

EVENTS & FESTIVALS



Calvin Harris
2011 Centre of Gravity

EVENTS & FESTIVALS BENEFITS

- ▶ Significant social and economic stimulus
- ▶ Foster community identity and pride



EVENTS & FESTIVALS BENEFITS

- ▶ Opportunity for community involvement
- ▶ Adds to a dynamic, vibrant community and healthy lifestyles



EVENTS & FESTIVALS BENEFITS

- ▶ Enhance City's image
- ▶ Enhance local tourism industry



CITY'S ROLE

- ▶ The City wears many hats when it comes to the support and development of events:
 - ▶ Regulatory
 - ▶ Facilitative
 - ▶ Financial Supporter
 - ▶ Advocate
 - ▶ Direct Provider



CITY'S RESOURCES DEDICATED TO EVENTS SUPPORT

- ▶ Outdoor Event Application and Approval Process
- ▶ Cultural Services Project Grants
- ▶ Sport Grants
- ▶ Festivals Kelowna
- ▶ Support for Special Events.
 - Olympic Torch Relay
 - BC Dragoons Centennial Celebration

OUTDOOR EVENTS

- ▶ 2 FT Coordinators that manage the process
- ▶ Outdoor Event Committee
 - ▶ Multiple City departments and external agencies
 - ▶ The Role- Application, consultation, approval, monitoring and evaluation
 - ▶ Managing the balance between event requests and community access
 - ▶ Filming requests & permits

OUTDOOR EVENTS

- ▶ Considerations when reviewing a request:
 - ▶ # of park closures
 - ▶ # of liquor licenses
 - ▶ Impact on park infrastructure
 - ▶ Road closures
 - ▶ Impact on adjacent residents & businesses
 - ▶ Restricted access to parks
 - ▶ Impact on City resources
 - ▶ Impact on existing events

2012 OUTDOOR EVENTS - HIGHLIGHTS

- ▶ 24 Hour Relay
- ▶ Apple Triathlon
- ▶ Canada Day
- ▶ Center of Gravity
- ▶ Knox Mountain Hill Climb
- ▶ Okanagan Marathon
- ▶ Play On Hockey
- ▶ RBC GranFondo
- ▶ Run for the Cure
- ▶ Keloha Music Festival



2012 OUTDOOR EVENTS

- ▶ Fathers Day Car Show
- ▶ Fat Cat Children's Festival
- ▶ Terry Fox Run
- ▶ Across the Lake Swim
- ▶ Vaisahki Parade
- ▶ Family Fun Day
- ▶ Kids Triathlon
- ▶ Scarecrow Festival
- ▶ Kelowna Dragon Boat Club Races



CULTURAL SERVICES PROJECT GRANTS

- ▶ Supports new or existing events with an arts/culture/heritage focus
- ▶ \$70,000 available annually via application
- ▶ Maximum of \$10,000 per application
- ▶ Eligibility expires after 3 consecutive years
- ▶ 2012 program:
 - ▶ 17 recipients
 - ▶ 9 of 24 applicants were new
 - ▶ \$70,000 awarded

SPORT GRANTS

- ▶ Sport Event Development Grant
 - ▶ Stimulus for the development of new sport events with a sport tourism focus
 - ▶ \$35,000 annually
 - ▶ 2011 Summary
 - ▶ 27 events funded
 - ▶ Allocation \$36,800
 - ▶ Estimated economic impact of \$6 million

FESTIVALS KELOWNA

- ▶ Non profit society
- ▶ City contributes \$248,500 annually
- ▶ Contracted to deliver
 - ▶ Canada Day
 - ▶ Parks Alive!
 - ▶ Arts Alive
 - ▶ Buskers
- ▶ Supports event development and delivery for other agencies such as DKA
- ▶ Contract expires December 2012

SUPPORT FOR SPECIAL EVENTS

- ▶ Unique (one-of) opportunities that require leadership and City involvement
 - ▶ Examples:
 - ▶ 2010 Olympic Torch Relay
 - ▶ 2010 BreakOut West
 - ▶ 2008 BC Summer Games
 - ▶ 2011 International Children's Games
 - ▶ 2011 BC Dragoons Centennial
- ▶ Financial support will vary between events

CHANGING LANDSCAPE...

- ▶ Increasing regulatory requirements
 - ▶ i.e. BC Safety Authority, WorkSafe BC, BC LCLB, City
- ▶ Expectations of the City by the Event Rights Holder
 - ▶ Financial (cash or in-kind) support from the municipality
- ▶ Competition with other municipalities
- ▶ The cost of putting on an event / absorbing event related support costs - who pays
- ▶ Copy-cat nature of events
- ▶ Increasing expectations from public (bigger ... better)

CHALLENGES...

- ▶ Reputation as event friendly
- ▶ City's role in bringing events to Kelowna
- ▶ Growing expectations from event organizers but also downloading consequences onto event organizers
- ▶ Balance of park closures and public access

CHALLENGES

- ▶ Managing event spillover into downtown
- ▶ Ability to respond to film industry requests
- ▶ City's role in managing event content (morality police)
- ▶ Infrastructure
- ▶ Capacity of event organizers

OPPORTUNITIES...

- ▶ Establishing an Event & Festival Unit
 - ▶ A new model
- ▶ Marquee Events
- ▶ Signature Festival(s)
- ▶ Development of a Filming Policy
 - ▶ Collaboration with OK Film Commission to promote Kelowna as a destination
- ▶ Opportunity Fund
- ▶ Planning initiatives
 - ▶ Bernard Ave revit/ Downtown Plan/ Streetscaping



COMMENTS & QUESTIONS

