



FestivalsKelowna

Summary of our 2015 year

Presented by Ed Laverock, President
and Renata Mills, Executive Director

April 11th, 2016



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

Society Structure

- Non-profit society established in 2007
- Governed by 11 member Board of Directors drawn from community at large and our membership
- Relationship with City of Kelowna managed through a multi-year Operating Agreement; up for renewal in 2016
- City provides Festivals Kelowna with a grant to support key programs we deliver on City's behalf

Society structure (cont.)

- FK manages City grant for annual Folk Fest and Kelowna Canada Day Concerts events
- FK participates in other civic initiatives by providing advice and resources (i.e. Creative Cities Conference, volunteer program development, public art program review, civic block workshops, Canada 150)
- Programs and events managed by combination of full-time, part-time, seasonal, and contract staff

What we do...

We produced 6 events/programs in 2015:

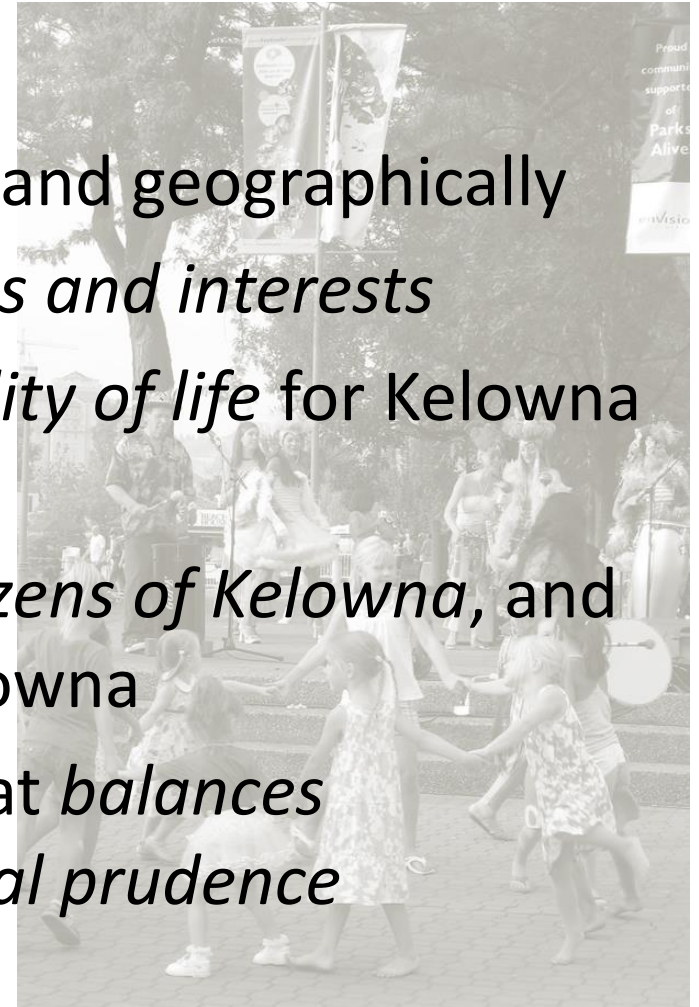
1. Celebrate Canada Day – Kelowna
2. Kelowna Buskers Program including:
 - a. Marquee Buskers Program
 - b. Buskers on Bernard
3. **NEW** – Pianos in Parks
4. Parks Alive!
5. **NEW** – Arts on the Avenue
6. New York New Years Eve

All our events are family friendly, multi-age appropriate

Our Event Development Philosophy

All our events and activities:

- Must be *accessible* - financially and geographically
- Must *appeal to a variety of ages and interests*
- Must *positively impact the quality of life* for Kelowna residents and visitors
- Must *provide benefit to the citizens of Kelowna*, and by extension, to the City of Kelowna
- Must be developed in a way that *balances community impact with financial prudence*



Celebrate Canada Day - Kelowna

- A **single day festival** that encourages our community to celebrate their Canadian pride
- **18 years**, produced by Festivals Kelowna since 2006
- Popular “**Folk Fest**” and **Canada Day Concerts**” held parallel; shared marketing, ceremonies, and giant birthday cake
- Kelowna Art Gallery and other groups hold their events alongside ours and we all **cross promote**



Canada  Day

Celebrate Canada Day - Kelowna

Lots to do and see:

- **5 stages in 3 parks** showcased **46 acts** in **13 genres** with **143 individual artists**
- **20 food vendors**
- **26 Okanagan and B.C. artists** sold art at the “Made in Canada Marketplace”
- **15 local non-profits connected with the public** at the “Community Group Showcase”
- **26 interactive stations** in the “Century 21 Kid’s Zone”
- **18 small or home-based businesses** in “Canada Day Bazaar”
- Over **1,000 slices of cold watermelon** served
- **174 volunteers** applied tattoos, gave out info, and ran stations

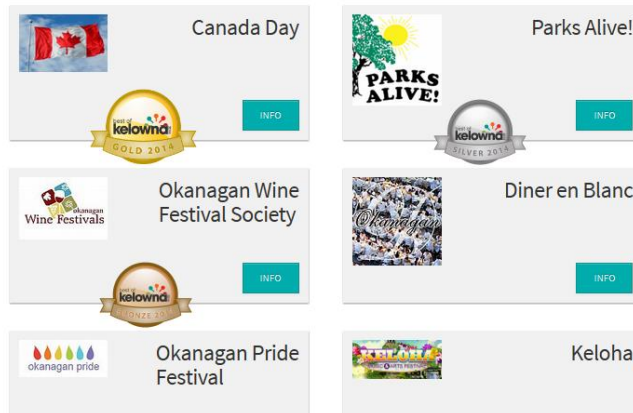


Canada  Day

Celebrate Canada Day - Kelowna

- Biggest free event in our community every year - **over 60,000 guests** attended in 2015!
- Terrific **media support**— 6 radio stations, 2 online news portals, 2 papers, and 2 TV stations had a presence onsite or promoted event
- Continues to **win awards**
- **Cooperation** between event organizers, City depts, law enforcement, safety agencies, and a well behaved public = **fun, safe event!**

Event or Festival



Parks Alive!

- 2015 was the **18th year** of presenting free outdoor entertainment in Kelowna
- **47 FREE concerts** held **5-6 days** a week for **9 weeks**, in **18 parks**, featuring **over 133 groups with 300 individual artists** in **21 musical genres**, resulting in **147 hours** of live, cultural performances
- **Over 26,000 people** attended this summer



Parks Alive!



Parks Alive!

- **3 NEW parks used in 2015** – Mission Creek, Cameron Park, and Blair Pond



- **10 Partnerships** led to unique artists, enhanced onsite activities, increased promotion of events, pooled resources, new audiences, and more Impactful events (i.e. Kelowna Museums, Artists for Creative Alliance, Bumbershoot Theatre, Opera Kelowna)

Parks Alive!

- **Strong investment from sponsors** – every series had a title partner, 15 program sponsors overall
- Very **supportive media** community widely promoted our events and activities
- Active **social media engagement** – almost **107,000 people reached** via Parks Alive! facebook page, **4,624 twitter followers**, 36% jump since 2014
- **Silver Award 3rd year in a row** for “**Best Festival or Event**” in “**Best of Kelowna**” Awards



Kelowna Buskers Program

- 17 years providing performance and development opportunities for street style artists
- 4 permit options – annual, summer, month, day
- 80 permits issued to 129 individual Buskers (55 solo 25 group); 42% increase over 2014
- 82% local artists; others from New Zealand, USA, and Eastern Canada
- Range of experience levels – graduates of formal music programs, to session musicians, to 40 year street musicians
- Diversity of acts included classical musicians, dancers, guitarists, vocalists, and acrobats



Kelowna Buskers Program

Demand and interest led to:

- **Addition of 3 NEW “Busk Stops” downtown, 16 total**
- Exploration of new Busk Stops in Rutland
- Continuation of **“Marquee Buskers Program”** to hire Buskers for our events and support other requests
- 2nd annual **“Buskers on Bernard”**, August 13th



NEW – Pianos in Parks



- Idea evolved from facebook post
- **Huge buy-in** from partners – Disney Interactive, Keystone Music, City of Kelowna
- **5 pianos placed in high traffic**, pedestrian walkways mid-June to end of September



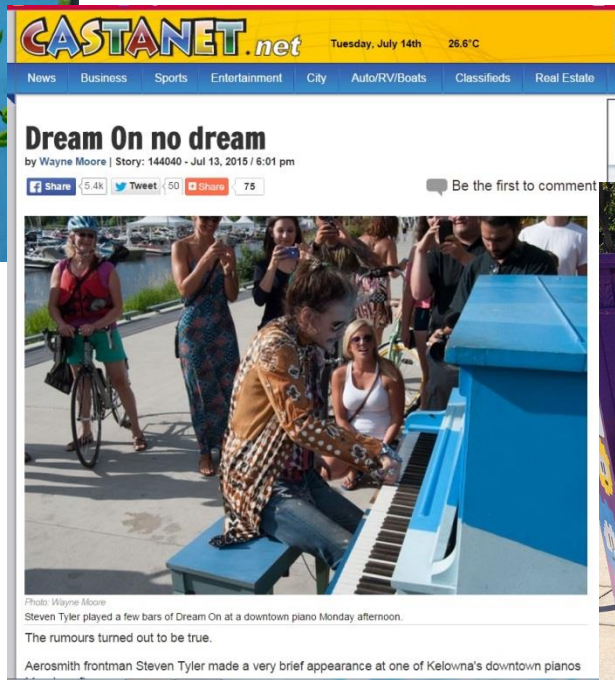
- Disney artists and FK volunteers **decorated pianos** to create **temporary public art**
 - Public invited to “discover their inner Mozart”

NEW – Pianos in Parks



- Astonishing public interest
 - **Heavy use** of pianos; “hard to find an open one”
 - Active social media engagement ; **average reach of over 14,000 people** via personal shared piano playing videos
 - Aerosmith’s **Steven Tyler “moment” reached over 833,000 people**, including national media coverage
 - **Inquiries from other cities** – Anchorage, Alaska to Red Deer, Alberta, to Caledonia, Minnesota
 - Countless **offers to donate pianos**
 - **Requests for expansion** into new locations in City

NEW – Pianos in Parks



NEW – Arts on the Avenue

- One day visual arts festival **launched in 2015**
- Pitched to artist community as “**another opportunity** for visual artists to showcase and sell”
- Purposefully **designed for success** – timing, location, application process, content, duration, partnerships
- Developed as **alternative to daily retail model**



Arts on the Avenue

NEW – Arts on the Avenue

- **5 partner groups** helped source and review applicants:
 - Kelowna Farmers Market - Fabulous Finds
 - Etsy Marketplace - Kelowna Craft Culture
 - Lake Country Art Gallery
- **Public interest** was high – **44,000 story views** of announcement on Castanet
- Concept very **well received by artists** – 3 applications in hours, 20 after 1 week, **waiting list by mid-July**
- **40 visual artists participated** – potters, glass blowers, painters, sculptors, fabric artists, wood carvers, leatherworkers, paper art and animators, etc.



Arts on the Avenue

NEW – Arts on the Avenue

Complimentary activities included:

- **Featured artists** demonstrating and displaying work
- **“Art & Speaker’s Corner”** featuring live spoken word performances
- **Exhibitors** (i.e. Ponderosa Spinners and Weavers, KFX)
- **Live musical performances**
- **Interactive art projects** organized by Artists for Creative Alliance (i.e. “sound wall”, “weaving wall”)
- Attendance estimated at **3,500 people**
- Artists confirmed sales were very strong; most confirmed **interest to return for 2016**



Arts on the Avenue

Valley First New York New Years Eve

- **4th year** of family-focused event
- **Jim Stuart Park**, 6 – 9 pm, with **NEW** “warm up zone” at **KCT**
- **6 high energy acts** – DJ’s to Taiko Drummers
- **“Club Penguin Kid’s Zone”** with 8 stations of dancing, tossing, karaoke, and snow fort building
- **1,500 cups of hot chocolate** served by **Re/Max Kelowna**



- **“Valley First Warm Up Zone”**
hosted face-painting,
NYE blower station,
cartoons, and giant board games

Valley First New York New Years Eve

- Custom caricature for 100 lucky guests
- 1,000's of glow sticks cracked and flashed
- Warmer weather = attendance close to 6,000
- Great media coverage and social media engagement of more than 10,000 on facebook
 - Great sponsors and partners integral to success:



- 25 Valley First volunteers
 - over 15 Re/Max Realtors
 - Disney Interactive crew
- City staff maintaining venues with a smile
- SWAG galore given to kid's of all ages

Valley First New York New Years Eve



Financial Summary



FestivalsKelowna

- Operating budget of **\$435,831**
- **City invested \$256,000 in programs and events** (includes \$13,500 Folk Fest/Pops flow-thru grant for Canada Day); represents **60%** of our budget
- **Leveraged City grant** by additional **\$169,665**; \$13,229 more than in 2014
- Even with addition of 2 new programs, **achieved 97%** of revenues while **managing expenses at 6.6%** better than budget
- **Majority of resources spent on event programming and delivery costs; 55% of budget** spent on sound, lighting, staging, facility rentals, safety event services, etc.

What's ahead for 2016



FestivalsKelowna

Core development strategy to “enhance” and “expand”:

1. Enhance “Celebrate Canada Day-Kelowna” by adding 2 new recreation drop-in activities
2. Expand “Pianos in Parks” into more locations
3. Enhance “Parks Alive!” through unique performers and partnerships
4. Expand “Buskers on Bernard” by combining with “Food Truck Culture” event



Continued...



FestivalsKelowna

5. Expand “Arts on the Avenue” over multiple blocks

6. Enhance “Valley First New York New Year’s Eve” by

- expanding stage programming in both Jim Stuart Park and the Kelowna Community Theatre
- expanding the fireworks display as a launch to the “Canada 150” Sesquicentennial celebrations in 2017

7. Commence planning for Canada 150 activities that will:

- Enhance current programs (i.e. special Canada Day and Parks Alive! C150 content)
- Add new events (i.e. new, larger scale concert series)

A summary of 2015...



From our activities, we:

1. Entertained over **100,500 people** of all ages and interests
2. Hired or provided opportunities for **686 visual and performing artists**
3. Added **2 new accessible, cultural programs** for our community's enjoyment
4. Paid more than **\$58,000 to artists** performing at our events
5. Engaged over **241 volunteers**
6. Re-invested **over \$150,000** in the local business community to hire event services
7. Filled **62 parks and public spaces with** cultural performances
8. Engaged **more than 1 million people** through social media



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