



Annual Report to Kelowna City Council

Summary of 2011 Activities

Submitted March 28th, 2012

Introduction

2011 was another very positive and successful year for Festivals Kelowna (Festivals and Development Society of Kelowna).

Festivals Kelowna remained focused on effectively delivering its four core programs:

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

As we have always done, we also partnered with a number of organizations to both enhance our own events and provide support for other events in the community.

Additionally, building on efforts from the previous year, the society completed its 2012 season in a very positive financial position.

This report will provide Kelowna City Council with an overview of the events that Festivals Kelowna produced in 2011, as well as plans for the 2012 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 Service 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 2011/2012 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 and the Directors are drawn from the community through a public call for applications. While identified as a task for 2011, the society continued its discussions into 2012 regarding the most effective model to expand membership in the society – the traditional membership model vs. a stakeholder model (as embraced by Tourism Kelowna). We plan to finalize and define our membership model during the 2012 year.

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, but instead provides this service as an “added-value” for the City.

Staffing

The society was managed in 2011 by a small staff of 2 full-time, event professionals including:

- Renata Mills, Executive Director
- Morgan Cleveland, Program Coordinator

Additional part-time or contract staff provided support in such key areas as volunteer coordination, site & operations coordination for Canada Day 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*.

Mission & Vision statements

Following a Board planning session in late 2011, and in the society’s 4th year of operation, revised Mission and Vision statements were developed by the staff and Board team to better reflect the purpose and goals of the society.

VISION

Connecting our community through festivals and events.

MISSION

Festivals Kelowna will produce and develop community-focused, accessible and diverse events. Through collaboration with our stakeholders, Festivals Kelowna will support the growth of a strong, sustainable events community.

2011 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. In addition, we welcome

partnerships with other community groups or organizations that wish to align their activities with the larger Celebrate Canada Day Festival, such as the Rotary Centre for the Arts, and the Kelowna Art Gallery.

A wide range of activities were presented throughout the day in multiple venues including Waterfront Park, Prospera Place, and new in 2011, Jim Stuart Park. A copy of the 2011 schedule of activities is included in the *Appendix*.

Highlights:

- As we do each year, we strategically programmed live entertainment that would appeal to a wide range of tastes and ages and 2011 featured:
 - **31 different musical or dance acts** (a 47.6% increase in live acts over 2010)
 - **4 stages** featuring over **100 performing artists**
 - **Over 29 hours of live entertainment** in more than **12 different genres** from folk to jazz to urban beats to spoken word to reggae and rock (9 more hours of live entertainment was presented compared to 2010)
- We **expanded the duration of stage performance times**, resulting in more opportunities for local artists to perform, and for audiences to enjoy a greater variety of live entertainment. Overall, performance durations were increased by two hours or longer on all the stages.
 - **Headliner artists on the TD Music Stage** included former “Wide Mouth Mason” lead singer Earl Pereira with his new reggae/ pop band “*Mobadass*” and the very popular world/ pop fusion band “*Wassabi Collective*”.
 - New in 2011 saw the addition of a “**Youth Stage**” in **Stuart Park** created as a venue for youth to congregate with a positive purpose. Through a partnership with a youth event producer, stage programming was done “for youth by youth”, and featured local alt rock youth band “*Pull in Case of Fire*”, dancers, and D.J.’s. It was a very successful new addition that will be expanded upon in 2012.
 - **Roaming artists** were again featured throughout the event site including balloon artists, hula hoop dancers, hip hop dancers, and children’s performers.
 - New to the entertainment line-up was a spoken word segment, which featured multiple poet artists combined with live music, courtesy of Rawle James popular “*Inspired Word Café*”.
 - **Expansion and enhancement of the “Kids Zone” stage** resulted in additional performances by more performers over a longer duration. Where in prior years we had fewer acts of smaller scale (i.e. solo artists), in 2011 we featured more professional, child specific artists, a greater variety of artists (i.e. musicians, dancers, comedians/jugglers), and larger performing groups. The response was very positive as the Kids zone is a strongly attended location within the event site, and so we will be sure to continue this format in 2012.
- **A new configuration of the event site was implemented** that pushed our TD Beach Stage further North along Tugboat beach and opened up the event site, thus reducing congestion in key areas, led to very positive feedback from patrons, performers and staff
- We added **new recreation based activities** in order to continue expanding the appeal of the festival. We had planned on featuring mid-way rides and moto cross bike demos, but due to various challenges, both of these activities were cancelled at the last minute. They will be pursued in 2012 however. We did manage to secure a drop-in ball hockey activity station, which proved to be very popular. We also continued to feature drop-in beach volleyball, which was better attended this year due to the revised Mainstage and beach configuration. We believe this is a growth area for the festival, and also presents potential revenue streams so will continue to explore.

- We saw an increase overall in festival participants, from food vendors, artists and merchandise vendors, to community groups with displays, to Kids zone displays and activity stations. This resulted in a very full looking event site and a very positive “vibe” to the event site.
 - Over **20 different children’s activities** were featured in the Kids Zone in Waterfront Park, slightly more than 2010
 - **24 local and Okanagan Valley artists** featured original Canadian artwork in the “Made in Canada Marketplace”, a 50% increase over 2010
 - **21 local small businesses** participated in the “Canada Day Bazaar”, which again **exceeded** both our participation and revenue goals
 - **9 different community groups** participated in the “Community Showcase” area to share information with the festival patrons about their organizations and the positive work they perform for our community
- We **added new community partners and continued to engage existing ones**
 - New this year we worked with the **Alternator Gallery for Contemporary Art** to include their displays on the festival site this year and were very pleased to add multiple public art displays within the festival as it furthered our goal to provide “something for everyone” within our festival programming.
 - “For the Love of Art Almighty”, a local art show featuring the **RCA artists collective within the Rotary Centre for the Arts**, was scheduled again to coincide with the Canada Day celebrations, thus allowing us to partner and cross-promote each other’s events, as well as add to the critical mass of activities in the Cultural District on Canada Day.
 - The **citizenship ceremony** produced by Citizenship and Immigration Canada was again held in the RCA. With an increase in the number of new citizens being sworn in 2011, this location and its proximity to the other activities continued to encourage a greater connection between this important ceremony to welcome our newest Canadians, and the celebration of “all things Canadian” held nearby.
 - Our existing partners, like Folk Fest, Canada Pops, and the Kelowna Art Gallery, all cross-promoted each other’s activities and worked collaboratively to enhance the overall festival experience for the community, and actively demonstrate the very Canadian trait of “cooperation”. It is a solid working model and we plan to continue working together to produce future festivals.
- The media and community partners continued to be an integral component to the success of Celebrate Canada Day – Kelowna. In addition to the broad and extensive promotion provided by our media partners (all local print and electronic media were again actively engaged on some level), a large number of community organizations actively participated in the event, from individual volunteers, to in-kind and cash community sponsors, local performers, artisans, and vendors. In addition, active and enthusiastic participation by our municipal and federal government representatives leading up to and during the celebrations contributed to the community approach we nurture
- Approximately **100 volunteers participated in organization and implementation** of the 2011 Canada Day Celebrations. As we continue to streamline our processes, less volunteers are needed. They primarily help with the customer service duties like donations gathering, greeting festival guests, assisting with performers, and staffing information booths.
- **Attendance was up this year by at least 20%. Over 60,000 people attended** the activities in Waterfront Park and Stuart Park with an additional estimated 6,500 attending the events in Prospera Place, and approximately 450

people at the Citizenship Ceremony at the RCA as a record number of new Canadians took the oath of citizenship, for a total attendance of approximately 68,950. Accounting for duplication of headcounts into multiple venues we can deduct 20% and we still have an increase over 2010 with attendance at 55,160 people.

- Revenues – We **achieved 92.2% of projected revenues** due to greater financial commitment from Heritage Canada, exceeding targets for our vendor opportunities (i.e. Canada Day Bazaar and food vendors) and meeting our modest public donations goal onsite.

Market Research – We chose to conduct a post event, online survey as compared to the intercept survey conducted on the festival grounds in 2010. Based on feedback,

- **82.7%** of patrons surveyed said they would be “**willing to recommend**” the festival to others. This is similar to 2010, and confirms that **8 out of 10 people** attending the festival would tell someone else about it and encourage them to come!
- **87.6 %** of respondents **rated** the quality of the **festival programming** and their **overall festival experience** as **excellent or very good**, an increase over 2010
- The top 4 “favourite parts of the festival” were live music at 75%, fireworks at 61.5%, food fair at 42.3%, and multicultural shows at Prospera at 38.5%
- Community recognition – “Celebrate Canada Day – Kelowna” was recognized in Okanagan Life Magazine’s “Reader’s Choice Awards” as “Best Annual Community Event”.

Plans for 2012:

- Continued enhancement of festival content through addition of new onsite activities
- Maintenance of the venue and activities to appeal to the youth demographic (ages 15-25)
- Addition of water-based activities for viewing and/or participation
- Potential partnership with Okanagan Film Commission featuring an interactive film experience
- Partnerships with local live music venues to co-present or share acts

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 2011 season is included in the *Appendix*.

Highlights:

- Produced and presented **47 concert events**, **6 days a week** over **9 weeks**, with **over 32 different musical themes**, in **17 different parks** and public spaces, **featuring over 130 different groups**, resulting in **157 hours of live, cultural programming** in our parks. Compared to 2010, we presented 5 more shows, on more days of the

week, featuring more than twice as many musical themes, in 3 more parks, resulting in 21 more hours of live entertainment in our parks and public spaces.

- Reaching new artists: We made a point to attract new artists to our stages in 2011. Staff tracked the number of “new” artists (37.6%) who had not performed with Parks Alive! before versus the number of returning artists (62.4%) as well as the number of local (81%) vs. non-local artists (19%).
- **9 new musical themes** were featured, with **2 specifically targeted to the youth** demo, including our new and very successful “DJ Hip Hop Night” in Kerry Park which took on a street dance feel, and the ever popular “Indie Rock Weekend”
- Artists drew from jazz, salsa, pop and rock, folk and country, disco, and spoken word. We also had reggae performers, as well as Celtic and classical.
- Reaching new audiences – Continuing our goal of reaching out to and connecting with a younger demographic than our usual audiences of 50+ 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).
 - Continued to feature 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.
 - Featured two weekends in Kerry Park that focused on youth friendly performances – “DJ Hip Hop Weekend” and “Indie Rock Showcase”
 - The NEW Family Sunday beach concerts were a real hit and brought the shows to where the people were already gathered. We simply enhanced their beach and lakefront experience. This is a definite growth area for next summer.
- Community Recognition - Parks Alive! again received recognition in Okanagan Life Magazine’s “Reader’s Choice Awards” as a 3rd finalist for “Best Live Performing Arts Group” and 2nd finalist as “Best Free Attraction” (alongside Waterfront Park and the Myra Canyon Trestles)
- Community Partnerships and collaborations – Each year we purposefully seek out collaborations with community partners to enhance programming and maximize resources. In 2011 we partnered with **6 different community organizations** including:
 - A new partnership with the **Downtown Kelowna Association and the new Fusion Festival** in August. Parks Alive! worked collaboratively on the performer planning side to share artists where possible, we titled our weekend concerts to complement the Fusion theme, and presented a separate stage of live performances during the afternoon in Kerry Park.
 - We again shared information and 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

- The **French Cultural Centre** again 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. As we did in 2010, the PA! 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.
 - We aligned 3 Parks Alive! concert events with the City's **Park n' Play** program Kelowna as a complement to each other's activities, to maximize program content, and to attract a broader audience for both programs
 - We worked with the **Kelowna Community Music School** on our Classical event at Guisachan Gardens in July to identify and secure professional, classical artists, as well as provide an opportunity for younger, developing artists in the classical genre an opportunity to perform. A special thanks to Sandra Wilmott for her assistance.
 - We extended our relationship with K96.3FM, a media sponsor, through its "**K-Comp**" **artist development program**, and featured 7 developing musical acts at 8 different concerts in Waterfront Park, as well as cross-promoted these artist's performances at other local, live music venues in Kelowna.
 - A referral and relationship with the successful **Kelowna Community Concerts** series led to a wonderful concert in Waterfront Park that featured a 20 piece classical youth orchestra from Germany called the "Heidelberg Youth Orchestra". Their performance was a wonderful juxtaposition of youth artists playing traditional and classical music, against other youth artists we featured later in the week performing urban Hip Hop music.
 - FK also participated with other festivals or events in 2011 such as volunteering for the Pop Okanagan Festival in October as venue managers, and by providing guaranteed performance opportunities for various award recipients of the 2011 BC Interior Music Awards.
- New Event - December 2011 featured a **renewed partnership with the DKA's annual Christmas Light Up** event, combined with a **new community event** produced by Festivals Kelowna called "**Family Fun Skate**". We had planned to present a new, family-friendly event in early 2011 at the new Stuart Park rink, but were forced to delay the event due to weather conditions. However, by partnering with the DKA in December, and aligning our two complementary events, we were able to share resources, and create a more impactful event. Using the Parks Alive! model, a wide variety of local artists were presented in a variety of musical genres, including classic rock, traditional Christmas carols, pop, and Celtic. More than 6,000 people attended the various venues throughout the event. This was a great event partnership that we will be sure to explore again in 2012.
 - Attendance - We estimate that **we attracted between 22,000 and 23,000 people to our concerts** this summer. Overall this is a slight decrease over 2010, partially due to a number of events impacted by poor weather. We noticed that while the Theme weekend shows in Kerry Park were very well attended, the community shows on Tuesday and Thursday were not as consistently well attended. However, 3 specific themes added this summer drew strong crowds, including "Disco" at Sarsons, "Motown" and "A Taste of Latin". Our marquee events continued to be the Friday & Saturday "Theme Weekends" in Kerry Park, followed by the "Wednesday Night Showcase" in Waterfront Park.
 - Community awareness – Positive attendance at our concert events in 2011 was again the result of significant support from ongoing media partners in both print and radio who provided weekly listings and promotion. This

included weekly onsite presence at events by K96.3 FM and Astral Media, as well as a weekly ad in the Kelowna Capital News. We are very grateful for their support.

In addition to the traditional methods of promoting our activities as noted above, staff continued to utilize social media tools more actively, specifically Twitter and facebook. We found these new tools to be very effective in providing immediate information to our followers, and for reaching new audiences that rely more heavily on web based sources for their “what to do” updates.

- Revenues – We achieved 81.97% of our revenue goals for Parks Alive! this season. Compared to 2010, this is a drop of about 10%, which can be attributed to lower than anticipated student employment grants (30% less than budgeted), a tightening sponsorship market (23% less than budgeted), and soft donations onsite (40% less than budgeted). Overall, the economy continued to be soft in 2011 and while we did receive support on many levels, we, along with many others, experienced potential sponsors and grant funders who needed to spread their limited dollars across many competing interests. As for donations from the public, we did receive support from our “event regulars” and did secure about 60% of our modest goal, but believe we can do a better job making sure audiences know how and where to donate, and make it easier to do so. In 2012, we plan to implement a text based technique to support our donation campaign.
- Market Research – feedback from our online survey conducted in late 2011 revealed that we are doing a very good job with the Parks Alive! concert events:
 - Participants rated the shows as “**Enjoyable, entertaining and interesting**” at **88.4%**
 - **84% rated the quality of artists** presented as **Good or Excellent**
 - **86% rated the diversity of artists** presented **Excellent or Good**
 - Locations of events was considered primarily Excellent or Good at 85%
 - 60% of respondents rated the duration of the concerts very highly at 91% as Good or Excellent
 - We scored very well on for “**well organized concerts**” at **91.5%**, “informative and well spoken MC’s” at 75.9%, and “helpful staff” at 86% which is a testament to the quality of our summer staff
 - Audiences felt the sound quality at was very good at 83.1% rating it Good or Excellent

However, as there is always room for improvement, we did note that 29.1% of respondents rated the ability to easily find information about the activities “Fair or Poor”, while others commented that the website could be updated more frequently.

Plans for 2012:

- Maintenance of our 5 events series from Sunday to Saturday, including “Family Sundays” to be held every second Sunday in July and August
- Present 30 themes, 14 of which are new in 2012, incorporating 12 different musical genre, including Salsa Night, A little Mix of Everything, Back In Time Oldies, and Out East Celtic
- Expansion into 2 new parks in Rutland and the Mission – Gerstmar Park in Rutland and Quilchena Park in Kettle Valley, in order to tie-in with the popular Park n Play program
- Enhancing program content to feature new and different performers (i.e. theatre, dance, spoken word)
- Multiple new partnerships with local music collectives and grassroots events (i.e. Inspired Word Café, Kelowna Caribbean Festival, Tribehouse Music Collective) to both share resources, and enhance each other’s activities
- New partnerships with new festivals, events, and live music venues to share artists and cross-promote (i.e. West Kelowna Music in the Parks, Streaming Café, Keloha Music & Arts Festival)
- Continuing partnerships with over 15 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)

- Renewed partnerships with festivals and community organizations resulting in complimentary program activities and shared resources (i.e. DKA's Summer festivals and Christmas Light Up)



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 continued strong in 2011 with **50 artists**, an **increase over 2010** of 8 artists (16%), taking out various permits throughout the season, resulting once again in a **sold-out program during the peak months** of July and August. This included those artists participating in the Kerry Park weekend opportunity as well.
- Of the participants in the program, there was again an even split between new and returning artisans, with **51% new and 49% returning**. With new participants each year, the program benefits from a broader product mix and consumers have access to new and different artwork. We believe this continued growth in the number of new artists confirms 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, pottery, henna and other body art, and stone work. We were pleased with the diversity of artwork offered.
 - Of note, we continue to raise the issue each year 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.
- Program **infrastructure improvements** were made in late 2011 (i.e. repaired tent anchors, semi-permanent numbering of vending spaces), thanks to support by the City of Kelowna. These simple changes enhanced the experience of the participating artists and were greatly appreciated.

We had planned to expand the program by adding new spots along the promenade near Rose's Pub but plans were delayed and will be explored again in 2012.

- **Permit fees** were not increased in 2011 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. However, following market research conducted in late 2011, a review of the rates was undertaken and a revised fee structure to better reflect the exclusive opportunity being provided to these artists will be introduced in 2012.
- **One of the challenges** we continue to face with the program is encouraging artists to attend on a regular and consistent basis, all at one time. This was noted in our market research with the comment "...need to make artists

attend; park always seems empty". Although the program is usually fully subscribed, because the artists have the opportunity to attend for any duration between the allowable times, **there is no "critical mass" of attendance** and the program area often looks empty. While some of the participants do attend festivals and other art shows during the season, thus preventing them from attending Arts Alive! for periods of time, we believe a review of program hours may address this issue. For example, limiting program hours to select times on select days could allow artists to better schedule their attendance, help the public anticipate when artists will be present, as well as encourage a well attended artisan area.

- Revenues – A simple yet successful program, **revenues exceeded budget expectations by 39%** as the number of new artists continued to grow and these artists commit to full season passes.
- Market Research – Through a phone survey with program participants, we gathered info on 3 key areas:
 1. The experience of participants in the program (did they enjoy it? Did they find it worthwhile?)
 2. The level of sales achieved by participants
 3. Ideas for program improvement

Feedback indicated the following:

- Overall, people were happy with the program
- Of the survey respondents who were multi-year program participants, they had an average of 7 years in Arts Alive!
- Majority of respondents were pleased with the program's location and their spot within program
- Equal split between respondents that participated /didn't participate in Kerry Park on weekends as part of Parks Alive! concert events
- The season permit was the most popular permit with 66% of respondents indicating it provided the best value for money
- 52% of respondents said they sold an average of \$125 a day in product , with some selling more than \$200/day, while others selling only \$50/day
- 14% said sales were consistent with or higher than 2010, while 24% said sales were lower, and the remainder couldn't compare because they were new to the program. When giving rationale:
 - weather conditions was the main reason for lower sales
 - introduction of new items was main reason for higher sales
- Majority of respondents plan to return in 2012

Additional research was conducted with the general public about the program, revealing that:

- There was good awareness of the program with 75.4% having familiarity.
- 50/50 split from respondents on whether they or someone they know purchased from the artists
- Majority of respondents (85.2%) thought the program was "good for the park and downtown"

Plans for 2012:

- Expansion of program into new locations along waterfront
- Discussion around revision of program hours
- Amendment of select permit fees



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 15 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).

Highlights:

- Consistent with 2010, the program continued to draw regular interest from performers in 2011, with one or more inquiries made daily from approximately mid-May to the end of August (peak performance months).
- Participation – The program saw **growth again in 2011** with **60 Buskers participating**, an **increase of 5 over 2010** or 8.3%, and a **23% increase in participation since 2009**. Annual and summer permits were the most popular at 17 and 30 respectively, followed by monthly.
- Participants included jugglers, beat boxers, hip hop dancers, painters, vocalists, children Celtic fiddlers singers, flutists, the usual assortment of guitar and banjo players, and two classical artists who conducted a social experiment (Clive Titmuss) while busking to see if “busking” added to or detracted from people’s perception of their performance ability. The result? They found they made less money as Buskers than if they performed the same show in a more formal environment.
- As planned, and in response to interest from the community in 2010 about expanding the program, we **added 5 new Busk Stop locations**. Of the new locations, 3 were placed outside of the downtown core at Gyro Beach, Rotary Beach and on Pandosy Street near Kelowna Cycle. The other two were added to Kelowna’s Cultural District and Bernard Avenue. We also added new signage to identify previously unmarked locations and to promote the brand for the program.

One of the goals for 2011 was to work with other groups to develop their own Busker style program in other parts of the community. We did have discussions with URBA about helping them run their own program, and although there was interest in pursuing the idea, the physical locations conducive to busking within the URBA boundary was found to be limited. As such, conversations will continue about other ways to create busking opportunities in Rutland.

- Continuing one of the roles of the Buskers Program as an artist **development opportunity**, many of the Buskers who applied to the program in 2011 were hired to perform as part of the Parks Alive! or Celebrate Canada Day events as a result of their Busker audition. As noted before, these auditions are a great way for us to identify developing or established artists that we may not have been aware of otherwise.
- Revenues –were **up slightly in 2011**, with an increase in the number of summer permits. However, this program is not designed to be a net revenue generator, but rather cover the costs of its administration, which it does. It provides an “added value” cultural experience to the community while they are visiting our urban areas.
- Market Research – Similar to Arts Alive!, phone interviews were held with program participants to gather feedback on 4 key areas:
 1. The experience of the participants in the program (positive? Worthwhile?)
 2. If amplification is important to the success of their performance
 3. If access to power was important for their performance
 4. The amount of tips generated on a daily basis

Due to the transient nature of many of the program participants, the number of respondents was low compared to the number of program participants. However, feedback revealed:

- Most popular Busk Stop was entrance to City Park

- On a scale of 1 to 10 (10 being the best), 50% of respondents rated their overall experience between 8-10
- On average, \$29.50 was earned per day in tips
- 57% of respondents indicated access to power was important to their performance
- 69% said it was important to be able to use amplification during their performance

Additional research was conducted with the general public that showed:

- Good awareness of program at 77.5% being familiar with Kelowna Buskers Program
- Close split between the number of respondents who watched/ did not watch Buskers downtown this summer with 58.9% yes and 41.1% no
- **Majority felt Buskers enhance parks and public spaces at 79.2%**
- 70.8% felt we should continue to add new Busk Stops throughout community

Plans for 2012:

- Continue to explore new Busk locations in new areas throughout the City, including Rutland
- Confirm permission to allow for expanded performance styles (i.e. minor enhancing amplification)
- Creation of a new “group” permit to accommodate performer groups with more than two artists

Financial Summary

The 2011 operating year was strong and financially stable. Following a recovery year in 2010, the society felt confidence in 2011 to expand its programs and events or add new ones, and our budget showed moderate growth.

Given the importance of the commitment by the society to the City of Kelowna and its citizens to successfully deliver our core activities, and the level of investment made by the municipality in the society's programs, the society purposefully made operational and programming decisions that would not pose a risk to the society's resources or reputation. A balance was continually struck between growing and enhancing our core programs for community enjoyment and benefit, while ensuring the stability of both the programs and the society.

The society's operating budget in 2011 was \$356, 540 (including Folk Fest and Canada Concerts society funds), an increase of 10.8% over 2010. Revenues were received from a variety of sources including sponsorship, grants, program and vendor fees, and fee for service. The **society generated \$121,040.00 in additional revenues** for its core programs **to leverage against the City of Kelowna operating grant**, also **an increase over 2010 by 9.7%**.

The society achieved 94% of its revenue goals in 2011. This included growth from our vendor and exhibitor fees, as well as Arts Alive! participation. In addition, grant targets for program activities were achieved or modestly exceeded. Finally, thanks to the generosity and community minded nature of many local businesses, we again benefited from in-kind sponsorship for key services or products. We are extremely appreciative of the assistance we received from our event partners, sponsors, and suppliers who understand and value the service that programs like Parks Alive! and Arts Alive! provide to our community.

The City of Kelowna's operating grant to the society in 2011 was \$248,500 which included the \$13,000 “flow thru” grant for the Folk Fest and Canada Concerts societies for Canada Day. The City grant represented approximately 69% of the society's total revenues, and 66% of revenues directly related to our core programs (excluding the flow thru grant). The City of Kelowna has been investing in Parks Alive! and Celebrate Canada Day – Kelowna for more than 15 years.

On the expense side, compared to 2010 we committed 11% more funds to performer fees overall, 17% more to sound and lighting, and 5.5% more to fireworks expenses. There were also some increases in general operating expenses such as insurance.

A particular **financial highlight for the society in 2011 was the complete repayment of the loan to the City of Kelowna** in 2 years, **a year earlier than the originally agreed upon 3 year term**. In late 2010, the Board of Directors set an aggressive goal to accomplish this goal through careful management of society finances, and throughout 2011, Festivals Kelowna successfully delivered its core programs, added new activities, undertook new partnerships, repaid 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

2011 was a very positive year 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.

As we move forward into the contract renewal year of 2012, the society remains 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 strongly 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 2012 and we look forward to engaging the community through our partnerships, sponsorships, and participant programs.

APPENDIX

1. Festivals Kelowna Board of Directors – 2011/2012
2. Festivals Kelowna organizational chart
3. 2011 Celebrate Canada Day – Kelowna schedule of events
4. Parks Alive! 2011 Schedule of Events
5. Letter of Support – Ryan Donn, Producer, Global Music Fest, Producer, West Kelowna “Music in the Park”, and musician
6. Promo flyer – “K-Comp” artist performances
7. Promo card – Festivals Kelowna

Board of Directors 2011/2012

Willy Kovacic, President
President/Managing Broker, Okanagan Strata Management

Calum Hughes, Vice-President
Manager, Interior Health Authority, musician

Linda Howika, Treasurer/Secretary
CMA

Quinn Best, Private Sector representative
Owner, The Habitat

Daniel Healey, Director
Senior Auditor, KPMG

Brad Krauza, Director
Publisher, Gonzo Magazine, musician

Ed Laverock, Director
Account Manager, InfoTel Directory Services

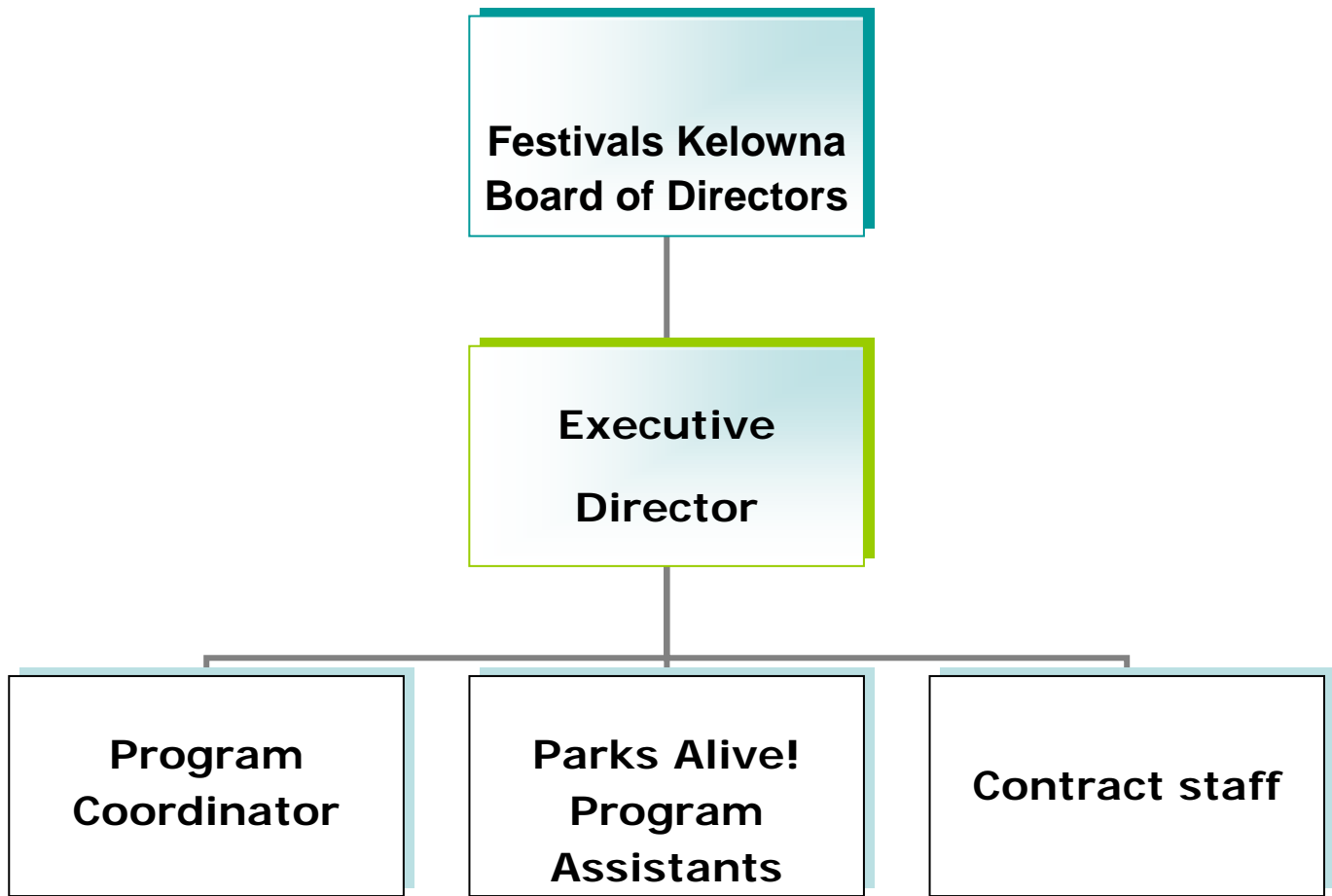
Kelly Shepherd, Director
Event Producer, KBAAD, Centre of Gravity, Keloha Music & Arts Festival

Wendy Letwinetz, Director
Office Manager, Okanagan Life Magazine

Hua Meng, Director
Retired; President, Okanagan Chinese Canadian Society

Jennifer Stefansson, Director
Student, Business Program, Okanagan College

2011 Organizational Chart



Celebrate Canada Day Kelowna!

Schedule of Activities July 1st, 2011

14th Annual Canada Day Festival, Waterfront Park ~ 10:00am - 10:45pm

38th Annual Folkfest, Prospera Place ~ 10:00am - 3:30pm

"Canada Day Spectacular", Prospera Place ~ 7:30pm - 9:30pm

Donations accepted at each gate for this free community festival!

Activities in Waterfront Park & Cultural District

- 10:00am-5:00pm **21st "for the Love of Art Almighty" Art show and sale** (Rotary Centre for the Arts) Host: Potter's Addict and the RCA
- 10:00am-12:00pm **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-8:00pm **Canada Day Bazaar** (Concession Plaza)
- 10:00am-6:00pm **Community Groups Display** (Rhapsody Plaza)
- 10:00am-10:30pm **Taste of Canada Food Fair** (Tugboat Beach)
- 10:00am-10:30pm **Tag You're It!** geo-tagging art program and display, featuring sculptor Jarrod Sharzski's piece "rock art" (North end of Tugboat Beach) Host: Altimator Gallery for Contemporary Art
- 10:00am-6:00pm **"Home" Interactive art display by visual artist Sue Bizecki** (Rhapsody Plaza across from Info Booth) Host: Altimator Gallery for Contemporary Art
- 11:00am-4:00pm **Century 21 Kids Zone** presented by The Kelowna Capital News (Pioneer Gardens)
- 11:00am-4:00pm **NEW - Sun-Flex Drop-In Ball Hockey** (Rhapsody Plaza by the Dolphins) Host: Sun-Flex Sports Arena
- 11:00am-6:00pm **Made In Canada Marketplace** (Rhapsody Plaza by the Dolphins)
- 11:00am-6:15pm **Tim Horton's Kids Stage** presented by The Juice 103.9 (Pioneer Gardens)
- 12:00pm-10:30pm **TD Beach Stage** presented by K96.3 FM (Tugboat Beach)
- 12:30pm-1:00pm **Official Canada Day Opening Ceremonies** (Prospera Place)
- 12:30pm-9:30pm **Parks Alive! Power Stage** presented by Power 104 FM (Island Stage)
- 1:00pm-1:30pm **"Happy Birthday Canada" Cake** courtesy of Coldwell Banker Horizon Realty (Prospera Place)
- 7:30pm-9:30pm **NEW - Youth Stage** presented by 99.9 Sun FM (Jim Stuart Park)
- 10:30pm-10:45pm **Canada Day Kelowna Fireworks Display** (Tugboat Bay)
presented in part by The City of Kelowna, Tolk Industries, Skyline Fireworks and Festival Kelowna

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

*presented by The Juice 103.9 FM
(Pioneer Gardens) 11:00 am - 6:15 pm*

- 11:00 Rachael Pavlakovic (Solo Pop vocals)
- 11:45 Kelowna Dance & Performing Arts (youth dance troupe)
- 12:00 Ish De Fish (Interactive Comedy: Children's Performer)
- 12:45 Polish Eagles Youth (dance troupe)
- 1:00 Chloee, Kyle & Company (Celtic band)
- 2:00 Ish De Fish (Interactive Comedy: Children's Performer)
- 3:00 Wentworth Music's Electric Band (Pop)
- 4:15 Inspired Word (Poetry & musical performances)

TD Beach Stage

*presented by K96.3 FM
(Tugboat Beach) 12:00 pm - 10:30 pm*

- 12:00 Sixto B and the Boys (Pop)
- 1:00 Bernie Addington Trio (Jazz)
- 1:45 Polish Eagles (Ethnic dance)
- 2:00 The Blue Healers (Classic Rock)
- 2:45 Cameron Welch (Glam Pop/Rock)
- 3:00 Calum Hughes Collective (Pop/Rock)
- 3:45 Chinese Fan Dancers (Ethnic Dance)
- 4:00 Devon Coyote (Folk/Country)
- 5:00 Wentworth Music's Millennium (Pop)
- 6:00 Cod Gone Wild (Celtic)
- 7:00 Mobadans (Reggae/Pop)
- 8:00 Wasabi Collective (Pop)

Parks Alive! Power Stage

*presented by Power 104 FM
(Island Stage) 12:30 pm - 9:30 pm*

- 12:30 Nite (4 pc)
- 1:30 The Floyd Vaden Band (3 pc)
- 2:30 Matt Stanley & the Decoys (4 pc)
- 3:30 Live On Brighton (3 pc)
- 4:15 Cameron Welch (Glam Pop)
- 4:30 Young Sparrows (5 pc)
- 5:30 The Hip Replacements (4 pc)
- 6:30 Midnight Famous (4 pc)
- 7:30 Windborn (Solo Acoustic)
- 8:15 Cold Driven (5 pc)

Youth Stage

*presented by 99.9 Sun FM
(Jim Stuart Park) 7:30 pm - 10:00 pm*

- 7:30 Pull In Case of Fire (Funk/Rock; 4 pc)
- 8:30 Hip-Hop & DJ Show featuring DJ Invisible and Durin Lee, a Floor Play Production (Hip Hop, urban beats and dance)

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

A production of



Activities in Prospera Place

38th Annual FolkFest Stage and Ethnic Food Booths

(Prospera Place) 10:00 am - 3:30 pm

10:00 to 12:30

- 1 - Banat Al Raks - Dancers
- 2 - Seven Seas Lion Dancers
- 3 - Banat Al Raks - Dancers
- 4 - School of Irish Dance
- 5 - Polish Eagles Dancers
- 6 - Caribbean Community
- 7 - Okanagan Filipino Club Dancers
- 8 - Okanagan Chinese Canadian Association
- 9 - "Ruach" Israeli Folk Dancers
- 10 - Kelowna Pipe Band

1:00 - 3:30 pm

- 1 - Old Time Fiddlers
- 2 - Centre culturel francophone de l'Okanagan
- 3 - Hawaiian Dancers
- 4 - Scottish Dancers
- 5 - Jeleco Serbian Dancers
- 6 - Tahitian Dancers
- 7 - Okanagan Punjabi Cultural Academy
- 9 - Kelowna Liedertafel Choir
- 10 - FINALE



17th Annual FREE Family "Canada Day Spectacular"
In Prospera Place
7:30pm - 9:30pm

PARKS ALIVE!

2011 Entertainment Season



Family Sundays - NEW

presented in part by The Juice 103.9

12:00 pm - 4:00 pm - Various parks

- July 10 Gyro Beach Park - Beach Tunes
- July 24 Ben Lee Park - Soft Rock
- Aug 7 City Park (north point, near waterpark)
- Have a Ball Beach Party
- Aug 21 Rotary Beach Park - Family Fun

Community Music Tuesdays

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

- July 5 Strathcona Park - Beach Blanket Party
- July 12 Jim Stuart Park - Hula Baloo Celtic
- July 19 Sarsons Beach Park - Disco Party
- July 26 Kinsmen Park - A Night of Variety
- Aug 2 Whitman Glen Park - Family Fun
- Aug 9 Jim Stuart Park - Multicultural Night
- Aug 16 Knowles Park - Strings & Song
- Aug 23 Kinsmen Park - World Music
- Aug 30 Knox Mountain Park - A Latin Taste

K96.3 Wednesday Night Showcase

6:00 pm - 9:00 pm - Island Stage, Waterfront Park

- July 6 Bluegrass Country
- July 13 Family Fun
- July 20 Legends of Classic Rock
- July 27 Easy Listening
- Aug 3 Rising Stars
- Aug 10 Alternative Rock
- Aug 17 Hot Jazz
- Aug 24 Music & A Movie
- Aug 31 Music & A Movie

Thursday Legacy Series

6:00 pm - 9:00 pm - Various parks, Glenmore to the Mission

- July 7 Knox Mountain Park - Smooth Jazz
- July 14 Duggan Park - Country Favourites
- July 21 City Park - Pop Music
- July 28 Gulsachan Heritage Park - Classical
- Aug 4 Okanagan College (Centre Court)
- Acoustic Indie Bands
- Aug 11 Strathcona Park - Motown Music
- Aug 18 Rutland Lions Park - Roots & Reggae
- Aug 25 Jim Stuart Park - Ballyhoo Celtic

101.5 EZ Rock Theme Weekends

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

- July 2 Kick-off to Summer
- July 8 & 9 Rock N' Roll
- July 15 & 16 Frolic Folk Party
- July 22 & 23 Boogie Woogie Country
- July 29 & 30 Indie Rock Showcase
- Aug 5 & 6 Rhythm & Blues
- Aug 12 & 13 Musical Fusion
- Aug 19 & 20 DJ Hip-Hop / Summer Blowout
- Aug 26 & 27 Summer Blowout

Donations

Events are free, but donations are very welcome and directed back into the program to help deliver accessible, high calibre, live entertainment to our community. Donate onsite nightly for your chances to win awesome prizes!

Thank you to our program sponsors:



PARKS ALIVE!

Special Events & Activities

January 1 - December 31
The Kelowna Buskers Program

Live street performances throughout the
downtown core and waterfront parks.

Look for Buskers in 6 new spots this summer!

Daily from 10:00 am - 10:00 pm



May 15 - September 30

Arts Alive!

Quality handmade Arts & Crafts

City Park (7 days a week), Kerry Park (Fridays & Saturdays)

Daily from 9:00 am - 11:00 pm

July 1

Celebrate Canada Day - Kelowna
Parks Alive! Power Stage

Island Stage, Waterfront Park - 12:30 - 9:30 pm

TD Beach Stage

Tugboat Bay, Waterfront Park

12:00 - 10:30 pm

Tim Horton's Stage

Pioneer Gardens, Waterfront Park

11:00 am-4:00 pm

99.9 Sun FM Youth Stage

Jim Stuart Park

7:30 - 10:00 pm

For a detailed listing of performers

for each event, please go to

www.FestivalsKelowna.com/parksalive

Performances subject to change without notice.



Location Legend

Ben Lee Park - 900 Houghton Road
(corner of Houghton & Franklin roads)

City Park - 1600 Abbott Street
(at the point, North-east of the kid's water park)

Duggan Park - 1494 Bernard Avenue - **NEW**

Gyro Beach Park - 3400 Lakeshore Road - **NEW**
(on North grassy area, near Watt Road)

Gulsachan Heritage Gardens - 1060 Cameron Ave.
(Off Gordon Drive)

Jim Stuart Park - 1414 Water Street - **NEW**
(across from City Hall)

Kerry Park - 1480 Mills Street
(beside "The Sails" on Bernard Ave.)

Kinsmen Park - 2600 Abbott St.

Knowles Heritage Park - Corner of Bernard & Ethel St.

Knox Mountain Park - 450 Knox Mountain Drive
(by the tennis courts)

Okanagan College Campus - 1000 K.L.O. Road
(main entrance, center grass common area)

Rotary Beach Park - 3726 Lakeshore Road - **NEW**
(grass area near washrooms)

Rutland Lions Park - 205 Gray Road - **NEW**

Sarsons Beach - 4398 Hobson Rd.
(corner of Hobson & Sarsons Rds.)

Strathcona Park - 2290 Abbot St.
(behind the Hospital)

Waterfront Park - 1200 Water St.
(beside The Delta Grand Okanagan Lakefront Resort)

Whitman Glen Park - 308 Whitman Rd.
(off Drysdale Road, behind the IGA plaza)

NEW = new park used in 2011



*We promote a healthy, smoke-free
environment at all our events*

A Production of



Look for the
Royal Astronomical
Society of Canada
at this year's events.



ENJOY THESE K COMP VOL. 1 ARTISTS AT THE FESTIVALS KELOWNA 'PARKS ALIVE!' SUMMER SERIES!

	WINDBORN (PEACHLAND) JULY 1ST AT 7:45PM — WATERFRONT PARK JULY 30TH AT 8:30PM — KERRY PARK
	MATT STANLEY AND THE DECOYS (KAMLOOPS) JULY 1ST AT 2:30PM — WATERFRONT PARK AUGUST 10TH AT 8:00PM — WATERFRONT PARK
	PRECISION (KELOWNA) AUGUST 3RD AT 7:00PM — WATERFRONT PARK
	TRINITY'S TATTOO (KELOWNA) JULY 20TH AT 7:00PM — WATERFRONT PARK AUGUST 10TH AT 8:00PM — WATERFRONT PARK
	PATRICK KELLY (KELOWNA) AUGUST 3RD AT 6:00PM — WATERFRONT PARK
	THOMAS H. JORVEN (KELOWNA) AUGUST 5TH AT 8:30PM — KERRY PARK AUGUST 31ST AT 8:00PM — WATERFRONT PARK
	FIELDS OF GREEN (WEST KELOWNA) JULY 30TH AT 7:45PM — KERRY PARK

WWW.K963.FM



THE K COMP VOL. 2 SUBMISSIONS OPEN JUNE 3RD, 2011

APPLY NOW

SUBMISSIONS CLOSE AUGUST 12TH, 2011

WWW.K963.FM





Festivals Kelowna produces multiple community-focused festivals and events in Kelowna, BC. With a family friendly approach, we enhance people's experiences in parks and public spaces through live performances and artist programs.

Celebrate Canada Day – Kelowna

Free festival celebrating Canadian pride in our community for over 13 years

- 5 stages of live entertainment from country to classical, rock to reggae, pop to opera
- Multiple activity areas, merchandise, food, and artist displays, drop-in sport activities, and community showcase
- Multicultural displays, performances and citizenship ceremony
- All ages-appropriate including Kid's Zone and Youth Stage
- Over 52,000 visitors to event site each year!

Parks Alive!

Free performances by amateur and professional artists since 1989

- Wide range of entertainment appealing to all ages and tastes
- Classical, folk, rock, hip-hop, country, singers, dancers, actors...you name it, we got it!
- More than 16 live performances a week by local and touring artists in July and August; over 42 shows a summer!
- We're all over the community – events held in 18 different parks and outdoor spaces
- Over 23,000 residents and visitors enjoy a concert each summer!

Arts Alive!

Juried artist program giving local artists and crafters exclusive opportunity to showcase and sell their original, handmade art in lakefront parks

- Held May through September annually; applications accepted starting late winter/early spring
- Artwork includes clothing, specialty jewelry, stone, wood, and bone carvings, paintings, pottery, henna and other body art
- 37 spaces available on first-come, first-served basis
- 5 permit options available

Kelowna Busker's Program

A year round program that provides informal performance opportunities for street-style artists at 15 "Busk Stops" in the downtown and in lakefront parks

- Animates our public walkways while helping artists hone their performance skills and connect with audiences in a fun, interactive way
- Buskers audition and receive a permit to participate
- 4 permit options available

facebook

Join our Facebook group and follow us on Twitter
@parksalive @KelownaBuskers @artsalivektown

twitter

Suite 204 – 591 Bernard Avenue Kelowna BC V1Y 6N9
P 250.868.3326

www.FestivalsKelowna.com

Jan, 26th, 2012

To whom it may concern,

For over a decade Parks Alive! (and then Festivals Kelowna) has been providing an amazing opportunity to emerging artists in our community. As a musician Festivals Kelowna allowed me a stage upon which to share my art with the community. Many of the music directors at the local radio stations mentioned that they had initially heard my music live at one of the Parks Alive! concerts in the community.

In Kelowna there is no other event, festival, or concert series that provides more opportunities to emerging talent to perform. If I recall correctly over 300 sets of music are performed throughout our city through the coordination and supervision of Festivals Kelowna.

Personally I was also given the opportunity to open for the well known Canadian band 54-40 at the suggestion of the Festivals Kelowna Executive Director, Renata Mills.

I am now focused on teaching songwriting to schools in our community and I always suggest that new talent drop by the office of Festivals Kelowna to see how they can get engaged in our music scene. Often that first step involves them getting a buskers permit for the highly successful Buskers program. More often than not that step of introducing themselves at the Festivals Kelowna office also leads to many of the buskers also getting their first paid performance in this community.

I can't rave more about the broad benefits that Festivals Kelowna adds to our social capital and community spirit. Since its inception as a way to enhance our community as envisioned by the late Brian Given, Festivals Kelowna and its properties is something that each Kelowna resident can be proud of. I know anytime I have friends and family visiting me in Kelowna I will be taking them to a Parks Alive or Canada Day concert as we showcase our beautiful and vibrant city.

Thanks

Ryan Donn
info@ryandonn.com
250-878-1254



and Activities
Monday, April 2nd, 2012



FestivalsKelowna

Summary of 2011 Activities

Presented by Willy Kovacic, President
and Renata Mills, Executive Director

April 2nd, 2012

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.)

- Relationship with City of Kelowna managed through **3 year Operating Agreement (2010-2012)**
- **City provides grant** to support programs
- Society **produces key programs** for City and provides **other services** (i.e. FolkFest/Canada Day concerts grant mgmt.; support for other events and activities)
- Discussions being held currently about renewal of the agreement for 2013 onward



FestivalsKelowna

Vision

Connecting our community through festivals and events

Mission

Festivals Kelowna will produce and develop community-focused, accessible, and diverse events. Through collaboration with our stakeholders, Festivals Kelowna will support the growth of a strong, sustainable event community

What we do...

Produce arts-based festivals and events that provide positive benefits 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 impact can be realized by combining resources
 - All events are family friendly, multi-age appropriate



Celebrate Canada Day - Kelowna

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

- Featured **31 musical or dance acts** (47% increase)
- **5 stages** in **2 parks** and **Prospera Place**
- **100 performers** (24% increase)
- **29 hours** of live entertainment (47% increase) in **12 genres**

Canada  Day



Festival Headliners



“Mobadass”
Reggae/pop



“Wassabi Collective”
World/Folk/Pop fusion

Canada  Day

NEW Youth Stage in Stuart Park

Live youth band, DJ's and dancers



“Pull in Case of Fire”



“DJ Invizible”



dance crew

Canada  Day

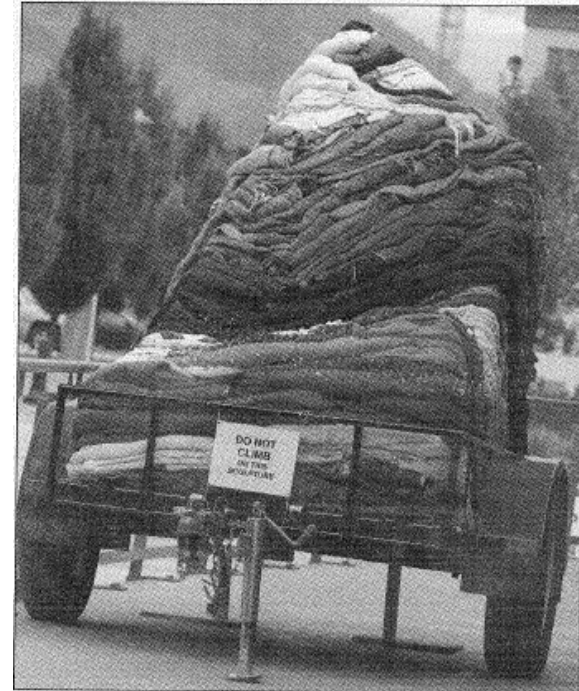
NEW Activities and Partners



Drop-in ball hockey,
courtesy of SunPlex

Canada  Day

Alternator Gallery
geo-tagging art display,
featuring sculptor *Jarrold Sharziski's* “rock art”



BLANKET ART...

This take on modern art, a sculpture using blankets created by Jarrod Charzewski, was on display at the Rotary Centre for the Arts in Kelowna during the Canada Day festivities.

SEAN CONNOR/CAPITAL NEWS

**“For the Love of Art
Almighty”** show and
sale, RCA Artists

The numbers....

- Approx. **60,000** people attended (20% increase)
- **19** different **children's activities**
- **9 Community Showcase** displays
- **24 Canadian crafters** at “Made in Marketplace” (increase over 2010)
- **21 small businesses** at the “Canada Day Bazaar” (almost double last year)
- **142 volunteers** (helped with road safety, activities, set-up, admission, etc.)



Canada  Day

Positive community response

- **8 out of 10 people** surveyed said they would recommend festival to others (82.7%)
- **87.6%** rated quality of festival and overall experience as “**very good**” or “**excellent**”
- **Top 4 fav things to do at event :**
#1 live music #2 Fireworks #3 Food fair #4 Folk Fest
- Voted “**2011 Best Annual Community Event**”
by Okanagan Life *Reader's Choice Awards*

Canada  Day



Plans for 2012...

Build on family-friendly, all ages nature of event:

- **Enhance content** by adding new attractions and partnerships
 - Okanagan Film Commission display
 - on water activities
- **Continue venue** and activities for youth demographic (ages 15-25)
- **Partner with live music venues** to extend cultural performances into community after Canada Day

Canada  Day

Parks Alive!

Produced **47 FREE concerts**, 6 days a week over **9 weeks**, with more than **32 different musical themes**, in **17 different parks** and public spaces, featuring **over 130 different groups**, resulting in **157 hours of live, cultural programming**



Parks Alive! growth

- **5 more shows on more days of week, 2x as many themes, in 3 more parks, adding 21 more hours of live, cultural performances** versus 2010
- **Attracted new artists to program (37.6%) yet still featured 81% local performers**
- **9 new themes** (i.e. DJ Hip Hop, Salsa, Disco, Motown)
- **New concerts** – “Family Sunday Series”
- **New performance styles** (i.e. Spoken Word, DJ mix)
- **New partnerships**

Partnerships and collaboration...

- **NEW**- Downtown Kelowna Fusion Festival
- Okanagan Pride Festival
- Park n' Play, City of Kelowna
- **NEW** - Kelowna Community Music School
- **NEW** – K Comp Artist development
- French Cultural Centre
- Downtown Light Up / **NEW** Family Fun Skate
 - led to shared artists, cross-promotion, pooled resources, more impactful events



“Heidelberg Youth Orchestra”



Community awareness....

- Media partnerships so important to our success:
 - *multi-year relationships* with K96.3FM, 101.5 EZ Rock, The Juice 103.9 , and Kelowna Capital News
- **Attracted over 23,000 people** to our concerts



New Community Event

- “*Family Fun Skate*”, Jim Stuart Park, Dec 3rd
- **Parks Alive! format**, partnered with DKA’s Christmas Light Up
- **Over 6,000 people** enjoyed live bands, skating, food, arts & crafts, Santa, tree lighting



**Shared resources = better event
for community**

Great partnership!

Positive Community Response

- Okanagan Life *Reader's Choice Awards* finalist
 - “#2 Best Free Attraction “
 - “#3 Best Live Performing Arts Group”
- Market research:
 - 88.4% rated shows “enjoyable, entertaining and interesting”
 - 91.5% agreed concerts were “well organized”
 - 84% rated quality of artists good or excellent
 - Location of concerts, diversity of artists, and helpfulness of staff rated 85% or higher



Plans for 2012...

- **14 new themes** including “Garage Rock” and “Outlaw Country”
- Expansion into **2 new parks** in Rutland and the Mission
- **Enhanced program content** through new and different performers (i.e. theatre, dance, spoken word, Hip Hop)
- **13 new** and multiple renewed **partnerships** (i.e. DKA, Tribehouse Collective, Keloha Music Festival, Kelowna 365, Castanet Garage Band contest, West Kelowna Music in the Park)
- **New events** like the “Summer Street Social” in late July
- **Continued involvement** with Downtown Light-Up
- **New community event** to complement existing programming

Arts Alive! artist program

- Ran **7 days a week**, May 15th to Sept 30th
- **Increase in artists** over 2010 (18%)
- **50** artists participated
 - 51% **new** artists, 49% **returning**
- Featured clothing, jewelry, carvings, paintings, body art, pottery, children's crafts
- **Sold out again** during July and August
- **Improved infrastructure** – repaired anchors, semi-permanent numbering of vendor spots

**ARTS
ALIVE!**

Participant and Public Feedback

- **overall**, participants **pleased with opportunity** to sell their artwork in park; **Majority plan to return** in 2012
- 24% rated sales in 2011 lower than previous year, while 14% rated them higher
- **Good awareness** of program by public **at 75%**
- **At least half of** people surveyed **purchased** or knew someone who purchased **artwork** from artists
- **Majority** of public surveyed (85%) **agreed program is good for park and downtown**

**ARTS
ALIVE!**

Plans for 2012...

- **Expansion** of program into new locations along waterfront
- Review of program hours
- Updated permit fees

**ARTS
ALIVE!**



Kelowna Buskers Program

- **5 NEW** “Busk Stops” added in 2011; **15 spots** in total
- **Continued growth** with **60** performers; **23% growth** since 2009
- Hip hop dancers, classical guitarists, Mandolin and violin, vocalists
- Program **creates awareness** and **development opportunities**; artists hired to perform with other programs
- Review of infrastructure improvements



Participant and Public Feedback

- **New “Busk Stops” around Kelowna welcomed**
- City Park entrance still most popular spot
- **Average earning** per day was **\$29.50**
- 69% of artists agree **amplification will benefit performances**
- **77%** of public **aware** of program
- **Majority felt Buskers enhance parks and public spaces (79%)**
- **71%** felt **more Busk Stops** should be added throughout community



Plans for 2012...

- **Continue to expand Busk locations** to new areas throughout the City, including Rutland
- Confirm ability for minor enhancing amplification
- Creation of **new permit** to accommodate larger groups
- Work with BIA's to **encourage positive perception** of Buskers



Financial success...

- Operating budget of **\$356, 540**
- City provided **\$248,500**, including \$13,000 Folk Fest/Pops flow-thru grant for Canada Day
- We **leveraged City money** by additional **\$121,040** (9.7% increase)
- **Achieved 94%** of budgeted revenues overall
- Committed:
 - **11%** more to **performer** fees
 - **17%** more to sound, lighting and other **production costs**
 - **5.5%** more to “Celebrate Canada Day” **fireworks**
- **Repaid City loan ahead of schedule!**

A successful year ...

- **Achieved** programming and financial **goals** through modest growth
- Festivals Kelowna continues in strong position to **enhance** current programs and events and **add new** activities
- 2012 goals:
 1. To continue producing engaging events that Kelowna citizens want to participate in
 2. To provide value for money to the City of Kelowna in the delivery of these community-focused events



FestivalsKelowna