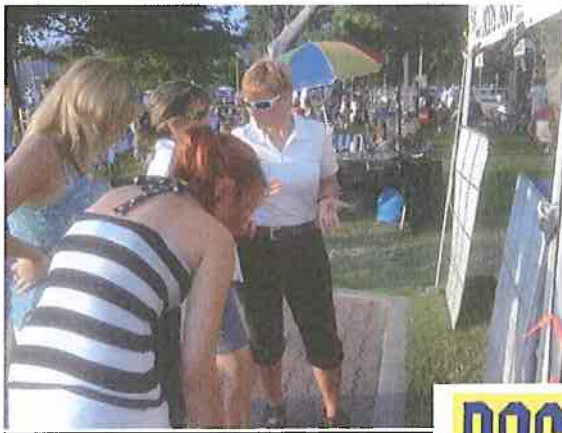




FestivalsKelowna



Annual Report to Kelowna City Council

Summary of 2010 Activities

Submitted March 9th, 2011

Introduction

2010 was a very positive and successful year for Festivals Kelowna (Festivals and Development Society of Kelowna). It was a year of refocus, rebuilding and rejuvenation.

Festivals Kelowna refocused on delivering its four core programs in 2010:

1. Celebrate Canada Day – Kelowna festival
2. Parks Alive!
3. Kelowna Buskers Program
4. Arts Alive! artisan program

We also partnered with a number of organizations to both rejuvenate our events and provide assistance with other events in the community.

Finally, we used 2010 as a rebuilding year by streamlining operations which resulted in an improved financial outlook for the society.

This report will provide Kelowna City Council with an overview of the events that Festivals Kelowna produced in 2010, as well as plans for the 2011 program season.

Society structure

Festivals Kelowna was established in 2007 through the direction and guidance of the City of Kelowna with the purpose of producing key City of Kelowna events. In 2010 a new, arms length operating model was introduced. A three year operating agreement was signed with the City of Kelowna for 2010, 2011 and 2012, and the society would continue to produce programs for the City within the terms of the new agreement. This model is similar to the one used for other service providers to the City for the delivery of services or programs.

As a non-profit society, Festivals Kelowna is governed by a volunteer Board of Directors who provides financial oversight, set policy, and work with staff to define direction for the organization. The Board is made up of both community oriented citizens as well as industry stakeholders such as event producers, performers, marketing experts, and business analysts. A list of the 2010/2011 Board of Directors is included in the *Appendix*.

Formerly a closed society, changes were made to the society by-laws in 2010 which created expanded opportunities for membership in the organization. Currently, the Board of Directors comprises the membership in the society. The Directors are drawn from the community through a public call for applications. Moving forward in 2011, plans are underway to increase the membership of the society.

The society was managed in 2010 by a small staff of full-time, event professionals, including:

- Renata Mills, Executive Director
- Nicole Van de Perre, Program Coordinator

Additional part-time or contract staff provided support in such key areas as Volunteer Coordination and program delivery in preparation for and during our prime event months of May through August. This also included 2 summer students hired as Parks Alive! Program Assistants. A society organizational chart is included in the *Appendix*.

Three of the programs the society produces all began as City of Kelowna initiatives but are now managed by the society through an operating agreement, including Parks Alive!, Celebrate Canada Day-Kelowna and Arts Alive! (formerly "Art in the Park"). The City of Kelowna provides support through an annual operating grant, while the balance of the society revenue is generated through sponsorships, grants, community donations, ticket sales, vendor fees, and program fees.

The society also continued to manage additional funds on behalf of the City for Folk Fest and the Canada Day Concerts Society (Canada Pops) for their annual Canada Day activities. Funds received by the society for this purpose are held in reserve and are committed in their entirety to the individual projects. The society does not retain an administrative fee for managing this funding relationship on behalf of the City.

2010 Activities

Festivals Kelowna produces community focused, arts-based festivals and events. With a family friendly approach to our programming, we strive to enhance the lifestyle of Kelowna residents and visitors through a positive cultural experience in unique outdoor environments.

Celebrate Canada Day – Kelowna



Program Mission:

To create an inclusive, barrier-free, multi-generational festival that is reflective of our community, and that encourages our citizens to actively celebrate their pride in being Canadian through cultural and recreational activities.

“Celebrate Canada Day – Kelowna” is an annual, free community festival held in Kelowna’s Cultural District, Prospera Place and Waterfront Park for residents and visitors to celebrate our nation’s birthday. Festival programming is multi-generational and family-friendly with activities and performances that engage festival goers from all interests, and socio-economic backgrounds.

The local celebration is produced as a community partnership between Festivals Kelowna, Folkfest, and the Kelowna Canada Day Concerts Society, with each group responsible for producing their component of the festival, as well as working collaboratively to create a common vision for the larger community celebration.

Once again in 2010, a wide range of activities were presented in Waterfront Park and Prospera Place. A copy of the 2010 event schedule is included in the *Appendix*.

Highlights:

- **21 different musical or dance acts** were presented on **3 stages** featuring **82 performing artists**, providing **20 hours of live entertainment** in over **10 different genres**. We successfully programmed live entertainment that would appeal to a wide range of tastes and ages.
 - Headliner artists on the TD Music Stage included adult pop, Juno award winner “Greg Czebel” and world music, Celtic-Afro fusion band “Dr. Zoo”.
 - Roaming artists performed throughout the event site including balloon artists, hula hoop dancers, hip hop dancers, and beat boxers.
- **New event was created** by Julia Trops and the RCA artists collective within the Rotary Centre for the Arts, who then partnered with our organizing committee to cross-promote each other’s events and add to the critical mass of activities in the Cultural District on Canada Day.
- The **citizenship ceremony was relocated to the RCA**. This move encouraged a greater connection between this important ceremony which welcomed our newest Canadians, and complemented the new RCA artist activities.

- Over **20 different children's activities** were featured in the Kids Zone in Waterfront Park
- **16 local and Okanagan Valley artists** featured original Canadian artwork in the "Made in Canada Marketplace"
- **12 local small businesses** participated in the new "Canada Day Bazaar", which **exceeded** both our **participation and revenue goals**
- Approximately **150 volunteers** participated in the organization and implementation of the festival
- Attendance - down slightly this year with approximately **49,000 people** through the gates between 10 am and 9:30 p.m., compared to 51,232 in 2009. This could be accounted for by cooler daytime temperatures.
- Revenues – We **achieved 97.5% of projected revenues** due to accessing new grants, a greater financial commitment from Heritage Canada, exceeding targets for the new "Canada Day Bazaar", and strong participation by food and other vendors.

Market Research - conducted onsite through a partnership with Kettle Valley Research.

- **88.6%** of patrons surveyed said they would be "**willing to recommend**" the festival to others – this **means 9 out of 10 people** attending the festival would tell someone else about it and encourage them to come!
- **92.9% rated** the festival as **very good or excellent** at being **representative** of and **appealing to the entire community**, regardless of age, taste, ethnicity, or socio-economic background
- **90% agreed** that the festival was **professionally organized** and provided a **diversity of activities** to enjoy
- **84%** of respondents **rated** the quality of the **festival programming** and their **overall festival experience** as **excellent or very good**

Plans for 2011:

- Enhance festival content through addition of new onsite activities
- Addition of a new venue and activities to appeal to the youth demographic (ages 15-25)
- Enhance "authentic" multicultural festival experience through expanded partnerships with community organizations

Parks Alive!



Program Mission:

Parks Alive! is dedicated to maximizing the potential of our lakefront and community parks by stimulating a vibrant art and culture presence.

Parks Alive! is a community-oriented program that produces and presents live entertainment and other arts-based programming in multiple parks and public spaces throughout Kelowna, primarily during the summer months of July and August each year. A schedule of events from our 2010 season is included in the *Appendix*.

Highlights:

- Produced and presented **42 concert events, 5 days a week over 9 weeks**, with **over 16 different musical themes**, in **14 different parks** and public spaces, **featuring over 225 different performers**, resulting in **136 hours of live, cultural programming** in our parks.
- Performer highlights included international reggae artist "Mystic Bowie", and a Brazilian dance and musical troupe from Vancouver, "Ache Brasil". The "Mystic" show drew one of the largest crowds of the summer with over 2,000 people in and around Kerry Park. Both of these professional acts were made affordable for Parks Alive! thanks to a grant from Kelowna Community Resource's "diversity fund".
- Community Recognition - Parks Alive! was chosen as the "Editor's Choice for Best Family-Oriented Entertainment in Kelowna" by Okanagan Life Magazine.
- Community Partnerships and collaborations – Each year we purposefully seek out collaborations with community partners to enhance programming and maximize resources. In 2010 we partnered with **7 different community organizations** including:
 - **4H Provincial Conference and Public Speaking competition** - we worked with the youth program "4H" to provide enhanced programming for our audience patrons, as well as exposure for the young 4H students on our stages by allowing their speech award winners to perform between our regular acts.
 - The **Okanagan International Film Festival** worked with us to cross-promote their festival and artists in their video awards category by featuring nominees at Parks Alive! concert events. OIFF benefited from greater exposure, and PA! was able to access artists at reasonable rates that we might not have otherwise known about.
 - We shared resources with the **Okanagan Pride Festival**, including performer fees, access to equipment, cross promotion, and sharing of knowledge between organizations in order to enhance and improve each other's events. (letter of support in *Appendix*)
 - The **Jamaican Cultural society** and the **French Cultural Centre** both worked with PA! to feature artists from their cultural community on the Parks Alive! stages, and to extend their reach into the community through our existing, well attended program. Our programming was greatly enhanced with new content which our audiences greatly enjoyed, we were able to leverage financial resources of PA! with the French Cultural Centre, and the multicultural groups exposed their art form to audiences they may not otherwise have reached, and thus build an appreciation for their culture.
 - **Park n' Play**, City of Kelowna, aligned dates with a number of Parks Alive! concert events in order to maximize program content and attract a broader audience for both programs
 - City of Kelowna, **opening of Jim Stuart Park**, allowed us to be part of an important community event and provide support through development and management of an entertainment program for the mid-day ceremony and the evening community concert. We are excited about using this venue for 2011 events.
 - **Canadian Blood Services** attended our events to raise the profile and create awareness for their services, while providing information and educating our audiences about the importance of donating blood.



- Private sector partnerships:
 - We worked with **Country Music Television** as an information resource and promoting a special concert event in July that would be taped and re-broadcast in the new year, featuring award-winning country act "Doc Walker". In return for our assistance, Festivals Kelowna received credit on the DVD compilation produced by CMT, as well as an invitation to work with the producers on future concert events.
 - We partnered with the **Kelowna Dragon Boat Festival** to manage their beverage garden. By providing services to the KDBF, we were able to generate modest additional revenues for the society.
 - We partnered with local café and live music venue "**The Streaming Café**" to experiment with broadcasting live, outdoor concerts over the internet. The concert featured international reggae artist "Mystic Bowie". There is interest from both parties to partner again in 2011.
 - **Breakout West 2010** – Staff and Board members volunteered with the festival as Venue Managers for the Festival, participated on the organizing committee, or assisted with the development and execution of the "Mini Breakout West" event in the Rotary Centre for the Arts. This was a successful festival that we were pleased to have been invited to participate in.
- Attendance - We estimate that we **attracted between 25,000 and 26,000 people** to our concerts this summer. Anecdotally, staff observations and feedback from the public confirmed a general increase in attendance at all concert events this summer, particularly at Waterfront Park for the "Wednesday Night Showcase".
- Reached out to new audiences – In 2010 we had a goal of reaching out to and connecting with a younger demographic than our usual audiences of 45+ or young families. Specifically, we:
 - tapped into social media tools like Twitter and facebook to promote performances and found that this positively impacted both awareness and word of mouth among our younger audiences (18-35).
 - featured many new "youth" artists on our stages, and found that more and more artists were hearing about the performance opportunity through both word of mouth from other young artists, as well as through our social media marketing.
 - Worked with a local young musicians who worked with staff to identify artists with appeal to a younger demo and helped recommend artists for the "Indie Rock Showcase".
- Community awareness – Strong attendance at our concert events in 2010 was the result of significant support from ongoing media partners in both print and radio who provided weekly listings and promotion. This included weekly *live* interviews on AM1150, on-air interviews with 103.9 The Juice, weekly onsite presence at events by K96.3 FM and a weekly ad in the Kelowna Capital News.
- Revenues – We achieved 91% of our revenue goals as a result of successful grant applications and strong commitments from sponsors, combined with cost savings due to supplier support, and shared resources with event partners.

Plans for 2011:

- Creation of a new event series, "Family Sundays", to be held every second Sunday in July and August

('Parks Alive! plans for 2011' cont.)

- Introduction of 9 new event themes including "A Taste of Cuba", "Legends of Classic Rock", and "A Tribute to Motown"
- Expansion into 5 new parks in Rutland, Central Kelowna and the Mission
- Enhancing program content to feature new and different performers (i.e. theatre, dance, spoken word)
- Establishing new partnerships with music industry organizations, schools, and businesses which will create additional professional performance opportunities for local musicians, as well as new performances for audiences to enjoy (i.e. K-Comp artist development program, Wentworth Music)
- Expanding partnership with "Park n' Play" program resulting in enhanced programming for the community
- Renewed partnerships with festivals and community organizations resulting in complimentary program activities and shared resources (i.e. Pride Festival, DKA)

Arts Alive!



Program Mission:

To create opportunities for local artists and crafters to showcase and sell their original, handmade art that will complement existing galleries and artist focused venues, enhance Kelowna's community parks through an artistic presence, and create a positive, cultural experience for residents and visitors within our downtown and lakefront parks.

This juried artisan program continued to offer a highly visible location for local artists to showcase and sell their original, handmade Okanagan artwork. The program ran 7 days a week from 9:00 am to 11:00 pm, May 15th to September 30th. Artists were able to purchase multi-month or single month permits, and could set up daily in 32 spaces along the Brigadier Angle Walkway in City Park and 4 spaces on the walkway near the Yacht Club Muster Station. There were an additional 20 spaces in Kerry Park on Friday and Saturday evenings which allowed artists to align with the Parks Alive! concert events. Artists often spent the day in City Park and then moved to Kerry Park for the evening concerts to capture the attention of new audiences.

Highlights:

- Participation was strong with **42 different artists** taking out various permits throughout the season, resulting in a **sold-out program during the peak months** of July and August.
- Of the participants in the program, it was evenly split between new and returning artisans, with **51% new and 49% returning**. With the addition of these new participants, the program benefited from a broader artist mix while a greater diversity of artwork was available for consumers. The growth in the number of new artists confirms continued strong interest among the artist community in the program.
- Featured artwork drew from a variety of disciplines including clothing, jewelry, wood and bone carvings, paintings, henna and other body art, and stone work. We were pleased with the diversity of artwork offered.
 - Of note, we have had frequent discussions over the past years about imposing "caps" on certain types of artwork (i.e. jewelry, clothing) in order to encourage diversity, but the program so far seems to be naturally regulating this.
- Lisa Brown, a silversmith, jewelry designer, and long time participant of the program (approximately 15 years), expanded her business from the park to a storefront boutique in the Ramada Hotel at the end of summer 2010. She credits her success to the opportunity the Art in the Park/Arts Alive! programs provided her over the years to hone her craft, develop a loyal customer base, and establish positive peer relationships with fellow artists.

- **Permit fees** were not increased in 2010, and **continued to be very reasonably priced** given the significant opportunity being provided to local artists to sell their work in such high profile locations.
- **Revenues** – Based on the current pricing structure, program revenues **exceeded budget expectations** by a modest 4%.

Plans for 2011:

- Expansion of program into new locations along waterfront
- Streamlined application process
- Simplified guidelines and infraction management process



Kelowna Buskers Program

Program Mission:

To provide unique performance opportunities for local and touring street-style artists, and to animate the community's public walkways through cultural performances.

The Kelowna Buskers Program is a performing artist program that allows street performers to showcase their unique art form in parks and other public locations. The program features 10 highly visible locations along the lakefront walkway, in the downtown core and in the Cultural District for artists to perform at. Buskers have three permit options to choose from based on how long they wished to participate in the program – annual (12 months), summer (May through September), and temporary (day; a maximum of 3 permits in a month). Starting in 2010, the program ran 12 months a year, compared to only 6 months in 2009 (from the spring to the fall).

Highlights:

- The program continued to draw consistent interest from performers, with one or more inquiries made daily from approximately mid-May to the end of August.
- Participation – The program saw **growth again in 2010** with 55 Buskers participating, compared to 46 in 2009, an **increase of 20%**.
- Performing artists included jugglers, beat boxers, hip hop dancers, painters, vocalists, human statues, balloon artists, hula hoop dancers, Spanish guitarists, harmonica players, and a didgeridoo player.
- Reinforcing the **artist development opportunity** of the Buskers Program, 7 of the Buskers who applied to the program in 2010 were hired to perform as part of the Parks Alive! program or received referrals and bookings from other events and venues. This included artists such as dancer Winston Lin, singer/songwriters Jeff Piatelli, Robert McLaren, Sandy McAfee, Spencer Calvert, guitarist Lonny Egleton, and beat boxer Brodie Christensen.
- Expansion opportunities explored in 2010 – Due to its simplicity and popularity, a number of organizations expressed interest in expanding the program to other parts of the community beyond the downtown. For example, the Uptown Rutland Business Association met with Festivals Kelowna about expanding the current Busker program into Rutland, or working with URBA to teach them how to run their own program.
- Revenues – Increased participation and the creation of a new “annual permit” option contributed to revenues **exceeding budget projections** by 26%.

Plans for 2011:

- Expand Busk locations to new areas throughout the City, including Rutland and the lower Mission
- Explore opportunity for performance related merchandise sales as part of permit



- Revise guidelines to allow for expanded performance styles (i.e. minor enhancing amplification)
- Explore partnership opportunity with Business Improvement Associations for expansion of program

Financial Summary

Following a challenging year in 2009, the society achieved a far more positive financial position in 2010. With a goal to stabilize society finances in 2010, we purposefully worked to:

- Refocus budget back into four core programs
- Redirect our energy into four successful, well supported community programs and events
- Limit risk oriented activities
- Streamline and identify cost efficiencies in our operating expenses
- Increase community support through sponsorships and grants
- Expand earned revenues, such as program and vendor fees

The society's operating budget in 2010 was \$317,758.00. Revenues were received from a variety of sources including sponsorship, grants, program and vendor fees, and fee for service agreements. The society generated \$110,281.00 in additional revenues to leverage against the City of Kelowna operating grant. In particular, we benefited from better than budget grant support for program activities and staffing costs. This included greater than anticipated summer student grants for the Parks Alive! program, as well as a larger commitment from Canadian Heritage for the "Celebrate Canada Day – Kelowna" festival. We also exceeded revenue goals for programs like the "Kelowna Buskers Program" vendors programs like the Canada Day "Bazaar" and "Taste of Canada" food fair, as well as developed new revenue sharing agreements for activities at our events (i.e. festival received a % of sales for a ticketed activity).

The City of Kelowna's operating grant to the society in 2010 was \$245,100 which included the \$10,000 "flow thru" grant for the Folk Fest and Canada Concerts societies for Canada Day. The City grant represented approximately 65% of the society's revenues.

On the expense side, we were able to work with suppliers and service providers to identify cost savings, as well as defer or minimize overhead expenditures. We also benefited from in-kind sponsorship for key services or products such as event equipment, and marketing services. We are extremely appreciative of the assistance we received from our event partners and suppliers who provided such support during this recovery year for the society.

In summary, due to careful management of society finances throughout the year, Festivals Kelowna successfully delivered its core programs, repaid 33% of the loan to the City of Kelowna, rebuilt a contingency fund, and developed plans for expansion and enhancement of its core programs in 2011.

Conclusion

2010 was a very positive year of recovery for Festivals Kelowna. We met or exceeded financial goals, we secured new event partners and program sponsors, we produced events that were well attended and positively received by audiences and participants, and we met our financial obligation to the City of Kelowna.

Moving into 2011 the society is very excited about the positive future that exists for Parks Alive!, Celebrate Canada Day-Kelowna, Arts Alive!, and the Kelowna Buskers Program. We continue to be committed to creating tangible benefits both for the City and the community, resulting in enhanced cultural programming that can be enjoyed by and accessible to all of our residents and visitors. We also believe we are providing terrific value for the investment the City has made in the delivery of the programs outlined in this report.

Planning is well underway for 2011 and we look forward to engaging the community through our partnerships, sponsorships, and participant programs.

APPENDIX

1. Festivals Kelowna Board of Directors – 2010/2011
2. Festivals Kelowna organizational chart
3. Celebrate Canada Day – Kelowna schedule of events
4. Parks Alive! 2010 Schedule of Events
5. Letter of Appreciation – Pride Festival
6. Letter of Appreciation – Lisa Brown, Divine Expressions

Board of Directors 2010/2011

Ryann Donn, President
Singer / Songwriter

Alanna Vernon, Past-President
Manager Ceremonies Office, UBC Okanagan

Christie Armstrong, Vice-President
Event Manager, SW Audio Visual

Linda Howika, CMA, Treasurer

Dawn Antle, Secretary
Owner, Get Noticed Marketing

Dean Clarke, Director
General Manager, South Okanagan Events Centre / Penticton Trade & Convention Centre

Quinn Best, Private Sector representative
Owner, The Habitat

Brad Krauza, Director
Publisher, Gonzo Magazine

Ed Laverock, Director
Account Manager, InfoTel Directory Services

Kelly Shepherd, Director
Event Producer

Mary-Ann Graham, Director
Owner, Maggies Café

2010 Organizational Chart



Celebrate Canada Day Kelowna!

Donations accepted at each gate for this free community festival!

Schedule of Activities July 1st, 2010

- 13th Annual Canada Day Festival, Waterfront Park ~ 10:00am - 10:30pm
- 37th Annual Folkfest, Prospera Place ~ 10:00am - 3:30pm
- 16th Annual Kelowna POP's Orchestra
- "Canada Day Spectacular", Prospera Place ~ 7:30pm - 9:30pm

Activities in Waterfront Park & Cultural District

- 9:00am-6:00pm **Wrapped and Ready to Go! art show** (Rotary Centre for the Arts) Host: RCA Cooperative Artists
- 10:00am-3:00pm **Model Sailboat Regatta** Host: Okanagan Model Sailboat Assn
- 10:00am-11:30am **Citizenship Ceremonies** (Rotary Centre for the Arts) Host: Citizenship & Immigration Canada
- 10:00am-12:00pm **Apple Bin Paint-in** (Kelowna Art Gallery) Host: The Kelowna Art Gallery
- 10:00am-4:00pm **Kids Zone** presented by **The Juice 103.9** (Pioneer Gardens)
- 10:00am-8:00pm **NEW - Canada Day Bizarre** (Concession Plaza)
- 10:00am-8:00pm **NEW - Community Groups Display** (Rhapsody Plaza)
- 11:00am-3:00pm **Tim Horton's Kids Stage** presented by **Kelowna Capital News** (Pioneer Gardens)
- 11:00am-6:00pm **Made in Canada Marketplace** (Rhapsody Plaza by the Dolphins)
- 11:00am-5:00pm **Beach Volleyball Demonstrations & drop-in games** (Tugboat Beach) Host: Center of Gravity
- 11:00am-10:00pm **Taste of Canada Food Fair** (Tugboat Beach)
- 12:30pm-1:30pm **Opening Ceremonies** (Prospera Place)
- 1:30pm-2:30pm **"Happy Birthday Canada" cake** courtesy **Coldwell Banker Realty** (Prospera Place)
- 1:30pm-10:00pm **TD Music Stage** presented by **K96.3 FM** (Tugboat Beach)
- 2:00pm-9:30pm **Parks Alive! Power Stage** presented by **Power 104** (Island Stage)
- 10:30pm **Canada Day Kelowna Fireworks Display** (Tugboat Bay)
presented in part by **The City of Kelowna, Festivals Kelowna and Tolko Industries**

Bring your radio and tune to 99.9 Sun FM for the fireworks simulcast

Kelowna Transit will have extended hours with buses leaving Queensway Station 30 minutes after fireworks end

Tim Horton's Kids Stage

(Pioneer Gardens) 11:00 am – 3:00 pm

- 11:00 Ryan & Lonny (guitar duo; folk/pop)
- 12:00 Great Way Martial Arts (demonstration)
- 1:00 Beat Box Brody (Hip Hop vocalist)
- 1:45 Rob McLearn (solo guitar; alt rock)
- 2:30 Hula Halau Ke Aloha Polynesian dancers (Polynesian dance troupe)

Parks Alive! Power Stage

(Island Stage) 2:00 pm – 9:30 pm

- 2:00 Gypsy Fist (hard rock; 4 pc)
- 3:00 Poor Little Rich Girl (alt rock; 5 pc)
- 4:00 DFY (heavy alt rock; 3 pc)
- 5:00 Know Tomorrow (alt rock; 4 pc)
- 6:00 Treelines (alt rock; 3 pc)
- 7:00 Fields of Green (light alt rock; 4 pc)
- 8:00 Wakefield Drive (alt rock; 3 pc)

TD Music Stage

(Tugboat Beach) 1:30 pm – 10:00 pm

- 1:30 Zamboni Brothers (Classic Rock; 4 pc)
- 2:20 Spencer Calvert (Light Alt rock; solo)
- 2:40 Anna Jacyszyn (Jazz trio)
- 3:30 Wheelhouse (Rock; classic and original folk-rock; 4 piece band)
- 4:20 Hula Halau Ke Aloha Polynesian dancers (Polynesian dance troupe)
- 4:40 Earthbound (R&B; 6 pc band)
- 5:55 Beat Box by Brody (solo; Hip Hop)
- 6:20 Dance City Academy (25+ children and youth dancers)
- 6:45 Greg Szebel and Band (Adult Contemporary; 4 pc band)
- 8:35 DR ZOO (Celtic/Afro fusion; 7 pc band)

Activities in Prospera Place

37th Annual FolkFest Stage

(Prospera Place) 10:00 am – 3:30 pm

10:00 to 12:30

- 1 ~ Seven Seas Lion Dancers
- 2 ~ Banat Al Raks - Dancers
- 3 ~ Centre culturel français de l' Okanagan
- 4 ~ School of Irish Dance
- 5 ~ Yamabiko Taiko - Drummers
- 6 ~ Polish Eagles Dancers
- 7 ~ Hungarian Kisfalusi Dancers
- 8 ~ Polish Eagles Dancers
- 9 ~ Jelece Serbian Dancers
- 10 ~ Okanagan Filipino Club Dancers
- 11 ~ Kelowna Pipe Band Society

1:00 - 3:30 pm

- 1 ~ Goddesses of the Nile - Dancers
- 2 ~ Polish Eagles Dancers
- 3 ~ Old Time Fiddlers
- 4 ~ Hawaiian Dancers
- 5 ~ Scottish Country Dancers
- 6 ~ "Ruach" Israeli Folk Dancers
- 7 ~ Tahitian Dancers
- 8 ~ East Indian Folk Dancers
- 9 ~ Kelowna Liedertafel Choir
- 10 ~ FINALE



16th Annual "Canada Day Spectacular"

(Prospera Place) 7:30 p.m. – 9:30 pm

Live Orchestra
Light Classical and popular music.
Melina Moore & other guests.
Admission by Donation at the door (\$2 suggested donation)

Canada Day Festivities are brought to you by Festivals Kelowna, Folkfest and Canada Day Concerts Society organizing committees.

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

- July 6 Ben Lee Park ~ *Golden Days*
- July 13 Strathcona Park ~ *Folklore*
- July 20 Kinsmen Park ~ *Multicultural*
- July 27 Whitman Glen Park ~ *Strings & Song*
- Aug 3 Knowles Park ~ *Dynamic Duos*
- Aug 10 Ben Lee Park ~ *A Night of Variety*
- Aug 17 Main St/Compass Park (Kettle Valley)
~ *New Country*
- Aug 24 Strathcona Park ~ *Celtic*

K96.3 Wednesday Night Showcase
 6:00 pm-9:00 pm ~ Island Stage, Waterfront Park

- July 7 *Celtic*
- July 14 *Retro Rock*
- July 21 *Country Bash*
- July 28 *A Night of Tributes*
- Aug 4 *Jazz*
- Aug 11 *Big Band*
- Aug 18 *Music & A Movie*
- Aug 25 *Music & A Movie*

TD Music Thursdays
 presented by 103.9 The Juice
 6:00 pm-9:00 pm ~ Various parks

- July 8 Guisachan Park ~ *Classical*
- July 15 Knox Mountain ~ *Local Favourites*
- July 22 Sarsons Beach ~ *Beach Blanket Party*
- July 29 Okanagan College Campus ~ *Jazz*
- Aug 5 Redridge Park (Crawford Estates) ~ *Rock*
- Aug 12 City Park ~ *Blues*
- Aug 19 Knox Mountain ~ *Family Fun*
- Aug 26 Sarsons Beach ~ *Emerging Talent*

PARKS ALIVE!

2010 Entertainment Season



101.5 Silk FM Theme Weekends
 NEW TIME ~ 6:30 pm - 10:30 pm
 Kelowna Pride Stage, Kerry Park

- July 2 & 3 *Summer Celebration*
- July 9 & 10 *Rock N' Roll*
- July 16 & 17 *Fun in the Sun*
- July 23 & 24 *Kickin' Country*
- July 30 & 31 *Celebrate BC's Best*
- Aug 6 & 7 *World Music*
- Aug 13 & 14 *Indie Rock Showcase*
- Aug 20 & 21 *Roots, Rhythm & Blues*
- Aug 27 & 28 *Summer Blowout*

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.

Thank you to our program sponsors:





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

January 9, 2011

Dear Renata,

It was an absolute pleasure working with you and Festivals Kelowna this past summer.

We greatly appreciated that FK was able to utilize our main act, Jeff Straker, during a Parks Alive evening. Since he was able to get a second show in Kelowna that weekend it assisted Okanagan Pride in securing him for our Festival the following day.

The partnerships like the one that has been formed between Okanagan Pride and Festivals Kelowna is something that Kelowna does not see enough of. By pooling resources the events we host can be that much better and successful. Everyone at Okanagan Pride is thrilled that we are going to be strengthen our partnership with FK for 2011.

Utilizing FK's experience with festivals and events we already know that the Okanagan Pride Festival will be even more successful and enjoyable then previous years.

Yours in Pride,

Dustyn Baulkham
Chair - Okanagan Pride 2011

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

January 30th, 2011

Dear Renata,

As a jewelry artist, I have been an active participant of City Park's Arts Alive! program for the past 15 years.

I was one of the artisans who put in the hard work and research required to expand and revitalize the old City Park program. With the implementation of a loading zone for artisans to easily gain access to the park and tie-downs for their tents, it became easier for participants to meet the requirements of the program. I believe that passion for the program is still very prevalent with the artisans, which is evident by the sold-out nature of the program during the last few years.

I know that my continued participation in the Arts Alive Program has helped me to realize my dreams. I've learned so much during my time as a City Park artisan (second longest lasting) - it seemed natural to take the next step and open a boutique. I'm grateful for all the experiences that I've had, the loyal following I've gained, and of course, all the wonderful people I've met over the years including my fellow artisans and Festivals Kelowna. I feel like I have made that most out of my opportunities and I'm grateful for where I've landed."

We are incredibly fortunate to live where we live and to have this beautiful piece of greenery right downtown. It only needs to be utilized to its full potential. City Park is a vital area of downtown and this program is vital to City Park. My heart is always for the program and I'm always willing to help out where and when I can.

Thanks for all your support over the years!

Lisa Brown

Divine Expressions
2170 Harvey Ave (Ramada Hotel Lobby)
250-317-1134
www.divineexpressions.ca



FestivalsKelowna

Summary of 2010 Activities

Presented by Ryan Donn, President
and Renata Mills, Executive Director

March 14th, 2010

Society Structure

- Non-profit society established in 2007
- Governed by Board of Directors
 - drawn from community at large
 - Event producers, venue managers, musicians, marketing professional, business owners, etc.
- Managed by 2 f/t staff
 - Seasonal staff and contractors hired to assist during peak event times

Society structure (cont.)

- Revised relationship with City of Kelowna in 2010:
 - New oversight model; 3 year Operating Agreement for 2010-2012
 - Amended by-laws:
 - Society operates on a fee-for-service model
 - Expanded opportunities for membership from community
 - Budget and membership approval by society

What we do...

Produces arts-based festivals and events that provide social benefit for our community:

1. Celebrate Canada Day – Kelowna
 2. Parks Alive!
 3. Arts Alive!
 4. Kelowna Buskers Program
- Partner on other events where greater community benefit can be realized by combining resources

Celebrate Canada Day - Kelowna

A free, multi-generational, community festival celebrating Canadian Pride

- Featured **21 musical or dance acts**
- **3 stages** in Waterfront Park
- **82 performers**
- **20 hours** of live entertainment
- **10 different genres**



Canada  Day



"Greg Czebel"
Juno Award winner

Festival headliners



"Dr. Zoo" Celtic Afro Fusion

The numbers....

- Approx. **49,000 people** attended
- **20** different **children's activities**
- **16 Canadian crafters** at "Made in Canada Marketplace"
- **12 small businesses** at **NEW** "Canada Day Bazaar"
- **150 volunteers** (helped with road safety, activities, set-up, admission, etc.)
- **600 pieces of birthday cake** served

Successful event enjoyed by all!

Market research conducted onsite:

- **9 out of 10 people** surveyed would recommend festival to others (88.6%)
- **92.9%** rated festival as "very good" or "excellent" as **representative of** and **appealing to entire community**
- **90%** agreed festival well organized

*I wouldn't miss the best
Canada Day on the planet!*
(food vendor)

Plans for 2011...

Build on popularity and positive energy of event:

- **Enhance content** by adding new attractions
- **Add a new venue** and activities **for youth** demographic (ages 15-25)
- **Enhance** “authentic” **multicultural** experience

Parks Alive!

Produced **42 FREE concerts**, **5 days** a week over **9 weeks**, with more than **16 different musical themes**, in **14 different parks** and public spaces, featuring **over 225 different performers**, resulting in **136 hours of live, cultural programming**



**PARKS
ALIVE!**

Live, outdoor entertainment all summer long!

Amazing performers!



"Mystic Bowie" (reggae)

Ache Brasil
(Brazilian
capoeira
troupe)



Blues
Brothers
Too!
(R&B)

Connecting to community...

- Approx. **26,000 people** enjoyed events
- Targeted new, younger audiences:
 - tapped into Twitter and facebook
 - Featured "youth" artists at events
 - Worked with youth musicians to recommend artists with appeal to younger demo



Building community awareness....

Media partnerships important part of our success:

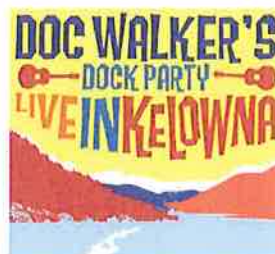
- Ongoing, **multi-year relationships** with K96.3FM and Astral Radio's 101.5 SILK FM
- **Weekly promotion** of events by Capital News
- Live, **on-air interviews** with "Jacked in Jessica" on AM1150
- On-air promotion with The Juice 103.9



Partnerships and collaboration...

7 community organizations:

- 4H Provincial conference and public speaking competition
- Okanagan International Film Festival
- Okanagan Pride Festival
- Park n' Play, City of Kelowna
- Jamaican Cultural society
- French Cultural Centre



4 private sector partners:

- Country Music Television – "Doc Walker" Dock Party
- Kelowna Dragon Boat Festival
- The Streaming Café
- Breakout West 2010

Recognition for excellence...

Editor's Choice for

“Best Family-Oriented Entertainment in Kelowna“

Okanagan Life Magazine



Plans for 2011...

- **NEW** event series, “Family Sundays” – alternate Sundays in July and August
- **9 new themes** including “A Taste of Cuba”, “Legends of Classic Rock”, and “A Tribute to Motown”
- Expansion into **5 new parks** in Rutland, Central Kelowna and the Mission
- **Enhanced program content** through new and different performers (i.e. theatre, dance, spoken word)
- New and renewed **partnerships** (i.e. DKA, Pride Okanagan, K-Comp artist showcase)

Arts Alive!

ARTS ALIVE!

- Ran **7 days a week for 18 weeks** between May and September
- **36 regular spaces**; 20 “weekend only” spaces in Kerry Park
- **42 artists** participated
 - 51% **new** artists, 49% returning
- Clothing, jewelry, carvings, painting, body art
- **Sold out** during July and August

Success story...



- **Lisa Brown**, silversmith and jewelry designer
- **15 years in program**; member of jury and program review committee
- **Opened** “Divine Expressions” **Boutique** in Ramada hotel fall 2010
- **Credits** opportunity provided by **program** to her **success**

Plans for 2011...

- **Expansion** of program into new locations along waterfront
- **Streamlined** application process
- **Simplified** guidelines and infraction management process

Kelowna Buskers Program

- Became **year-round program** in 2010
- **10 “Busk Stops”** in high traffic, visible downtown locations
- **Continued growth** with 55 performers in 2010, up from 46 in 2009
- Hip hop dancers, jugglers, balloon artists, human statue, musicians



Success for Buskers...

- Provides great **training ground** for developing artists
- **7 different buskers** booked for Canada Day and Parks Alive! stages
- **Multiple requests and referrals** to other festivals and events

(i.e. corporate events, Lake Okanagan Resort, Rutland Scarecrow Festival)

Jeff Piatelli
musician



Plans for 2011...

- **Expand Busk locations** to new areas throughout the City, including Rutland and the lower Mission
- Explore opportunity for performance related **merchandise sales** as part of permit
- Revise guidelines to allow for **expanded performance styles** (i.e. minor enhancing amplification)
- Partnership opportunity with Business Improvement Associations to expand program

Financial success...

- Operating budget of **\$317,758**
- City provided **\$245,100**, including \$10,000 Folk Fest/Pops flow-thru grant for Canada Day
- We **leveraged City money** by additional **\$110,281**
- **Repaid 33%** of City loan **as scheduled**
- Achieved **strong position at year end** due to:
 - Careful management of expenses
 - Increased support from sponsors, grantors, program participants, and vendors
 - Meeting or exceeding revenue targets

A successful year ...

- **Achieved** programming and financial **goals**
- Society now in strong position to **enhance** and **expand** current programs and events in 2011
- 2011 goals:
 1. To produce engaging events that Kelowna citizens want to participate in
 2. To provide value for money to the City of Kelowna in the delivery of community-focused events

