



Annual Report to Kelowna City Council

"Festivals Kelowna summary of 2015 festivals, events, and programs"

April 11th, 2016

Introduction

Festivals Kelowna is proud to present this summary report to Kelowna City Council outlining our continued success with producing community-focused festivals, events, and programs on behalf of the City of Kelowna for the benefit and enjoyment of residents and visitors to our city.

As a longstanding partner of the City of Kelowna, Council will recall that Festivals Kelowna produces 4 core events and programs:

1. Celebrate Canada Day – Kelowna
2. Parks Alive!
3. Kelowna Buskers Program
4. New York New Year's Eve

In 2015 we again presented “Buskers on Bernard”. Introduced in 2014 as an extension of our existing Kelowna Busker’s Program, this event was created in response to interest in a local version of a Busker’s Festival.

New in 2015, we introduced 1 additional program, “Pianos in Parks”, and 1 new mini-festival, “Arts on the Avenue”.

This report will provide Kelowna City Council an overview of highlights from these events, share information about our plans for the 2016 season, and illustrate how our activities provide direct benefits to the citizens of Kelowna, our cultural community, and the City of Kelowna.

Society structure

- Festivals Kelowna is a non-profit society that was established in 2007
- We are governed by an 11 member volunteer Board of Directors with a diversity of expertise drawn from the community and our voting membership (2015 Board of Directors list included in the *Appendix*)
- Our relationship with the City of Kelowna is managed through a multi-year “Operating Agreement”. This agreement is for a 3 year term, with a renewal option for a second 3 year term due for review in 2016.
- The City of Kelowna provides financial support for the events and activities we produce through an annual operating grant. The society leverages these funds and generates additional revenue through sponsorships, grants, community donations, ticket sales, vendor fees, and program fees.
- As we have done since 2006, the society continues to manage the funding relationship with Folk Fest and the Canada Day concerts society for Canada Day on behalf of the City of Kelowna. An administrative fee is not retained for this service but is an “added-value” for the City. We continue to work collaboratively with Folk Fest and the Canada Day Concerts Society in the planning and execution of their activities, provide advice and support, and work with their venue and service providers to help ensure the most efficient use of these funds.

Staffing

Festivals Kelowna employs a combination of full-time staff working alongside seasonal, project-based staff. Given the fluctuating planning and delivery cycles in our operating year, as well as the evolution of our events portfolio, we find this staffing strategy effective and cost efficient as it allows our society to increase or decrease staffing levels as required. To complement this

strategy we look to enter into multi-year relationships with local suppliers and contract staff when appropriate in order to maintain continuity in event delivery standards.

In 2015 our society employed four year-round event professionals including:

- Renata Mills, Executive Director (full-time)
- Ryan Donn, Program Coordinator (part-time); left position in early November 2015
- Lisa Brown, Program Assistant (part-time)
- Melissa Sbrega, Program Coordinator (full-time); assumed position in early December

During our peak event months we hired additional part-time and contract staff to provide support for key areas like Volunteer Coordination and Site & Operations Coordination for Canada Day, while a student was hired to provide support for the new event and programs we introduced in 2015. To support the Parks Alive! program we employed two university students from an event management related discipline to fill positions in a full-time, temporary capacity from mid-May to the end of August. As noted in prior reports and as continues to be the case, we find these young professionals to be an asset to our organization as they bring enthusiasm, energy, and a fresh perspective to our events and activities. In fact, we were delighted to welcome back one of our Parks Alive! students from 2014 who provided invaluable support coordinating our new “Pianos in Parks” program and assisting with the delivery of “Arts on the Avenue”.

Finally, we continued to work closely with local event industry suppliers to support our core event needs rather than rely on in-house staff resources or volunteers. SW Audio Visual again provided audio-visual, staging, and sound and lighting services for our busy events schedule. Our ability to rely on a local company that has familiarity with our events, knowledge of our budget limitations, and access to the resources and equipment we require to produce high quality events is an important factor in our success each year. We acknowledge their support and greatly appreciate their willingness to work within our budget.

A society organizational chart is included in the *Appendix*.

Mission & Vision statements

Our VISION

Connecting our community through festivals and events.

Our 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.

2015 Activities

Since its formation in 2006, Festivals Kelowna continues to benefit the community by producing community events based on the following principles:

- Our events must be accessible
- Our events must be appealing to a variety of ages and interests
- Our events must positively impact the quality of life for Kelowna residents and visitors
- Our events must provide benefit to the citizens of Kelowna, and by extension, to the City of Kelowna
- Our events must be developed in a way that balances community impact with financial prudence

The following sections describe highlights from our 2015 event season:

Celebrate Canada Day – Kelowna



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 a single day festival held in multiple venues in Kelowna’s Cultural District including Prospera Place, Waterfront Park, Kerry Park, and Jim Stuart Park. The event featured activities and entertainment suitable for all ages, as well as areas dedicated to specific demographics including the “Kids Zone”, and the “Youth Stage”. A copy of the 2015 schedule of activities is included in the *Appendix*.
- 2015 was the 18th year of this free celebration, produced by Festivals Kelowna since 2006.
- Canada Day is the biggest event we produce each year based on size of event budget, number of participants involved, number of venues used at one time, public attendance, and scope/scale of activities presented
- This festival continues to be produced in a collaborative manner between Festivals Kelowna, Folkfest, and the Kelowna Canada Day Concerts Society for 8 years running. Each group produces their own component of the festival, sharing resources where possible, and jointly marketing their activities to the community as one larger Canada Day celebration. We also welcomed and helped promote the Kelowna Art Gallery’s “Great Canadian Apple Bin Paint-in” as they joined in on the Canada Day spirit again in 2015.

Highlights:

- Celebrate Canada Day-Kelowna is *one of the biggest events held in our community* each year
- *Attendance was up again in 2015 with an estimated 65,000 guests* passing through our event site between 10:00 am and 10:30 pm, with the fireworks again drawing huge numbers to the downtown in the evening
- *More volunteers helped out this year* with 174 generous folks assisting with all areas of the festival:
 - 77 people from 13 different groups hosted a Kids Zone activity
 - The Kelowna Lioness Club and students from the International Students Associations from UBCO and Okanagan College once again helped staff our 3 Info Booths throughout the day
 - Community groups COSAR (Search & Rescue) again brought displays, and the Model Sailboat Club held their very entertaining annual Regatta
 - 37 community volunteers hosted their booths in our “Community Groups Showcase”
 - Festivals Kelowna Directors and Festivals Kelowna members pitched in wherever needed

“I had a great deal of fun and totally enjoyed myself while volunteering this Canada Day”

“I really look forward to doing so again next year!”

“I really enjoyed Canada day volunteer! I really appreciate your guys to give me this experience”

(feedback from “Canada Day volunteer Survey”, 2016)

- Live cultural performances again anchored our festival with *5 stages in 3 parks*
- Canadian musical artists of all genres and experience levels appeared on our stages and event grounds, and we used primarily Canadian artist's recordings to support our activities (i.e. fireworks display, dance performances, and live theatre performances)



*"Raft of the Medusa"
Parks Alive! Power Stage*

- *46 acts in 13 genres featured 143 individual artists, an increase in artists over 2014*
- Parks Alive! Power Stage had 9 Canadian bands in classic, indie rock, and blues genres
 - Most artists were from Kelowna or the Okanagan Valley, with headliner "Jesse Roper", an award winning Blues artist hailing from Victoria, B.C.
 - A highlight included an excerpt performance from "Raft of the Medusa", a locally written and produced rock opera
- TD Beach Stage featured 12 musical acts from multiple genres including jazz, rock, country, soul, and RnB
 - "Ezra Kwizera" headlined, sharing his world beat music with Kelowna audiences
 - New artists this year included Kelowna's own "Political Posse" featuring Councilors Ryan Donn and Tracy Gray

- WildPlay Kid's Stage showcased 6 musical and spoken word acts
 - Youth artists were featured in 5 of the 6 acts
 - Diverse performers included Bumbershoot Children's Theatre actors and singers, Inspired Word Café "Young Gun" poets, vocalist Chantelle Betuzzi, and magician Leif David
- UBCO Student Union "SUB" Stage had 4 different musical artists
 - A great new partnership with UBCO featured youth developing artists performing primarily their own works including Wild Son, Chelsea Murphy, and Jeff Piatelli
 - The Student Union hosted a free BBQ for the community at the stage, and contributed additional funds towards the performer fees
- Inspired Word Cafe Stage was alive with over 15 folk and spoken word performers
 - This is a continuing partnership with a local, "grassroots" artist collective that featured performing artists with a wide variety of skills in a high profile venue
 - Performances included original poetry works, plus improvisation (i.e. beat boxer)
 - A very "chill" vibe to this venue that is very well received by the community each year and provides a calming influence in a high-volume, busy part of the downtown on Canada Day



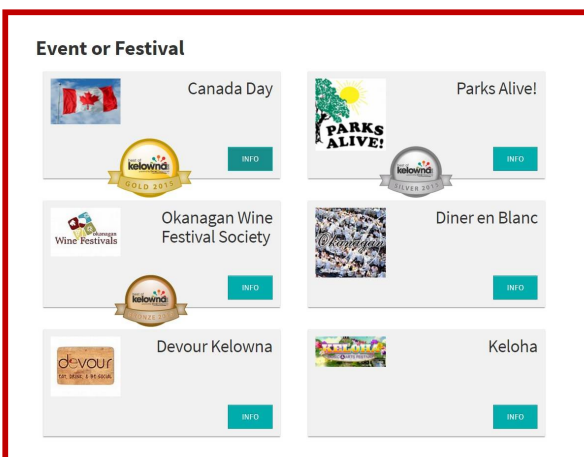
*"Chelsea Murphy"
UBCO SUB Stage*

- *Interactive displays and demos* included the popular Hoofprints Petting Zoo, emergency service vehicles and displays, and NEW this year was a sampling of vehicles from across the decades from the Uptown Rutland Business Association's Car Show



- We incorporated the 50th anniversary of the Canadian Flag into our event in 2015 by creating 2 giant Canadian "flags" out of coroplast, posting them at the entrance to the festival in Waterfront Park, and inviting festival goers to write a statement about their favourite part about Canada or being a Canadian onto small, red squares. An outline of the flag was pre-drawn and these statements were then glued onto the flag outlines in the spaces that should be red and "read".

- Another key to our event's success was the continued interest by the local business and not-for-profit community to participate as vendors, artists, performers, media support teams, and volunteers at displays. In 2015 we welcomed:
 - 20 Food vendors dished up thousands of servings of ice-cream, hot dogs, sandwiches, deep fried pickles, curry and rice, mini donuts and more, exceeding our vendor goal by 20%
 - 26 local and Okanagan Valley artists selling original Canadian artwork attended the "Made in Canada Marketplace", holding consistent with the 2 prior years
 - 18 small and home-based businesses showcased their wares in the "Canada Day Bazaar" with everything from D.J. training services, exotic clothing and jewelry from around the world, doggie accessories, skin care products, sunglasses, and even pole dance workout lessons. We saw a 27% increase over the number of "Bazaar" vendors that joined us in the year before
 - 26 activity stations gave kids of all ages plenty to do in the "Century 21 Kids Zone", a large increase over 2014 with 8 more stations of fun than the prior year
 - 15 local non-profit groups joined us in the "Community Groups Showcase", including the Car Share Co-op, CRIS Adaptive Adventures, local political associations, Kelowna Museums, MLA's Steve Thomson and Norm Letnick, and Kelowna Fan EXPO who brought along a couple special guests from a galaxy far, far away...
- Each year we receive more and more *inquiries from marketing agencies and businesses looking to align* with "Celebrate Canada Day-Kelowna" due to its positive community focused image, all ages content, size, and longstanding success. As a result, we again welcomed onsite participation from major brands at the festival including the Overwaitea Food Group (Urban Fare/Save-On) who sliced and served 1,000's of pieces of fresh, cold watermelon, and Chances Gaming Entertainment who gave away SWAG by the handful including Frisbees, gun, games, and more. These 2 partners are great examples of businesses that demonstrate their strong commitment to the communities where they operate and have fun while doing it.
- *Our media partners also continued to be an integral component to our success* through their onsite presence and pre-event promotion of the festival. We welcomed 6 radios stations onsite (K96.3, Country 100.7, Power 104 FM, Q103, 99.9 Sun FM, 101.5 EZ Rock), as well as multiple online news sites (Castanet, Kelowna NOW, Ooook), TV (Shaw, Global Okanagan), and print media (Capital News, Daily Courier). Global Okanagan's Wesla Wong even did the evening weather reports live from the festival site.



- "Celebrate Canada Day – Kelowna" continues to be enjoyed by the community, and was again nominated in the Kelowna NOW 'Best of Kelowna' awards, *winning Gold for the third year in a row*
- *Managing our budget effectively also contributed to our event's success.* As a free festival we are always aware of the need to manage our resources, be they financial or human. In 2015 we achieved 94.2% of our budgeted revenues and leveraged the City of Kelowna's investment with an additional \$63,052 from other sources of cash revenue and over \$43,000 of in-kind support (i.e. media support, supplier sponsorships or discounts). On the expenses side, we delivered the festival at 5% less than budgeted.



Parks Alive!

Mission:

To maximize the potential of our lakefront and community parks by stimulating a vibrant art and culture presence

A community-focused program, Parks Alive! 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. The 2015 schedule of events is included in the *Appendix*.

Highlights:

- Parks Alive! has been presenting live cultural entertainment in our parks and public spaces for 18 years - under the leadership of Festivals Kelowna since 2006, and overseen by the society's current E.D. since 1998.
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- A tradition of the Kelowna summertime, in 2015:
 - Over 26,000 people experienced our cultural performances in outdoor spaces
 - 47 concert events were held in 18 venues throughout the city from Rutland to North Glenmore to the Upper Mission
 - Events were held 5 days a week for 9 weeks in July and August, and every second Sunday featuring 21 different musical genres with 147 hours of live entertainment enjoyed by our audiences
- 3 NEW parks were added to the schedule in 2015:
 - Mission Creek Park, a new partnership with the Regional District
 - Cameron Park (Central Kelowna)
 - Blair Pond Park (Wilden)
 - 133 different performing groups and over 300 individual artists were hired:
 - 82% (101) of artists were local or from the Okanagan Valley, while 18% (32) visited from other parts of the province and Country
 - 32 performers were new to Parks Alive! while 101 had been booked in previous years – word continues to spread about the Parks Alive! performance opportunities!
 - 10 community partners worked with us to present high quality entertainment that helped broaden our artistic offerings, as well as help keep arts and cultural accessible, including:
 - Intercultural Society of Central Okanagan, connected us with their multicultural community's performers



- Kelowna Museums created and presented hands-on activities for families each week of Parks Alive! with a focus on the history of each venue. This is the second year Kelowna Museums has generously provided this activity series for our audiences
- Artists for Creative Alliance, Inspired Word Café, and Songwriter's Stewdio connected us with the artist's within their collective
- Opera Kelowna provided high quality, live operatic performances for our audiences
- City of Kelowna's Park n' Play program again provided drop-in recreation activities for families at 4 concerts
- Bumbershoot Children's Theatre and New Vintage Theatre presented 4 original, theatrical shows
- *Thanks to longstanding relationships with our local media* we continued to maintain a high level of awareness and interest in our events. We must recognize the incredible support provided by Bell Media's 101.5 EZ Rock, K96.3 Classic Rock, and the Kelowna Capital News. Each week throughout the summer they were an integral part of our ability to connect residents and visitors with our events.
- *Sponsorship was another integral factor to our continued success in 2015.* Again, we cannot stress enough how important and generous the local business community has been in supporting Parks Alive! Many of our sponsor partners have been with us for over 5 years and have been a key factor in our ability to expand our reach into the community.

A full list of our sponsors can be found on our Parks Alive! Entertainment Season schedule *in the Appendix of this report* but we would like to draw special attention to our series sponsors – Orchard Ford as our Presenting Program partner, Valley First, K96.3 FM, Chances Gaming Entertainment, BeachTek Audio, and 101.5 EZ Rock as our weekly series Title partners.



- In addition to traditional media partnerships in radio, print, and online news portals, we again heavily utilized social media to encourage conversations about our activities, post event information and schedules, as well as source and negotiate with performers.
 - *Facebook*
 - Parks Alive! page continued to gather "likes" during the season, currently sitting at 2,241
 - PA! page "organically" reached 106,952 people between July 2nd and August 31st, 2015
 - Festivals Kelowna group grew again and currently has 3,083 members, a 35% increase over 2014
 - *Twitter* followers continued to grow again in 2015 with the @parksalive account boasting 4,624 followers currently compared to 3,403 followers at the same time in 2014. The key success of twitter for us is the retweeting of our event postings via other event calendars and our partners, thereby expanding our reach exponentially
- *Managing the budget in 2015 proved to be a little easier this year* as our revenues exceeded targets by 3.4% and our expenses were better than budget by 6.7%. In addition to the City of Kelowna grant, revenues for Parks Alive! came from student employment grants, activity grants from foundations, sponsorship, gaming funds, public donations, and permit fees from the Kelowna Busker's Program. In-kind promotions and marketing support was again provided by our media partners, with a value easily exceeding \$10,000. Of note, in 2015 we confirmed title partners for all of our concert series as well as a Presenting Partner, which helped us exceed our Revenue target by 2.7%.

On the expenses side, our two biggest costs were again performer fees (we pay all of our artists for their performances) and sound & lighting, representing 72% of the Parks Alive! budget. Overall, expenses were kept in line with projections thanks in part to generous supplier support, and a strong, reliable local artist scene.

It is important to note the diversity of performing talent that exists in our community and our ability to hire as many local, quality, experienced performing artists as we do is a huge contributing factor to Parks Alive!'s longevity and success. We acknowledge and appreciate our local arts and culture community for working with us to bring live, accessible, cultural performances to the residents of Kelowna.

Kelowna Buskers Program

Mission:

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



The Kelowna Buskers Program features 16 highly visible locations along the lakefront walkway, downtown core, Cultural District, and in the South Pandosy neighborhood. Buskers audition and can choose from 4 permit options based on how long they wish to participate in the program – annual (12 months), summer (May through September), temporary (day) and a group option to accommodate larger performance troupes. *A map of the Busk Stops is attached in the Appendix.*

While the Kelowna Buskers Program is less complex when compared to Parks Alive! or Canada Day, it is this simplicity that allows it to be equally impactful. The Buskers Program is our first point of contact for many of our new acts, and allows us to work with emerging performers to support their performance skill development.

As an extension of our regular program, we also ran the “Marquee Buskers Program” again in 2015. Council may recall that this offshoot was created in response to:

- 1) A desire to accommodate highly talented artists we couldn't fit into the oversubscribed Parks Alive! program
- 2) A need for additional cost effective ways to animate public spaces
- 3) A desire to increase the number of paid performance opportunities within the Festivals Kelowna menu of programs
- 4) A way to meet the increasing need of organizations looking to feature cultural performances at their events without having to incur significant costs for additional production support

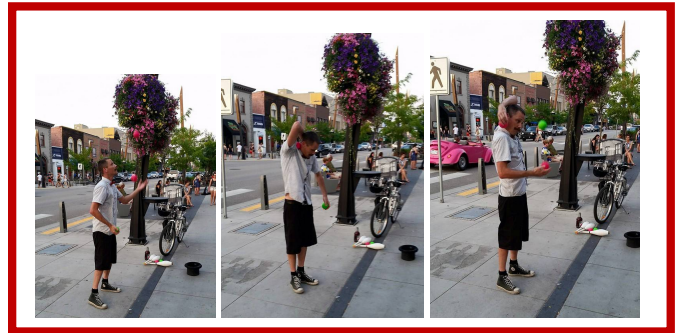
The Marquee Program, like the regular Busker's Program, is managed using a simple process:

- Buskers audition for their regular Busking permit on an ongoing basis and staff watch for unique, "stand out" performances that we can hire for events
- Buskers are "seeded" with a modest fee and hired to busk at a designated locations for 2 hour periods. During this time they are also able to accept donations from the public



Highlights:

- *129 Buskers participated in the 2015 program, a 42% jump over 2014.* This can be partly attributed to Buskers becoming more familiar with our new office location, thus signing up for the program, as well as larger Busker groups taking out permits
- Breaking down the program stats we saw:
 - 80 permits given out in 2015
 - 55 Solo
 - 25 Group
 - By permit type
 - Annual – 21
 - Summer (May to Sept) – 35
 - Monthly – 19
 - Day/trial - 5
 - 82% of Busker permits issued were to local performers
 - Buskers hailed from (based on lead applicant for the permit)
 - Kelowna – 65
 - West Kelowna – 7
 - Alberta – 2
 - B.C. – 2
 - Ontario – 2
 - USA – 1
 - New Zealand - 1
- Busker participants in 2015 included a diverse and unique group of performers, including:
 - Musicians that opened for Juno award winning Canadian fiddler Ashley MacIsaac and Canadian Country music icon Ronny Hawkins
 - Music Teachers with over 20 years experience
 - A First Nations dancer who travels the international PowWow circuit
 - A cellist with formal, classical training
 - “Ukenagan”, a ukulele quintet
 - Buskers who have performed all across the globe and/or have 40+ years of performance experience
 - Graduates of formal music programs including Boston’s Berklee College, the largest independent college of contemporary music in the world
- Buskers entertained Kelowna audiences in 2015 using mainstream instruments such as the fiddle, mandolin, banjo, harmonica, guitar, cello, violin, flute, piano, and classical harp, as well as unique/unusual instruments such as a “synth” accordion, Dulcimer, hand chimes, African marimbas, Mexican Vihuela and chatango, a Djembe Drum, and handmade “trash can” drums



- Given the interest in this program and the growing need for clearly defined Busk Stops, we worked with City staff in 2015 to replace 5 missing Busk Stop signs, as well as added 2 new Busk Stops to our inventory. New Busk Stops include:
 - in front of the Paramount on Bernard Ave
 - East side of the lakefront walkway mid-way between Jim Stuart Park and the Queensway parking lot

In this process we also closed the Queensway Transit Station Busk Stop and moved the Busk Stop located beside the compass at the former Yacht Club closer to the new Cactus Club/Yacht Club location. The goal of these changes was to create a more positive experience for both the Buskers and the nearby businesses or public facilities.

- An expansion of the Kelowna Busker's Program, "Buskers on Bernard", was held on Thursday, August 13th between 6:00 and 8:00 pm. Introduced in 2014 as a mini-version of a Buskers Festival, this year's event featured 15 local buskers. Unlike 2014, the weather was warm and sunny this year, resulting in a strong community turnout.

In 2015 we used lessons learned from our first attempt in 2014 and made changes such as:

- Condensing more Buskers into each block - a similar number of Buskers were fit into a 1.5 block area covering both sides of the street, versus 4 blocks
- The condensed model worked very well as we saw sidewalks packed with people all enjoying the "critical mass" of performances
- Acknowledging that "secret" advertising or teasers don't always work
 - in 2015 we advertised the specifics of the event and this promotion helped build interest and excitement
 - We interviewed patrons that evening and learned they had *purposefully* planned to attend



- Of note, another local event was held immediately preceding Buskers on Bernard in the downtown – the 2015 Food Truck Rally. We felt there was room for potential collaboration between our events so we met with the Food Truck Culture organizers with a goal to combine efforts in 2016. It was agreed that we will rename the event "Food Truck Culture meets Buskers on Bernard". Stay tuned for more details.

NEW – Pianos in Parks

Mission: To animate and decorate public spaces through community interaction

A new initiative introduced last summer, the idea for "Pianos in Parks" grew from a Youtube video we posted on our Festivals Kelowna facebook page that featured a street musician with incredible piano playing skills playing a "public piano" on the streets of New York City.

This post attracted huge interest and encouraged us to create a similar program in Kelowna. Thanks to the efforts of local Busker and musician Leila Neverland, readily available online resources describing similar programs in other communities, and keen partners, Kelowna launched its own public pianos program mid-June 2015.



We placed pianos in 5 active pedestrian spots in the downtown core:

1. inside the City Park tunnel
2. at the Busk Stop near the 'Spirit of Sail' at the foot of Bernard Avenue
3. along the lakefront walkway beside Jim Stuart Park
4. at the South end of the Artwalk behind the Law Courts
5. on the sidewalk along Cawston Avenue between the Rotary Centre For the Arts and the Kelowna Art Gallery

The pianos were available to play from mid-June until late September.

These pianos served multiple purposes - not only was the public invited to play the pianos and "animate" public spaces through their music, the pianos became temporary pieces of "public art" as they had all been hand-painted by local artists with original, unique designs. In addition, the pianos provided a platform for many of our buskers who don't normally have a chance to use a piano while performing.

Highlights:

- Key sponsors and partners helped ensure the program's success in this trial year:
 - Disney Interactive and their team of creatives helped fund the program, as well as send 15 artists to hand paint original designs on three of the pianos
 - Keystone Music was integral in that they sourced our pianos, delivered, tuned, and helped maintain them all season. Special thanks to Elmer Epp.
 - The City of Kelowna Parks staff were very supportive as they helped to secure and monitor the pianos



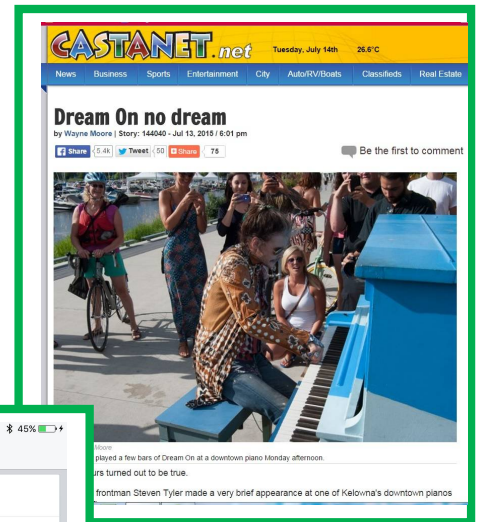
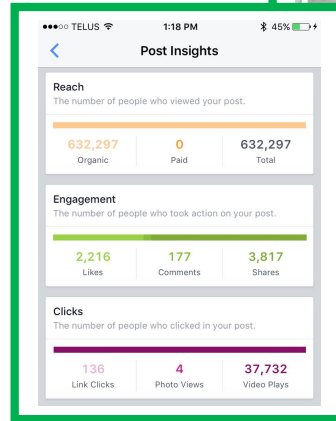
- Community interest, engagement, and the sense of ownership for the pianos was astonishingly strong and immediate. From the parents who phoned our office to say thanks for providing a way for their children to practice, to the UBCO international student who had been living away from his home and his piano for years, to the budding "Elton John's" looking to hone their skills, countless people relayed "their" piano stories and how this new initiative had affected their lives in a positive way - those that did not have their own piano but wished to play, those that rediscovered their love for this instrument, and those that were always fearful of playing in public who overcame their fear through the public pianos. To date, staff continue to have daily conversations

with people sharing their story about this simple but immensely popular program.



- While this program was much loved, the highlight of the summer was the amazing reach and impact on the public conversation generated by the impromptu performance on July 14th of “Dream On” by Steven Tyler of Aerosmith prior to his show at Prospera Place. The moment captured in video by both the media and the general public reached an estimated 833,824 people throughout Canada, as well as received national and provincial media coverage for a week from CTV news, to the Huffington Post, the Province. The video went viral on social media, including our own pages and staff’s personal accounts:

- Pianos in Parks page
 - video reached 139,100 users
 - 55,000 views
 - 718 shares
 - 158 likes
 - Ryan Donn’s public facebook page:
 - video post reached 632,297 people
 - video played 37,732 times
 - 3817 shares
 - 2216 likes
 - 179 comments



- In addition to the Steven Tyler video, the public heavily utilized social media to share videos of themselves playing a piano, with an average reach of over 14,000 people. For example, videos shot and uploaded by photographer Andrew T. Barton featuring local musicians, James Elser and Eric, had over 31,000 views and 750 shares on the “Pianos” facebook page
- Thanks to a strong social media presence we received numerous inquiries from other communities wishing to create their own public pianos program, including Red Deer, AB, Greenwood, BC, Whitehorse, YT, and even Anchorage, Alaska. Just recently, we received a request for advice from Caledonia, Minnesota looking for advice on the best way to encourage their local City Council to support the idea.
- As a new program not yet imagined when the current Operating Agreement was implemented in 2014, Festivals Kelowna self- funded “Pianos in Parks” in 2015 within existing society resources and by securing new sponsors and program partners. Our financial strategy with this unknown, untested program was to run it “net zero”. Key expenses included the pianos themselves, covers and anchors, decorating supplies, brand development and the design of promotional materials, as well as piano tuning and maintenance costs. As noted earlier, Disney Interactive and Keystone Music were integral to the success of this program by providing cash and in-kind support for these hard costs in this start up year.
- Looking toward the 2016 season*, we will be making an announcement in the coming months about a possible expansion of the program with new partners, new pianos, and new locations.

"ARTS ON THE AVENUE"

-Celebrating Visual Arts-

NEW – Arts on the Avenue

Mission: To create a fun celebration that helps connect our community with visual artists and their work



- A newly created festival in 2015, "Arts on the Avenue" was a one day, arts-focused outdoor event celebrating and promoting our local visual artist community. This funky event featured various elements including opportunities for retail sales, art exhibitions and demonstrations, live performances, art installations, and "hands on art" that welcomed and encouraged community interaction. This new festival concept was developed as an alternative to the daily vendor model.
- Free to attend, the festival was held on Thursday July 30th from 5:00 to 10:00 pm along the roadway and sidewalks of the 300 Block of Bernard Avenue between Water Street and Pandosy.

Key strategies were implemented to help ensure this new event's success:

1. Hiring of Lisa Brown, B.F.A, a professional visual artist with over 15 years experience participating in visual arts festivals, to develop and produce "Arts on the Avenue". In addition to the credibility she brought to the role as a professional artist, we were able to rely on her perspective in key areas during the planning phase such as identifying the "right" number of artists to include by category, potential partnerships with artist collectives, application and jury processes, vendor pricing, and placement and distribution of artists onsite.
2. Positioning our event as "one more opportunity for visual artists to showcase and sell their work" to set the tone of collaboration and not be seen to as competing with other art shows in the community
3. Holding the event at the end of July on a Thursday night in order to better accommodate the roadway closure, and to capitalize on the pre-long weekend activity of tourists and locals "looking for something to do"
4. Establishing partnerships with established, quality, proven successful visual art collectives and art shows in order to:
 - a. Connect with their networks of artists to spread the word about our new event, and attract new and unique artists outside of our own network
 - b. Learn from their successes and challenges
 - c. Utilize their expertise with the participant selection process
 - d. Build new relationships that would lead to long term success for our new event
5. Creating a dual application process that would appeal to both established, experienced artists as well as developing artists still honing their craft – "Full" application and "Fast Track" application
6. Setting a modest vendor fee in the first year as a way to attract artists to this unknown, unproven festival
7. Implementing a diverse marketing campaign that utilized traditional and social media platforms to inform and engage both locals and tourists arriving for the August long weekend



Highlights:

- The local artist community was tremendously open and willing to partner with us in the development of this new festival. Artists for Creative Alliance/Kelowna Arts Council were a terrific resource and provided ideas, volunteers for the event, as well as created and staffed two interactive art stations at the event, a weaving wall and sound wall. We also worked with 5 local artist groups/ shows to connect with artists including:
 - Kelowna Farmers & Crafters Market
 - Fabulous Finds
 - Etsy Marketplace Show
 - Kelowna Christmas Show/Craft Culture
 - Lake Country Art Gallery



- There was terrific interest in the idea of a new visual arts festival. Our local media were quick to pick up on the story. For example, following our media release in early June announcing the new event Castanet tracked 44,000 hits on the story *in one day over an eight hour period*, while multiple media inquiries about the event continued to flow in during the weeks leading up to the event. There was also a strong media presence onsite during the event to interview artists and patrons, and we reached over 5000 people through our social media posts and paid facebook ads.

- Artists showed tremendous interest and enthusiasm for this new festival. We had 3 artists submit applications the day we announced, while 20 artists signed up within the first two week of having our application sent out through our partners, almost exclusively using the Fast Track application. Approximately three weeks after the festival was announced we were considered “full” and had begun a waitlist in early July. By the time the festival started we had 12 artists still on our waitlist that we were unable to accommodate as there was no space left, and we had still more potential participants calling or emailing daily seeking a booth, as well as approaching organizers onsite about being invited to attend in 2016.
- 40 visual artists from a diversity of disciplines participated including caricaturists, glass blowers, wood carvers, jewelers, painters, fibre artists, clothing designers, paper craft artists, leatherworkers, potters and more.
- In addition to the artist vendors, complementary event content was added:
 - Featured Artist, Jordan Straker, an award winning wood carver from Penticton, displayed his pieces and demonstrated works in progress. Jordan had recently drawn international attention for his wood carving of the “Coat of Many Colours” for Dolly Parton.
 - An “Art & Speaker’s Corner” featured unique, live performances. The “Spoken Word Café” presented pop-up and flash poetry around art themes, as well as “Birds of Cray”, a duo who play cello and perform spoken word while wearing bird masks (totally fun, funky and different). Exhibitors and featured artists also gave short presentations about their work, such as the Ponderosa Spinners and Weavers who explained the history and evolution of their art form, and Jordan Straker shared his story as an “accidental artist” who learned his craft as a rehabilitation exercise following a workplace accident.



Jordan Straker, Penticton, BC





FestivalsKelowna



- Live musical performances were enjoyed at a “sound pod” including local Bluegrass favourites “The Trips”, and unique musical duo “James and Nikki Balfour” where one artist sang and played guitar while the other painted as she was inspired by the music. We noted that both performance “pods” were well attended throughout the event, confirming our decision to create a mix of acoustic music, poetry, performance art, and multi piece bands that would not overshadow the artisans but add to the ambiance of the event.

- Kelowna FX brought Cosplay Characters to interact with the crowd, as well as demonstrate animation techniques and invited the public to draw characters.
- The Artists for Creative Alliance (now Kelowna Arts Council) created and staffed an interactive art wall and a sound wall display that encouraged people of all ages to test their hand at being creative

Anecdotal feedback:

- Artists reported great sales:
 - “I sold 3X more than Canada Day and I’m very busy that day”
 - “I did better in sales today than at other longtime shows”
 - “This is great. People are here to buy. I’m definitely in for next year!”
- We heard from artists that they had sales even before the event officially started at 5pm. For example, one of our featured artists sold a \$6,000 piece before he had fully set-up, was commissioned for another work after the event, and shared that he had made almost \$13,000 in sales that afternoon.
- Our exhibitors saw high traffic volumes through their booths with both Kelowna FX and the Ponderosa Spinners & Weavers Guild busy during the entirety of the event, while the Artists for Creative Alliance noted that “even men were lining up to create a piece of the weaving wall”.
- *Attendance for this first time festival* was tricky to determine given the circular nature of the site layout and its ungated format. However, using feedback from event participants, volunteers, and our staff, we estimate attendance between 3,000 and 3,500 people throughout the evening.
- *Financial success of the event* – As a new event with unproven revenue streams, a cautious approach was taken during its development. However, thanks to strong participation by artists, donations and discounts on services by event supporters like Music City Studios and SW Audio Visual, as well as a tempered approach with expenses, we exceeded our net budget projection resulting in a very modest cash positive position for the festival.
- *Looking forward to 2016* we are excited by the opportunity to expand “Arts on the Avenue” to accommodate more artists and exhibitors. During and following “Arts on the Avenue” in 2015, we were contacted frequently by artists and the public asking to hold the event every week in the summer. However, moving forward the preferred choice of our staff and Board is to expand the event across multiple blocks as demand increases. This scalability allows us to accommodate additional participants while managing the space effectively, and keeping a handle on costs. This approach also follows our philosophy of “start small, create a quality event, and grow as demand dictates”. In addition, we will be exploring ways to further animate the festivals site through visual displays, interactive community engagement stations, and physical enhancement of the space through décor.



New York New Year's Eve

Program Mission:

To create a high energy, multi-activity and family friendly environment that brings the community together to celebrate New Years Eve

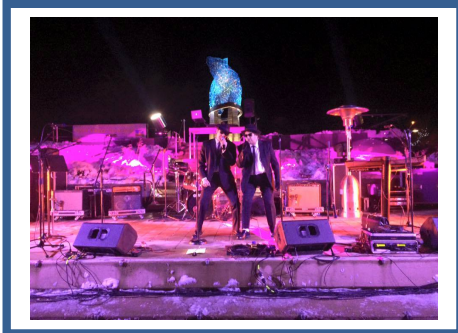


A free, annual community celebration launched in 2012 in response to public feedback that a family-friendly New Year's Eve event was needed in Kelowna. Council will recall that the timing of the event is purposeful in order to appeal to families of all ages. By "ringing in the new year" at 9:00 pm, families are able to attend with children of all ages, celebrate the New Year with other members of the community, and still have time to continue their own celebrations afterward.

"Valley First New York New Year's" was created and produced by Festivals Kelowna for the past 4 years, funded using a variety of resources including sponsorships, grants, and society funds. New in 2015, the City of Kelowna generously invested new funds to support this popular, annual event.

The event was again held in Jim Stuart Park from 6:00 to 9:00 pm, and thanks to City support saw an expansion of activities into the Kelowna Community Theatre, home of the new "Valley First Warm Up Zone". In addition, with the development of the NEW green space at the North end of the park in 2015 our "Club Penguin Kid's Zone" was relocated to this wide open area, thus creating a terrific visual connection to the rest of the event and a natural pedestrian flow between Jim Stuart Park and the KCT.

- Building on prior year's popular elements, the 2015 "Valley First New York New Year's" featured:



- 5 high-energy performing groups from the RnB, Classic Rock, Pop, and Blues genres – "Blues Brothers Too", "The Zambonis", and the "Salmon Armenians", with changeover acts "DJ Embassy" and Kelowna's "Taiko Drums" to keep audiences dancing and warm
- "The Club Penguin Kids Zone" with multiple drop-in children's activities, toss games, karaoke, 'Park n Play' games and dance party, while Red Line Bobcat again delivered 2 dump trucks of fresh snow for snow fort and snowman building
- The much loved skating rink that was well used and full of people all night thanks to the efforts of the City maintenance staff who worked hard to keep it in top shape despite the mild temps early in the day
- The ever popular free hot chocolate, provided this year courtesy of our NEW partner Re/Max Kelowna, who helped prepare and serve over 1,500 cups of hot chocolate with the help of over 15 of their volunteers
- The NEW and hugely well attended "Valley First Warm Up Zone" in the KCT that featured multiple activities such as live musical performances by "Trixie the Clown and Mr. Brown Knows", face painting, balloon animals, Giant Jenga and Connect Four, a noise maker/mask making station, and old fashioned cartoons playing on the big screen in the theatre (where parents could sit and grab a quick breather between activities).



- Copious amounts of SWAG provided by our generous sponsors and event partners including 1000's of glow sticks, winter toques, hand warmers, free swim and workout passes to the Rec Centre, and plenty of sweet treats
- NEW this year we added a special takeaway prize for a lucky 100 guests who managed to receive a golden ticket! Randomly given out throughout the event by the "Valley First Blue Team", lucky ticket holders had their picture drawn by Kelowna's own Caricaturist Marzio Manderioli on a specially made "Valley First New York New Years Eve" keepsake frame



- Capping off another successful event, His Worship, Mayor Basran helped our friends from Valley First countdown to an "early New Year" and the fireworks display



Mayor Basran and Drew Geldert, Valley First

- As an ungated event we approximate and rely on anecdotal feedback to estimate attendance. Over the course of 3 hours, we estimate close to 6,000 people attended the event venues at Jim Stuart Park and Kelowna Community Theatre. This was an increase over 2015, partially due to the milder weather and the addition of the "Valley First Warm Up Zone" as an option for families not wanting to be outside the entire event. The KCT was continuously busy from 6:30 until just before the fireworks at 9:00pm.
- To help generate awareness for the event, we again worked with a number of very supportive media partners and generated conversations on social media. This included produced ads on Bell Media radio stations, live and print media interviews with AM 1150's Phil Johnson Show, and the Kelowna Daily Courier, distribution of full colour event posters throughout the community and in print materials, as well as targeted facebook ads. For example, the "Valley First New York New Year's" facebook page reached 4,307 people in a 7 day period, while 6,472 people were "organically" reached and interacted with our posts in a similar period.
- Volunteers were such an important part of this event's success. Between our event sponsors, Festivals Kelowna Board members and their families, and helpful folks from the community, we worked with *over 49 volunteers* in this three hour event. Of particular note, we'd like to recognize the tremendous community commitment of our event sponsors:
 - *Valley First*, who has provided increasing numbers of staff each year to assist onsite. This year they *sent more than* 25 Blue Team members who helped by staffing activity stations, 2 info booths, running craft/noisemaker booth, and distributing goodies. They even pitched in to help clean up after the event.
 - *RE/Max Kelowna*, a new sponsor to the event, came out in force to prepare and serve hot chocolate. More than 15 of their local realtors team showed up to help and make this community event run so smoothly
 - *Disney Interactive* staff who took time out of their Christmas vacation to coordinate delivery and pick up of their Club Penguin characters for Club Penguin Snow Zone.



Financial Summary

As a small organization that produces free events on behalf of the City of Kelowna, we aim to balance the interests of the community seeking unique events and activities each year with the need to operate in a low risk, fiscally responsible manner. We maintain our approach of enhancing the events and programs we deliver by leveraging the City's investment with additional revenues, containing expenses, maximizing resources, and delivering activities on a cost recovery basis. As resources permit, we also look to introduce new events, such as we did with "Pianos in Parks" this past year.

The society's operating budget in 2015 was \$435,831, including the Folk Fest and Canada Concerts society costs covered by the City grant. This budget was a slight increase over the prior year, reflecting the addition of the "Pianos" program and the move toward a festival model for "Arts on the Avenue".

Revenues were secured from a variety of sources including sponsorships, grants, program and vendor fees, and donations. The society generated \$169,665 in additional cash revenues to leverage against the City of Kelowna operating grant, *\$13,229 more than in 2014 and an increase over the prior two years*. In addition, we received significant in-kind support from various sources including discounted rates on services, donation of free advertising through local print, online, and radio media, product donations and SWAG, and volunteer time commitments, to a value easily exceeding \$80,000.

The City of Kelowna's investment in the core programs was \$256,000 which included a \$13,500 "flow thru" grant to the Folk Fest and Canada Day Concert societies for Canada Day. This investment represented 60% of the society's total revenues in 2015, compared to 58% in 2014. The modest increase is due to the addition of much appreciated new funds to support the popular "Valley First New York New Year's" event which Festivals Kelowna had funded through other sources since 2012.

Even with the introduction of two new events to our inventory, we maximized our resources to bring expenses in 4.3% better than budget at \$407,205. The majority of our expenses continued to be dedicated to event programming and delivery costs. Performer fees and production services (i.e. sound and lighting, staging) represented 44% of our overall operating budget, while marketing, facility rentals, and other event services represented 10.95%. Administration costs (i.e. rent, parking, office supplies, insurance, Board expenses, etc.) accounted for 13.67%, while staff costs (wages, statutory benefits, professional development, etc.) represented about 30%.

A quick summary of plans for 2016 and 2017

As we have done for many years, we look to build on our successes by following a simple operating strategy:

1. Enhance current programs through new partnerships and collaborations that will result in new content
2. Expand our offerings by creating and adding new programs and events to our portfolio

Therefore, as we develop our activities for this coming year some of our plans will include:

1. Enhance "Celebrate Canada Day-Kelowna" by including additional recreation-based drop-in activities
2. Explore expansion of "Pianos in Parks" into more locations throughout Kelowna
3. Enhance "Parks Alive!" by continuing to seek out unique performers and community partnerships
4. Expand "Buskers on Bernard" by combining our efforts with "Food Truck Culture"

5. Expand “Arts on the Avenue” over multiple blocks along Bernard Avenue
6. Enhance “Valley First New York New Year’s Eve” by expanding stage programming in both Jim Stuart Park and the Kelowna Community Theatre, and expanding the fireworks display as a launch to the “Canada 150” Sesquicentennial celebrations in 2017

An interesting note to Parks Alive!, as of early February 2016 we had already received over 100 “Interested Performer Applications” from artists looking for a performance opportunity with the program. Of these applications, close to 60% were artists who had never performed with Parks Alive! before. In addition, a significant number of these applicants were making plans to travel through our community in the summer and had heard about Kelowna’s cool Parks Alive! program. This anecdote illustrates one of the key ways we expand our artistic offerings and present unique, new performers to Kelowna audiences.

We are also looking ahead to Canada’s Sesquicentennial year in 2017 and developing a plan that will see a combination of expanded events and activities that Festivals Kelowna currently delivers, as well as creating new events and program content specifically to celebrate Canada’s 150th anniversary of Confederation. As part of our development phase we are also identifying funds that can be used to leverage the City’s investment to local Canada 150 initiatives. Further details about our plans will be released as they are firmed up.

Conclusion

We are pleased to confirm that 2015 was another strong year for Festivals Kelowna, both financially and programming wise. As a long time partner of the City of Kelowna in the development, management, and delivery of its programs, festivals, and events, Festivals Kelowna is as committed as ever to working cooperatively and collaboratively with the City of Kelowna to provide excellent value for its tax-dollar investment, to deliver accessible and engaging community-focused events that will enhance the quality of life for Kelowna’s residents and visitors, and to contribute to the growing national and international reputation that Kelowna is THE place to live, work, and play.

Festivals Kelowna staff and Board of Directors continue to embrace our society Vision of “Connecting our community through festivals and events”. We look forward to another great year in 2016.

APPENDIX

1. Festivals Kelowna Board of Directors – 2015
2. Festivals Kelowna organizational chart
3. 2015 Celebrate Canada Day – Kelowna schedule of events and event map
4. Parks Alive! 2015 Schedule of Events
5. Kelowna Busker's Program map of Busk Stops
6. Pianos in Parks map of piano locations
7. Arts on the Avenue poster
8. Valley First New York New Year's Eve caricature frame

Board of Directors 2015

Ed Laverock, President
Operations Manager - Okanagan Valley
National Diabetes Trustee Corp., Clothesline Program

Jennifer Widmer, Vice-President
Events Manager, Downtown Kelowna Association

Willy Kovacic, Treasurer
(former) President/Managing Broker, Okanagan Strata Management

Lesley Spiegel, Private Sector Rep.
Event Producer, Owner, Synergy Events

Dustin Read
Branch Manager, Guisachan, Valley First

Justina Lee Stolz, Director
Realtor, Century 21 Realty

Ashley Laverdiere, Director
Personal Banking Officer, Valley First

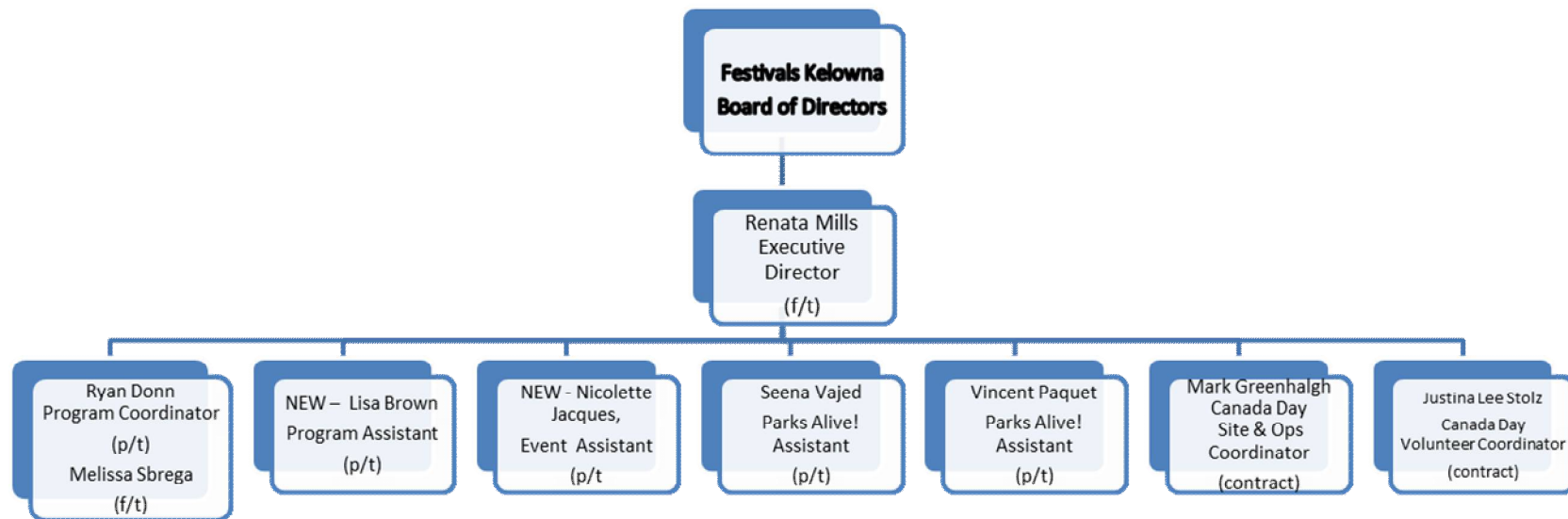
Miriam Cunha*, Director
Graphic artist, performer
(May to Nov, 2015)

Tobi-Anne McNeil*, Director
Assistant Development Manager, Melcor Developments
(May to Nov 2015)

Wendy Falkowski*, Director
Marquee Events
(May to September 2015)

*denotes Directors who stepped down mid-way through their term

Festivals Kelowna Organization Chart



Celebrate Canada Day Kelowna!

Schedule of Activities July 1st, 2015

18th Annual Canada Day Festival, Waterfront Park ~ 10:00am - 11:00pm
42nd Annual Folkfest, Prospera Place ~ 10:00am - 3:30pm
21st Annual "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-12:00pm **Great Canadian 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** (Harmony Bridge)
10:00am-10:30pm **Taste of Canada Food Fair** (Tugboat Beach)
10:00am-12:00pm **Mini Sailboat Regatta** (waterway near Rotary Marshes) Host: Okanagan Model Sailboat Association
10:15am-12:00pm **Kelowna City Band performance** (brick plaza outside Prospera Place)
11:00am-4:00pm **Century 21 Kids Zone** presented by **The Kelowna Capital News** (Pioneer Gardens)
11:00am-6:00pm **Made in Canada Marketplace** (Rhapsody Plaza by the Dolphins)
11:00am-4:00pm **WildPlay Kids Stage** (Pioneer Gardens)
12:00pm-all gone **Free Watermelon in the Park** courtesy of **Save-On Foods/Cooper's Foods/Urban Fare** (West side of Rhapsody Plaza)
12:00pm-10:15pm **TD Beach Stage** presented by **K96.3 FM and Country 100.7 FM** (Tugboat Beach)
12:30pm-1:00pm **Official Canada Day Opening Ceremonies** (Prospera Place) Host: Folk Fest
1:00pm-1:30pm **"Happy Birthday Canada" Cake** courtesy of **Coldwell Banker Horizon Realty** (Prospera Place)
12:30pm-9:30pm **Parks Alive! Power Stage** presented by **Power 104 FM** (Island Stage)
6:00pm-9:00pm **Inspired Word Cafe** (Kerry Park)
6:00pm-10:25pm **S.U.B. Stage** (UBCO Student Union/Blueprint) presented by **99.9 Sun FM** (Jim Stuart Park)
10:30pm-10:50pm **Canada Day Kelowna Fireworks Display** (Tugboat Bay)
presented in part by The City of Kelowna, Tolko Industries, Skyline Fireworks and Festivals 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

WildPlay Kids Stage

(Pioneer Gardens) 11:00 am - 4:00 pm
11:00-11:20 **Great Way Martial Arts** (Demo)
11:30-12:10 **Trixie the Clown** (Clown Duo)
12:15-1:15 **Inspired Word: Young Guns**
(emerging spoken word poets)
1:30-2:15 **Bumbershoot Theatre**
(group theatre)
2:30-3:30 **Lelf David** (magician)
3:40-4:00 **Chantelle Betuzzi** (vocalist, solo)

TD Beach Stage

presented by **K96.3 FM and Country 100.7 FM**
(Tugboat Beach) 12:00 pm - 10:15 pm
12:00-12:45 **Kinga Heming** (Jazz, 3 pc)
1:00-1:45 **My Kind of Karma** (Indie Rock, 4 pc)
1:45-2:00 **Stan Jack** (First Nations dancer, soloist)
2:00-2:45 **Honest Woods** (Acoustic Indie, 4 pc)
3:00-3:45 **Robert Fine & the Finely Tuned**
(Adult Contemporary, 4 pc)
4:00-4:45 **Sista B & the Boyz** (Pop, 4 pc)
5:00-5:45 **Janette King & the Star Fysh**
(Soul, 5 pc)
5:50-6:05 **Political Possse** (Pop, 4 pc)
6:15-7:00 **Devon Coyote Band** (Indie Rock, 3 pc)
7:15-8:25 **Legendary Lake Monsters**
(Big Band, 12 pc)
8:30-8:50 **Dale Zelch** (Accordion Rock, soloist)
9:00-10:15 **Ezra Kwizera & Friends**
(African Reggae, 5 piece)

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

Parks Alive! Power Stage

presented by **Power 104 FM**
(Island Stage) 12:30 pm - 9:30 pm
12:30-1:15 **NFA Rock Dance Band**
(Classic Rock, 4 pc)
1:30-2:15 **Lefty** (Hard Indie Rock, 4 pc)
2:30-3:15 **Poppa Dawg** (Blues Rock, 4 pc)
3:30-4:30 **Wheelhouse** (Classic Rock, 4 pc)
4:45-5:05 **Raft of The Medusa**
(Theatrical Rock, 4 pc)
5:15-6:15 **Hip Replacements** (Cover Band, 4 pc)
6:30-7:15 **One Night Only** (Classic Rock, 4 pc)
7:30-8:30 **The Fronts** (Indie Rock, 4 pc)
8:45-9:30 **Jesse Roper Band** (Blues/Rock, 4 pc)

S.U.B. Stage

(UBCO Student Union/Blueprint)
presented by **99.9 Sun FM**
(Jim Stuart Park) 6:00 pm - 10:25 pm
6:00-6:30 **Jeff Plattell** (Acoustic Pop, Soloist)
6:40-7:00 **Chelsea Murphy** (Acoustic, Soloist)
7:15-8:15 **Wild Son** (Indie Rock, 4 pc)
8:30-10:25 **DJ Code: E** (EDM, dance)

Kerry Park

6:00-9:00 **Inspired Word Cafe**
(Spoken Word, Folk, Roots)

A production of



FestivalsKelowna

Activities in Prospera Place

42nd Annual FolkFest Stage and Ethnic Food Booths

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

10:00 to 12:30

- 1 ~ First Nations
- 2 ~ Cyril Moore
- 3 ~ Dragon Dance - Chinese Freemasons Club
- 4 ~ Blakey School of Irish Dance
- 5 ~ Banat Al Raks - (dance troupe)
- 6 ~ Mexican Folklore (dance troupe)
- 7 ~ Okanagan Chinese Canadian Assoc.
- 8 ~ Okanagan Filipino-Canadian Dancers
- 9 ~ Kelowna Pipe Band Society

12:30 Canada Day Ceremonies and Cake Cutting

1:00 - 3:30

- 1 ~ Old Time Fiddlers
- 2 ~ Centre culturel francophone de l'Okanagan
- 3 ~ Polish Eagles Folk Dance Club
- 4 ~ Rejoicing Okanagan Chinese Baptist Church
- 5 ~ Hawaiian Dancers
- 6 ~ Polish Eagles Folk Dance Club
- 7 ~ OKCK - Korean Fan Dancers
- 8 ~ Tahitian Dancers
- 9 ~ Kelowna Liedertafel Choir
- 10 ~ FINALE



The 21st Annual Canada Day Concert Spectacular

Live POPS Orchestral Concert with guests
Tricia Dagleish ★ Alexis Watson ★ Antony Knight
Free Family Event in Prospera Place 7:30 - 9:30

Your
Admission
Donations
Help Keep
the concert
FREE



Mario's Towing Part-Perfect Event Magazine



Celebrate Canada Day - Kelowna 2015, Waterfront Park



- ① Pioneer Gardens ② Rhapsody Plaza ③ Harmony Bridge ④ Concession Plaza

PARKS ALIVE!

2015
Entertainment Season
presented by



BeachTek Family Sundays

1:00 pm–3:00 pm ~ Various parks

- July 12... City Park ~ *Bumbershoot Theatre & Friends*
- July 26... Gyro Beach ~ *Bumbershoot Theatre & Friends*
- Aug 9... City Park ~ *Bumbershoot Theatre & Friends*
- Aug 23... Gyro Beach ~ *Bumbershoot Theatre & Friends*

Valley First Community Music Tuesdays

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

- July 7... Knowles Park ~ *Folk*
- July 14... Ben Lee Park ~ *A Night of Variety*
- July 21... Strathcona Park ~ *World Music*
- July 28... Jim Stuart Park ~ *Eclectic*
- Aug 4... Quilchena Park ~ *Strummers & Stories*
- Aug 11... Sarsons Beach ~ *Classic Rock*
- Aug 18... Gertsmar Park ~ *Country*
- Aug 25... Cameron Park ~ *Cover Bands*

K96.3 Wednesday Night Showcase

6:00 pm–9:00 pm ~ Island Stage, Waterfront Park

- July 8..... *Concert Bands*
- July 15..... *Indie Rock*
- July 22..... *Jazz*
- July 29..... *Classic Rock*
- Aug 5..... *Rock*
- Aug 12..... *Summer Fun*
- Aug 19..... *Music & A Movie*
- Aug 26..... *Music & A Movie*

Chances Gaming Entertainment Thursdays

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

- July 2.... Gertsmar Park ~ *Singer/Songwriter*
- July 9.... Sarsons Beach ~ *Blues*
- July 16.... Blair Pond Park ~ *Pop*
- July 23.... Rutland Lions Parks ~ *50's / 60's*
- July 30.... Kinsmen Park ~ *Blue*
- Aug 6.... Guisachan Park ~ *Classical*
- Aug 13.... Whitman Glen Park ~ *Bluegrass*
- Aug 20.... Mission Creek Park ~ *Fun In the Sun*
- Aug 27.... Jim Stuart Park ~ *Classic Rock*

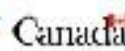
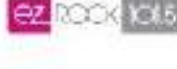
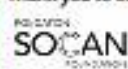
101.5 EZ Rock Theme Weekends

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

- July 3 & 4..... *Rock & Roll*
- July 10 & 11..... *Summer Songs*
- July 17 & 18..... *Folk / Acoustic*
- July 24 & 25..... *Country*
- July 31 & Aug 1... *Rhythm & Blues / Funk*
- Aug 7 & 8..... *Indie Rock*
- Aug 14 & 15..... *Get up and Dance*
- Aug 21 & 22..... *Eclectic*
- Aug 28 & 29..... *Summer End*

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:



"We acknowledge the financial support of the Province of BC"

Village of Kettle Valley

Regional District of the Central Okanagan • Okanagan Young Professionals • Uptown Rutland Business Assn • Quicksilver Design

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 15 spots this summer! Daily from 10:00 am - 10:00 pm

Arts On The Avenue **NEW**

Unique, funky and fun arts & crafts, clothing, pottery and more!

Live art demos, hands on art, music

Thursday, July 30th 5:00 - 10:00 pm

300 Block of Bernard Ave - between Water and Pandosy

Buskers on Bernard

Come discover over 17 different street artists along Bernard Ave between Ellis and Abbott. Bring your change and show your love for the performers!

Thursday, August 13th 5:00 - 7:00 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 - 10:15 pm

WildPlay Kid's Stage

Pioneer Gardens, Waterfront Park

11:00 am - 4:00 pm

S.U.B. Stage

Student Union Blueprint

Jim Stuart Park ~ 6:00 - 10:15 pm

Inspired Word Café Stage

Kerry Park ~ 7:00 - 9:00 pm



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

LOCATION LEGEND

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

NEW Blair Pond Park - 333 Clifton Road
(on the right just before Magic Estates)

NEW Cameron Park - 2345 Richter Street
(corner of Richter and Birch Ave)

City Park - 1600 Abbott Street

Gertsma Park - 205 Gertsma Road South

Gyro Beach Park - 3400 Lakeshore Road
(on North grassy area, near Walt Road)

Gutschan Heritage Gardens - 1060 Cameron Ave.
(off Gordon Drive)

Kerry Park - 1480 Mills Street

Kinsman Park - 2600 Abbott St.

Knowles Heritage Park

Corner of Bernard & Ethel St.

NEW Mission Creek Regional Park
2363 Springfield Road

Quilchena Park - 347 Quilchena Drive
(Kettle Valley Sportsfields)

Rutland Lions Park - 205 Gray Road
(behind Plaza 33)

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

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

Jim Stuart Park - 1414 Water Street

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

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

For a detailed listing of performers for each event, please go to

www.FestivalsKelowna.com/parksalive

Performances subject to change without notice.



www.facebook.com/parksalive



@parksalive



www.facebook.com/ArtsOnTheAvenue



FestivalsKelowna group

A Production of



FestivalsKelowna



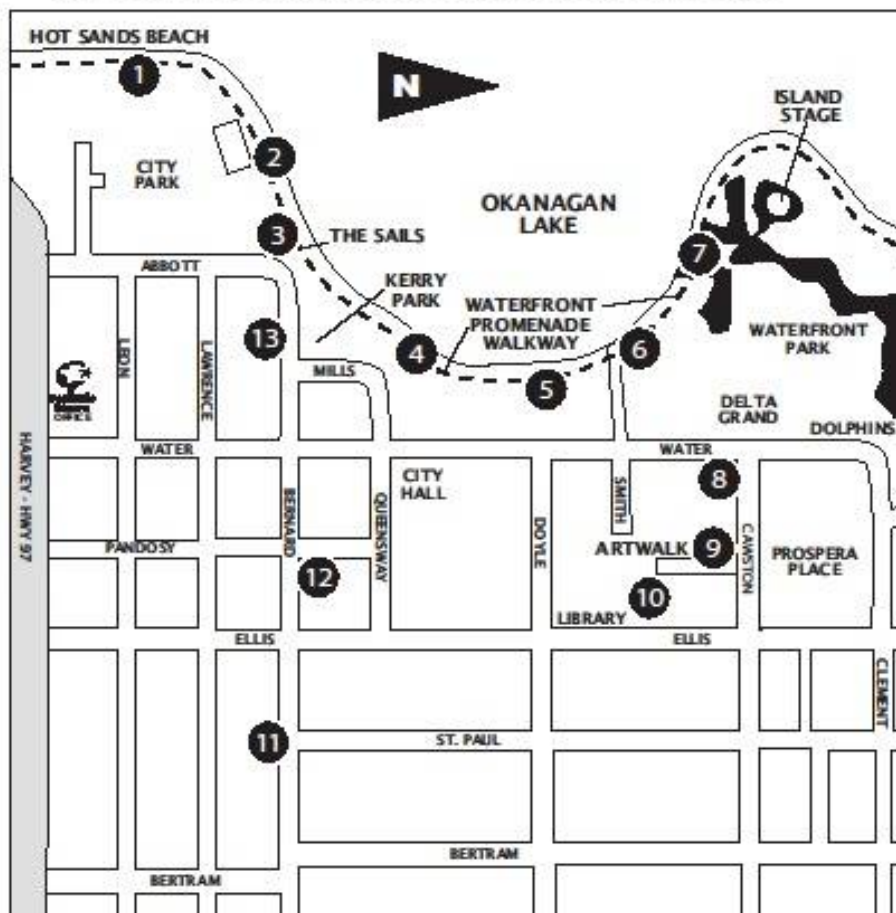
youtube.com/festivalskelowna



THE KELOWNA BUSKERS PROGRAM

Licensed BUSK STOP locations

- | | |
|---|---|
| <ol style="list-style-type: none"> 1 City Park, near Hot Sands Beach washroom building (Pipers permitted) 2 City Park, near City Park washroom building, water park, and dock 3 Entrance sign to City Park on corner of Bernard Ave. and Abbot St. 4 Waterfront Promenade, between Jim Stuart Park and Queensway parking lot 5 Waterfront Promenade, between Jim Stuart Park and Cactus Club Cafe 6 Waterfront Promenade, across from Rose's Pub patio 7 Waterfront Promenade, Boat Locks area behind Delta Grand Hotel (Pipers permitted) 8 Kelowna Art Gallery, corner of Water St. and Cawston Ave. (Solo performer only) 9 Rotary Centre For The Arts, Artwalk promenade on south side 10 Library Parkade, in front and to the left of the Library parkade entrance 11 Downtown on Bernard, sidewalk in front of the Mad Mango Cafe at Bernard and St. Paul 12 NE corner of Bernard Ave. and Pandosy St., in front of Lulu Lemon 13 Bernard Ave., in front of the Paramount and Salted Brick | <p>Times</p> <p>Buskers
10:00am-10:00pm</p> <p>Pipers
10:00am-6:00pm</p> |
|---|---|



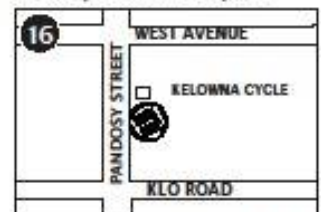
Boyce-Gyro Beach Park
3400 Lakeshore near the Apple Concession



Rotary Beach
3726 Lakeshore on the grass



Mission on Pandosy St.
Beside public art sculpture



A Production of





Presented By



In Partnership with





"Pianos in Parks" is a new initiative created by Festivals Kelowna in 2015 with a goal to animate and decorate public spaces through community interaction.

Inspired by similar 'pop-up piano' initiatives all over the world, we have placed 5 free, playable pianos in downtown Kelowna. Find your "inner Mozart" and enjoy!

#PIANOSINPARKS



FestivalsKelowna

"PIANOS IN PARKS" WILL BE OPEN FOR PLAYING FROM EARLY JUNE UNTIL LATE SEPTEMBER AND CAN BE FOUND:

1. Entrance to the City Park pedestrian tunnel (near the W.A.C. Bennett Bridge)
2. Busk Stop near 'The Spirit of Sail' fountain at the foot of Bernard Avenue
3. Along the lakefront walkway beside Jim Stuart Park (across from Kelowna City Hall)
4. South end of the Art Walkway (between the Courthouse and the Library parkade)
5. Sidewalk along Cawston Avenue, mid-way between the Rotary Centre for the Arts & the Kelowna Art Gallery

FOR MORE INFO CONTACT FESTIVALS KELOWNA
778.214.7284 FESTIVALSKELOWNA.COM

JULY
30

"ARTS ON THE AVENUE"

-Celebrating Visual Arts-



Thursday, July 30
Bernard Avenue, 300 Block
5:00 to 10:00 pm

Artists of all disciplines will be taking over the beautifully revitalized street and sidewalks between Pandosy and Water St, making it perfect for an evening of artistic revelry in beautiful downtown Kelowna!

BUY, CREATE, CELEBRATE
with
Artists, Demos, Installations & Performances

A special thank you to our partners:



musiccitystudio



A production of FestivalsKelowna



Our artist partners:

Kelowna Farmers & Crafters Market
Craft Culture
Lake Country Art Gallery
Fabulous Finds




FestivalsKelowna

Presents a  **Valley First**

new york NEW YEARS

DEC 31ST, 2015 @ Stuart Park

{ 6PM TO 9PM }

FEATURING

- Live Musical Performances on Stage*
- Club Penguin Kid's Zone Activity Stations*
- NEW Valley First Warm-up zone @ Kelowna Community Theatre*
- Facepainting & Crafts @ Kelowna Community Theatre*
- FREE Hot Chocolate courtesy RE/MAX Kelowna*
- New Year's Countdown & Fireworks Show at 9PM*
- Skating!*

#NYKELOWNA  @PARKSALIVE  /FESTIVALSKELOWNA

MANY THANKS TO ALL OUR SPONSORS










Valley First New York New Year's "golden ticket" caricature frame

