



FestivalsKelowna



Annual Report to Kelowna City Council

"Festivals Kelowna summary of 2016 festivals, events, and programs"

Jun 12th, 2017

Introduction

Festivals Kelowna is once again pleased to present this summary report 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.

A longstanding partner of the City of Kelowna, Festivals Kelowna's core focus is to produce 6 events and programs annually:

1. Celebrate Canada Day – Kelowna
2. Parks Alive!
3. Kelowna Buskers Program
4. Pianos in Parks
5. Arts on the Avenue
6. New York New Year's Eve

In addition to the above core events, we again presented "Buskers on Bernard" in 2016, a mini-buskers festival, an extension of our existing Kelowna Busker's Program.

Overall, 2016 was another successful programming year that saw growth with two events and a significant attendance increase with a third. Community interest and awareness remained high in our activities as demonstrated by strong participation levels, growth in audience numbers, as well as high engagement with both traditional and social media. Based on this, we are confident that we continue to provide direct benefits to the citizens of Kelowna, our cultural community, and the City of Kelowna.

Society overview

To briefly review, Festivals Kelowna is a non-profit society governed by a Board of Directors drawn from the community and our voting membership. Our relationship with the City of Kelowna is managed through a multi-year "Service Agreement". This agreement was renewed in 2017 for a second 3 year term.

The City of Kelowna provides financial support for the events and programs we produce on its behalf through an annual operating grant and our society generates additional revenue through sponsorships, grants, community donations, ticket sales, vendor fees, and program fees to leverages these funds.

Festivals Kelowna also provides additional services for the City of Kelowna and the broader community including managing the funding relationship with Folk Fest and the Canada Day concerts society for Canada Day. In this example, our society staff provides advice, collaborates on key elements, and offers our expertise to support the tremendous efforts of these two volunteer run organizations as they plan various aspects of their Canada Day celebrations that align with ours. Festivals Kelowna staff also provide support to the community at large by offering advice on event related inquiries, connecting performers with performance opportunities beyond our own events, as well as partnering on other community events that make our city a more dynamic place to live.

Festivals Kelowna continues to provide employment opportunities for local creative industry workers through a combination of full-time, part-time, and project-based staff. As ever, with the fluctuating planning and delivery cycles in our operating year this staffing strategy allows our society the flexibility to increase or decrease staffing levels as required.

Our core society staff in 2016 included:

- Renata Mills, Executive Director
- Melissa Sbrega, Program Coordinator
- Lisa Brown, Project Coordinator

We are also proud that we continue to provide invaluable learning and training opportunities for young adults who assist with the core programs during our peak activity months. We employ 3 University age youth each summer to assist with the production and delivery of our multiple events and programs, thus providing the benefit of direct hands-on experience in a variety of areas that will transfer directly into their future careers. This includes organization and time management skills, multitasking, communications skills (oral and written), media relations, interpersonal and public relations skills (i.e. communicating with all kinds of people in a variety of situations), creative expression, supervisory (i.e. managing volunteers onsite; overseeing production personnel), evaluation and budget management. Our 2016 seasonal staff included:

- Darnel St. Pierre, Event Assistant
- Guillaume Loslier-Pinard, Parks Alive! Program Assistant
- Shelby Kennedy-Goncalves, Parks Alive! Program Assistant

Festivals Kelowna 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.

2016 Activities

In line with our Vision and Mission statements, Festivals Kelowna continues to benefit our 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 report provides highlights from our 2016 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 each year in Kelowna’s Cultural District including Prospera Place, Waterfront Park, Kerry Park, and Jim Stuart Park. The event features 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 2016 schedule of activities is included in the *Appendix*.
- 2016 was the 19th year of this free celebration and the event has been produced by Festivals Kelowna since 2006.
- Canada Day continues to be one of the biggest events in our community, as well as the largest 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.
- Celebrate Canada Day-Kelowna continues to be presented to our community as a single celebration on July 1st. Working successfully together for the past 9 years, three groups are responsible for the many activities, music, food, and more on this day; Folkfest, the Kelowna Canada Day Concerts Society, and Festivals Kelowna. While we are each responsible for specific aspects of the overall celebrations, we share resources and coordinate activities for the greater benefit of the community.



Highlights:

- *Attendance continued to remain strong at an estimated 60,000+ guests* passing through our event site between 10:00 am and 10:30 pm, concluding with the fireworks again attracting significant numbers to the downtown lakefront in the evening. Over the past 9 years alone we estimate we have attracted well over 500,000 people to our festival, and it is worth noting that we have also seen an increase in pre-season inquiries from tourists planning their Kelowna trip around this Canada Day celebration each year.
- Over 100 different community volunteers participated in many ways including:
 - 12 different groups hosting a “Century 21 Kids Zone” activity
 - 15 different groups hosting their booths in our “Community Groups Showcase” bringing along at least 3-5 members each
 - More than 55 community citizens from groups like the Kelowna Lioness Club, young adults from the local Student Associations at UBCO and Okanagan College, and generous citizens once again donated their time at our 3 Info Booths for almost 12 hours on this busy day!
 - The ever popular Model Sailboat Club held their very entertaining annual Regatta featuring more than 10 racers
- *Live cultural performances* continued to anchor our festival with *5 stages in 3 parks* featuring 34 different performing groups from our region, BC, and Alberta entertaining us with Pop, Funk, Rock, Blues, Jazz, Country, Hip Hop, and more. We were also privileged to host the “Poetry Slam Throwdown” produced by The Inspired Word Café, which featured over a dozen

amazingly talented verbal wizarding young artists. A highlight of the Canada Day performances was the reunion of Kelowna's own award-winning "Cruzeros" as our TD Beach Stage headliners. A full schedule of artists line-ups on the various stages is included in the *Appendix*



- *Interactive displays and demos* are also a popular part of the day and included Hoofprints Petting Zoo, emergency service vehicles and displays, a drop-in hockey rink for kids of all ages to play, and a return of the Uptown Rutland Business Association's Car Show sampler
- Speaking to the strong level of participation by the community, we continued to see their involvement by participating as vendors and artists:
 - 21 Food vendors dished up thousands of servings of fresh lemonade, ice-cream, hot dogs, curry dishes, Thai treats, fresh french fries, poutine, and more
 - 26 local and Okanagan Valley artists again featured their original Canadian artwork at the "Made in Canada Marketplace", holding consistent with the last 3 years
 - 15 small and home-based businesses showcased their wares in the "Canada Day Bazaar" including jewelry from around the world, doggie accessories, skin care products, clothing, and even shiatsu massages.
 - Of interest, at least 25% of our participating vendors are from outside of Kelowna, drawn to our community through word of mouth about the successful and well attended Canada Day celebrations
- "Canada Day – Kelowna" seems to have hit its stride these past few years as seen by the terrific support from the local business community who want to be a part of this fun community event as sponsors and exhibitors. We again welcomed onsite participation from major brands at the festival such as the Overwaitea Food Group (Urban Fare/Save-On) who sliced and served 1,000's of pieces of fresh, cold watermelon and actually ran out early this year, as well as new exhibitor Pacific Coastal Airlines.

We also welcomed a new sponsor to our ranks in Coast Capital Savings who were establishing themselves in our community last year and seeking ways to connect with our citizens. Coast Capital jumped in with both feet and sponsored the "Coast Capital Savings Youth Stage" as well as the "Coast Capital Canada Day Fireworks", as well as spent the day alongside our other sponsor partners giving away goodies to our audiences.



- "Celebrate Canada Day – Kelowna" was again nominated and recognized by the community as one of their favourite annual events in the "Kelowna NOW 'Best of Kelowna' Awards", winning Silver this time, behind the equally popular Parks Alive! program
- *Last but not least, managing our budget effectively also contributed to our event's longevity and success.* Although there are advantages to hosting a free event, we still remain diligent in managing both our human and financial resources. In 2016 we exceeded our revenue goals by 6% over budget and leveraged the

City of Kelowna's investment with an additional \$70,674 from other sources of cash revenue and over \$52,000 in value from in-kind support (i.e. media support, supplier sponsorships or discounts). This is an increase of approximately 9% over 2015.

On the expense side, we delivered the festival modestly under budget at 4% lower than expected without sacrificing quality or variety of activities. Again, our ability to deliver such a diverse, entertaining, and all ages friendly event is very much a function of our generous suppliers and event supporters who work with us to deliver a dynamic event for our community.



Parks Alive!

Mission:

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

The longest standing of our community-focused programs, Parks Alive! presents live entertainment and other arts-based programming in multiple parks and public spaces each year throughout Kelowna primarily during the summer months of July and August . The 2016 schedule of events is included in the *Appendix*.

Highlights:

Our longest standing program, Parks Alive! has been presenting live cultural entertainment in our parks and public spaces for 19 years. A tradition of the Kelowna summertime, in 2016 we noted that :

- *Over 25,000 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 Mission, with 1 new park venue introduced this year, Blair Pond Park in the lower Wilden neighborhood.
- *Events were held 5 days a week for 9 weeks* in July and August, and every second Sunday *featuring 18 different musical genres with 147 hours* of live entertainment enjoyed by our audiences
- *114 Canadian performing groups and over 300 individual artists were hired:*
 - 105 performing groups were local or from the Okanagan Valley, while 9 visited from other parts of the province and country
- *7 community partners worked with us* to present high quality entertainment that helped broaden our artistic offerings, as well as keep arts and culture accessible, including:
 - French Cultural Centre worked with us to bring in amazing Francophone artists “Les Hay Babies” and 2016 Juno nominee “Lisa Leblanc”
 - Kelowna Arts Council and the Jazz Café connected us with performers in their networks
 - Kelowna Museums again 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 third year Kelowna Museums has generously provided this activity series for our audiences
 - 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
 - New Vintage Theatre presented 4 theatrical shows including “Grease” which attracted over 3,000 patrons at 2 of the shows alone!



- *Thanks to longstanding relationships with our local media* we continued to maintain a high level of awareness and interest in our events. We continue to benefit from 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 and activities.

- 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, raise awareness, 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 2,540
 - Between July 1st and August 31st, our PA! page “organically” reached over 83,000 people
 - The Festivals Kelowna group continues to grow and currently has 3,366 members, a 300 person gain over 2015
 - *Twitter* followers also continued to grow with the @parksalive account boasting 5,283 followers currently compared to 4,624 followers at the same time in 2015. We know that 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
- *Our sponsor partners continue to play an important role in this program's ability to provide benefit to the community.* We are very proud of the strong relationships we have built with the local business community and their continued investment in the creation of arts and cultural experiences. As noted before, many of our sponsor partners have been with us for over 6 years and are integral to 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* but we would like to again draw special attention to our series sponsors – Valley First, WinMar Kelowna (NEW in 2016), Chances Gaming Entertainment, and 101.5 EZ Rock as our weekly series Title partners. We'd also like to acknowledge the Government of Canada for helping fund our student positions, and of course the City of Kelowna for its tremendous and unwavering support of this well-loved, longstanding community program.



- *Managing the budget in 2016 proved to be an interesting task compared to prior years.* While our expenses were on track and came in slightly lower than budget at 1.6%, our revenues fell short of target by approximately 20% due to lower than expected grants, and the loss of our Presenting Partner sponsor. However, we were able to offset the Presenting Partner fees by welcoming additional exhibitor partners at smaller levels (yay!) and streamlining expenses. Our two biggest costs continued to be performer fees (we pay all of our artists for their performances) and sound & lighting, representing 72% of the Parks Alive! budget. However, it is important to not under value the diversity of performing talent that exists in our community. It is this ability to hire as many local, quality, experienced performing artists as we do that is a huge contributing factor to Parks Alive!'s longevity and success. We acknowledge and appreciate our local arts and cultural community for working with us to bring live, accessible, cultural performances to the residents of Kelowna.

As ever, our goal is to ensure we provide the best cultural experience we can for our audiences, so we continue to invest the majority of our resources into those costs specific to putting performers on our stages.



Kelowna Buskers Program

Mission:

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

The Kelowna Buskers Program continued to offer 16 highly visible locations along the lakefront walkway, downtown core, Cultural District, and in the South Pandosy neighborhood in 2016. In our program, 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.*

A simple but effective model, the Buskers Program is our first point of contact for many acts and allows us to both work with emerging performers to support their performance skill development, as well as discover new talent for our stages. Anecdotally, staff frequently received compliments and comments from Buskers travelling through our community telling us that Kelowna's program is one of the better in Canada for its simplicity and fairness.

In 2016 we continued to produce 2 extensions of the Buskers Program, the "Marquee Buskers Program" and "Buskers on Bernard", a mini-Buskers festival. The benefits of having busking programs in our community include:

- 1) A way to accommodate highly talented artists who apply late in the season and we can't accommodate in our other programs (i.e. Parks Alive! or Canada Day, which are often are fully booked by the spring each year)
- 2) A cost effective ways to animate public spaces
- 3) An increase in the number of paid performance opportunities both within and beyond Festivals Kelowna programs
- 4) A method of meeting the increasing need by organizations looking to feature cultural performances at their events without having to incur significant costs for additional production support

Highlights:

- *In 2016 we saw 70 Buskers participate, a decrease of about 12 Buskers from the prior year. Breaking down the program stats we saw:*
 - 71 permits given out
 - 51 Solo
 - 20 Group
 - By permit type
 - Annual – 25 (an increase of 4 over 2015)
 - Summer (May to Sept) – 30 (a decrease of 5 over 2015)
 - Monthly – 13
 - Day/trial - 3
- In 2016, 12 of our participating Buskers were hired by external agencies as performers, while Festivals Kelowna hired 21 for our own events and programs
- The 3rd Annual "Buskers on Bernard" was held on Thursday, August 18th between 6:00 and 8:00 pm. Showcasing 15 local buskers, the weather again cooperated and thus attracted strong crowds of people who circulated through two downtown blocks on both sides of Bernard Avenue between Abbott and Pandosy.



The event model remained simple and was thoroughly enjoyed by locals and tourists alike. Crowd favourites included “street drummer” Zac Gauthier who performed using cans, buckets, and sidewalks, and a 15 piece men’s Barbershop group with members ranging in age from 70 to 92. Other performances included magicians, a First Nations dancer, Cosplayers, Hip Hop and Break dancers, vocalists, a harpist, and spoken word artists.

New this year we introduced a collaboration with the Food Truck Culture organizers whose event was held on the same day as ours in 2015. Seeing synergies, we combined efforts and renamed our event “Food Truck Culture meets Buskers on Bernard” and welcomed 3 food trucks to the mix. Although a modest start to this expanded concept, audiences enjoyed the addition and expressed keen interest in seeing a greater range of food truck options the next year.

Overall, feedback following BoB confirmed that the event was a success and lucrative for the performing artists, while audiences greatly enjoyed walking through downtown and listening to such a diversity of unique street performances.

Pianos in Parks

Mission: To animate and decorate public spaces through community interaction

2016 was the second year of this highly anticipated program. Greatly enjoyed by thousands between mid-June and late September, we expanded the program in 2016 by *adding 3 more pianos into our parks* for a total of 8 public pianos:



1. inside the City Park tunnel
2. beside Kerry Park
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
6. NEW – in Roxby Park, Rutland Town Centre
7. NEW – in front of the Kelowna Museum on Queensway
8. NEW – under the rotunda in the Memorial Gardens, Kelowna Memorial Cemetery

The pianos continued to serve multiple purposes – animate public spaces through music, function as temporary pieces of public art, provide access to a piano for those unable to afford or accommodate one of their own, and provide a platform for buskers who need a piano for performing.

Highlights:

- We retained our key partnership with Disney Interactive, as well as added new partners to support the program’s growth. These partners were integral to our ability to expand the program and connect with more citizens including:
 - Disney Interactive as our Presenting Partner who not only invested financially in the program, but again provided their creative staff to hand paint original designs on two of the pianos
 - Keystone Music for sourcing, delivering, tuning, and helping maintain our pianos all season, with a special thanks to Elmer Epp in particular.
 - The City of Kelowna Parks staff were very supportive as they helped to secure and monitor the pianos
 - NEW – 3 Piano Ambassador partners were added in 2016 that helped with maintaining the pianos in their neighborhood but also invested in the program through a financial contribution. These include URBA, Kelowna Museums Society, and Home Hardware.

- We welcomed a NEW piano artist in 2016, local painter Cynthia Gunsinger, whose beautiful work you can see in the picture which is a reproduction of her existing painting “Quail’s Gate View”
- Community interest, engagement, and sense of ownership for the pianos continued to be strong in 2016. We noted that:
 - Kerry Park and Jim Stuart Park pianos, being very high profile, were most heavily used and enjoyed
 - The addition of the Memorial Cemetery piano, a “trial” for the concept, received very positive feedback from visitors to the gardens who enjoyed listening to others playing in memory of a loved one
 - Citizens and visitors regularly stopped FK staff during their walkabouts and at other events to advise of a piano requiring care or repair, and to share a story of their piano experience. In one example, a citizen phoned the contact number on a piano to advise of a person “stealing a decal”. The citizen was actually phoning the FK staff person on their cell phone as *they were repairing said decal*, not stealing it.
 - While our Buskers program largely excludes pianists due to logistics, ‘Pianos in Parks’ encouraged pianists to showcase their talent. However, there was conflicts on occasion between piano-based Buskers spending extended periods of time at a piano when members of the general public waited to use one. Generally this issue centered on the Jim Stuart Park location.
 - People continued to share their piano moments on social media. In one instance, a video of a 96 year-old man playing his heart out on the Stuart Park piano was posted to YouTube and received 100’s of shares and 1,000’s of views.
- Social media engagement with the program continued to be favorable:
 - The “Pianos in Parks” facebook page accumulated 372 likes
 - Video posts showing people playing the pianos was the most popular way to engage with an average reach of 14,296 people each time a video was posted and total click thrus on posts of 2503 as of late August 2016
 - Between June 15th and September 13th, 2016, the “Pianos in Parks” page organically (unpaid) reached over 10,024 people through our posts



Arts on the Avenue

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

The second annual “Arts on the Avenue” festival was held on Thursday, July 28th and was again received with very positive public and participant feedback. Introduced in 2015 as a one day, visual arts-focused event that celebrated and promoted our local visual artist community, the festival 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.



Highlights:

- A new logo and branding style was introduced in 2016 to better market the growing festival and establish its presence. The logo was designed by Lisa Brown, a graduate of the UBCO Fine Arts program, and a member of the Festivals Kelowna staff team and festival producer.

- The second of our programs to experience growth in 2016, “Arts on the Avenue” expanded to 2 blocks this year and covered the streets and sidewalks of both the 300 and 400 blocks of Bernard Avenue between Water Street and Ellis. Feedback from nearby businesses, restaurant and retailers, was very supportive and indicated that their usual Thursday night traffic had grown considerably as a result of this event and its draw to the downtown.
- We again partnered with the local visual artist community to assist with promoting the festival, connecting with artists who could be vendors or conduct demonstrations, evaluating applicants, and developing best practices. These groups included the successful Etsy Marketplace and Show, Craft Culture, Okanagan Artisan Guild Show & Sale, and Make-it! Okanagan. In addition, the Kelowna Arts Council assisted with coordinating volunteers for the event, as well as producing interactive art stations at the event.
- Free to attend and ungated, an estimated 4,500-5,000 patrons shopped from visual artists across multiple mediums such as fibre art, jewelry, pottery, painting, wood carving, and more. Anecdotal feedback from artists indicated that many patrons included tourists visiting our community for the long weekend.
- Interest from artists to participate was high:
 - 74 applications received and 65 artists approved. This was an increase of 21 artists over 2015
 - Of the 74 applications, 47 were new applicants and 27 were returning from the first year
- Artists feedback following the event was very informative and helpful for future planning:
 - 31 out of 65 artists responded to the written survey
 - 95% of artists rated the event “good”, “very good”, or “excellent”
 - Many positive comments regarding location, organization, variety of artists, atmosphere and live music.
 - 70% of artists surveyed made up to \$500, while a select few exceeded \$1,000+
 - When asked if they would participate again, 60% were “extremely” or “very” likely to do so, with only 13% indicating the event was not for them
 - Areas for improvement included ways to mitigate heat from roadway venue, cost of show vs. length of show, and adding volunteers to spell off vendors for breaks (a common benefit at most art shows)
 - Overall consensus was that artists love the street set-up and wished it could happen more often

*“I made twice as much money as last year, I met some amazing people,
 and I might have gotten a job because of the event”.*
(participating artist, 2015 & 2016)

- We again featured exhibitor opportunities for the local arts community and welcomed 5 groups who shared info about their work in the community, up from 3 participants last year.

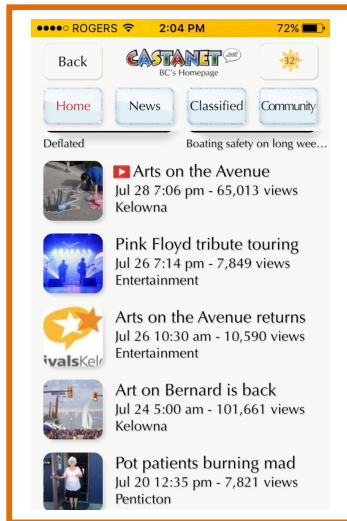
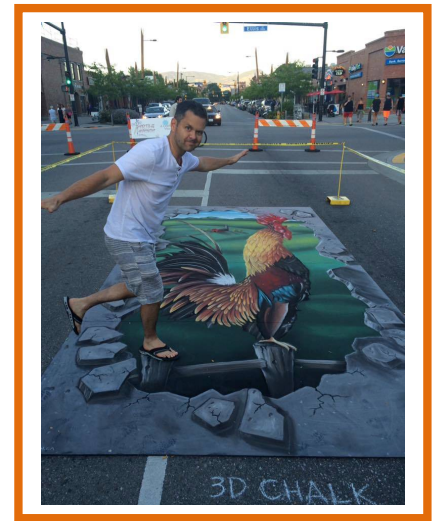


- NEW - A terrific community art engagement project was developed and run by the local chapter of the Federation of Canadian Artists. In celebration of the “Group of Seven” 75th Anniversary, patrons of all ages and painting skills painted a portion of Tom Thomson’s “The Pool” onto multiple 7” x 7” canvases, forming a single, large painting once assembled.
- NEW this year was the inclusion of two “3D Chalk Artists”, Emmanuel Areizaga, a youth emerging visual artist, and Shawn Smith, a professional and well-known local chalk artist whose work can be seen in restaurants all over the Okanagan and who is breaking into new territory with the 3D

format. Emmanuel was mentored by local artist Jolene Mackie and his participation was sponsored by ArtsCo, who regularly

seek opportunities to support developing artists in our community. The public reaction and interaction was amazing as you can see from the photos.

- This year's "Featured Artist" was internationally renowned watercolour artist Alex Fong who did a live painting demonstration and gave away his completed painting to one lucky festival goer who could identify the type of bird he was painting and that he regularly includes in many of his works.



- The local media were again very supportive in helping share information and stories about this unique visual arts festival, resulting in great pick-up. For example, about 3 days before the festival Castanet.net was running 3 separate stories on their home page with views of 65,000+, 10 500+, and 101 000+ for each story. We also welcomed onsite media from Global News, Kelowna Now, The Kelowna Capital News and Shaw TV.
- Social media engagement on facebook was great with a total reach over 31,000 people in the 3 weeks leading up to the festival and the 2 weeks following as people shared pictures and stories of their experience.
- In evaluating the financial success of the event, we were pleased to see that through a combination of revenues from vendor fees and sponsorships combined with a tempered approach with expenses, we exceeded our net budget projection resulting in a very modest cash positive position.

New York New Year's Eve

Mission:

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



This free, annual community celebration is a family-friendly New Year's Eve event designed to appeal to people 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.

Now in its 5th year, this popular and well attended event was again held in Jim Stuart Park and the Kelowna Community Theatre, home of the "Valley First Warm Up Zone", from 6:00 to 9:00 pm.

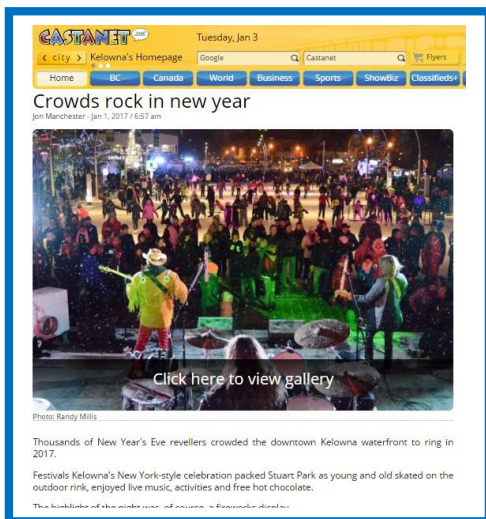
Highlights:

Building on all the popular elements, the 2016 "Valley First New York New Year's" featured:

- Multiple live musical performances including local Bluegrass artists "Swamp Honey", high energy rockers "Floyd Vedan Band", and Bhangra/Pop dance band from Vancouver "En Karma", complemented by fan favourite "DJ Embassy" during performer changeovers



- “The Re/Max Kelowna Kids Zone” was a big hit again and was full to capacity 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 again well attended “Valley First Warm Up Zone” in the KCT 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 special “Canada 150” button making stations, and a parent’s favourite, cartoons playing on the big screen in the theatre (where parents could sit and grab a quick breather between activities).
- The ever popular free hot chocolate was again provided courtesy of the very community-minded folks at Re/Max Kelowna, who helped prepare and serve over 1,500 cups of hot chocolate with over 17 of their volunteers, and lovingly prepared by the chefs at the Kelowna Yacht Club
- Copious amounts of SWAG was 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
- Again this this year we had the popular 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 enhanced fireworks display as we rang in the Sesquicentennial year, 2017.
- An ungated event, we approximate and rely on anecdotal feedback to estimate attendance. Over the course of 3 hours *almost 10,000 people attended the event* at Jim Stuart Park and the Kelowna Community Theatre! This was a 40% increase over 2015, mostly due to the milder weather and the presence of the “Valley First Warm Up Zone” as an option for families not wanting to be outside the entire event. As in 2015, the KCT was continuously busy from 6:30 until just before the fireworks at 9:00pm.



- As ever, to 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 over 35,000 people between Dec. 25th 2016 and Jan. 4th 2017.

Volunteers were such an important part of this event's success. Between our event sponsors, Festivals Kelowna Board members, their families, and helpful folks from the community, we worked with *over 50 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 continued to provide tremendous staff commitment 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 also pitched in to help clean up after the event.
- *RE/Max Kelowna* again came out in force to prepare and serve hot chocolate. More than 17 of their local realtors team showed up to help and make this community event run so smoothly



Financial Summary

Festivals Kelowna is a small sized organization with a modest staff complement. As such, given the resources at our disposal we continue to balance the interests of our community that look forward to enjoying unique events and activities each year with the need to operate in a low risk, fiscally responsible manner. Philosophically, 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. When resources permit, we look to expand or enhance events for the greater benefit of the community, as we did with both "Pianos in Parks" and "Arts on the Avenue" in 2016.

The society's operating budget in 2016 was \$450,175 including the Folk Fest and Canada Concerts society costs covered by the City grant. This budget plan was again a modest increase over the prior two years, reflecting the growth of both "Pianos in Parks" and "Arts on the Avenue".

Revenues were secured from a variety of sources including sponsorships, grants, program and vendor fees, and donations. The society generated \$165,890 in additional cash revenues to leverage against the City of Kelowna operating grant, about 2% lower than 2015 revenues mainly due to changing sponsorship commitments and unrealized grants. However, to complement our cash revenues we again 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 exceeding \$65,000.

The City of Kelowna's investment in the core programs was \$261,000 which included a \$13,500 "flow thru" grant to the Folk Fest and Canada Day Concert societies for Canada Day. This investment represented 61% of the society's total revenues in 2016, compared to 60% in 2015. The modest increase is due to the addition of new funds supporting Canada 150 activities at the "Valley First New York New Year's Eve" event on December 31st.

Although we expanded two events this year, we again maximized our resources and streamlined costs where possible to bring expenses in 2.3% better than budget at \$426,890. The majority of our expenses continued to be dedicated to event programming and delivery costs. Performer fees, production services (i.e. sound and lighting, staging) and other event supplier costs represented 50% of our overall operating budget, while administration costs (i.e. rent, parking, office supplies, insurance, Board expenses, etc.) accounted for about 8%, and staff costs (wages, statutory benefits, professional development, etc.) represented 36.8%.

Conclusion

We are pleased to confirm that 2016 was another solid year for Festivals Kelowna. 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".

APPENDIX

1. Festivals Kelowna Board of Directors – 2016
2. 2016 Celebrate Canada Day – Kelowna schedule of events and event map
3. Parks Alive! 2016 Schedule of Events
4. Kelowna Busker's Program map of Busk Stops
5. Pianos in Parks map of piano locations
6. Arts on the Avenue event poster
7. Valley First New York New Year's Eve poster

Board of Directors 2016

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

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

Richard Groves, Treasurer
Financial Analyst, BC Tree Fruits

Dominique Dooley, Secretary
General Manager, Public Liquor, Nixon Hospitality Group

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

Willy Kovacic, Director
Consultant

Dustin Read, Director
Branch Manager, Downtown, Valley First

Justina Lee Stolz, Director
Realtor, Century 21 Realty

Ashley Laverdiere, Director
Personal Banking Officer, Valley First

Liz Woods, Director
Retired

Celebrate Canada Day Kelowna!



Schedule of Activities July 1st, 2016

19th Annual Canada Day Festival, Waterfront Park ~ 10:00am - 11:00pm

43rd Annual FolkFest, Prospera Place ~ 10:00am - 3:30pm

22nd Annual "Canada Day Spectacular", Prospera Place ~ 7:30 - 9:30pm

Donations
accepted at
each gate
for this free
community
festival

Activities in Waterfront Park & Cultural District

- 10:00am-3:00pm **Canada Day at the Kelowna Art Gallery** ~ drop in crafts (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-2:00pm **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 **URBA Classic Car Show** (Water Street across from 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 **Kiwanis Kids Stage** presented by Country 100.7 FM (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 (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 **Poetry Slam Canada Day Throwdown** Host: Inspired Word Cafe (Kerry Park)
- 6:00pm-10:25pm **Coast Capital Savings Youth Stage** presented by 99.9 Sun FM (Jim Stuart Park)
- 10:30pm-10:50pm **Coast Capital Savings Canada Day Kelowna Fireworks** (Tugboat Bay)
presented in part by The City of Kelowna, Talko Industries and Festivals Kelowna



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



Activities in Prospera Place ~ 43rd Annual FolkFest Stage and Ethnic Food Booths

(Prospera Place) 10:00 am – 3:30 pm

10:00 - 12:30

- 1 ~ First Nations
- 2 ~ Dragon Dancers - Chinese Freemasons Club
- 3 ~ Banat Al Raks - Dancers
- 4 ~ Blakey School of Irish Dance
- 5 ~ Mexican Folklore Dancers
- 6 ~ Okanagan Chinese Canadian Association
- 7 ~ Polish Eagles Folk Dance Club
- 8 ~ "Ruach" Israeli Folk Dancers
- 9 ~ Polish Eagles Folk Dance Club
- 10 ~ Old Time Fiddlers Club - Branch #7 BC
- 12:30 **Canada Day Ceremonies and Cake Cutting**

1:00 - 3:30

- 1 ~ Kelowna Pipe Band Society
- 2 ~ Centre culturel francophone de l'Okanagan
- 3 ~ Okanagan Filipino Canadian Dancers
- 4 ~ Okanagan Korean Culture & Knowledge Society
- Korean Fan Dancers
- 5 ~ Hawaiian Dancers
- 6 ~ Rejoicing Team - Asian Dancers
- 7 ~ Yeleche Serbian Dancers
- 8 ~ Tahitian Dancers
- 9 ~ Okanagan Punjabi Academy Dancers
- 10 ~ Kelowna Liedertafel Choir
- 11 ~ FINALE



22nd Annual FREE Canada Day Concert Spectacular

Live POPS Orchestral Concert with guests

Davis Kyle • Elise Wiesinger

Free Family Event in Prospera Place 7:30 – 9:30

Your
Admission
Donations
Help Keep
the concert
FREE

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

Celebrate Canada Day Kelowna!

STAGES

Kiwanis Kids Stage

presented by Country 100.7 FM

(Pioneer Gardens) 11:00 am – 4:00 pm

- 11:00-11:30 **Ukuloopy Lady** (ukulele, looper, vocalist)
- 11:30-12:15 **Trixie and Mr. Brown Knows**
(Clown Duo)
- 12:30-1:15 **Stan Jack** (First Nations dance)
- 1:30-1:55 **Great Way Martial Arts** (demo)
- 2:10-2:50 **Kelowna Fan Xpo** (cosplay contest)
- 3:00-3:15 **Circus Yoga** (acrobatics)
- 3:30-4:00 **Bobby Bovenzi & Nankama**
(African drum & dance)

TD Beach Stage

presented by K96.3 FM

(Tugboat Beach) 12:00 pm – 10:20 pm

- 12:00-12:45 **Best of Wentworth Music**
- 20th Anniversary Tribute Show
(Pop/Rock)
- 1:00-1:45 **Half a Quorum** (Rock/R&B, trio)
- 1:45-2:00 **Stan Jack** (First Nations dancer)
- 2:00-2:45 **Wild Son** (Funk Folk Rock, 4 pc)
- 3:00-3:45 **Richie & the Poor Boys**
(Roots Blues, 3 pc)
- 4:00-4:45 **Ben Klick** (New Country, 5 pc)
- 5:00-5:45 **Jeff Piattelli Trio** (Pop, 3 pc)
- 6:00-6:45 **The Band that Never Lands**
(percussive piano, vocals, 4 pc)
- 7:00-8:00 **Evergreen** (Funk, Reggae, 4 pc)
- 8:15-8:45 **The Beatnikz** (DJ dance mashups, duo)
- 8:50-10:20 **The Cruzeros** (Roots/Alt Country, 7 pc)

Parks Alive! Power Stage

presented by Power 104 FM

(Island Stage) 12:30 pm – 9:30 pm

- 12:30-1:15 **All Above Me** (Punk, Pop, Metal 4 pc)
- 1:30-2:15 **Cynk** (Alternative Rock, 4 pc)
- 2:30-3:15 **Sherman Doucette Blues Quartet**
(Blues & Jazz 4 pc)
- 3:30-4:15 **Linus** (Country Rock, 3 pc)
- 4:30-5:15 **Leftie** (Garage Rock, 4 pc)
- 5:30-6:15 **Colt 45** (Classic Rock, 3 pc)
- 6:30-7:15 **Floyd Vedan Band** (Classic Rock, trio)
- 7:30-8:15 **The Flu** (Hard Rock, 3 pc)
- 8:30-9:30 **Cosmic Brew** (Hard Rock, 3 pc)

Coast Capital Savings Youth Stage

presented by 99.9 Sun FM

(Jim Stuart Park) 6:00 pm – 10:25 pm

- 6:00-10:15 **RTHM Group** (Hip Hop dance
performances all evening)
- 6:10-6:30 **3IC** (Hip Hop vocalists)
- 6:55-7:40 **Windmills** (Loop artist, Pop)
- 7:55-9:15 **DJ Dilly** (DJ, Dance, Pop)
- 9:25-10:25 **The Beatnikz** (DJ dance mashups, duo)

Kerry Park

- 6:00-9:00 **Poetry Slam Canada Day Throwdown**
Inspired Word Cafe
(Spoken Word, Folk, Roots)

A production of  FestivalsKelowna



Celebrate Canada Day - Kelowna 2016, Waterfront Park



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

PARKS ALIVE!

2016
Entertainment
Season

Family Sundays

1:00 pm–3:00 pm ~ Various parks

July 10... Gyro Beach ~ *Family Theatre*
July 24... City Park ~ *Family Theatre*
Aug 7... City Park ~ *Family Theatre*
Aug 21... Gyro Beach ~ *Family Theatre*

Valley First Community Music Tuesdays

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

July 5... Knowles Park ~ *Singer / Songwriter*
July 12... Ben Lee Park ~ *A Night of Variety*
July 19... Strathcona Park ~ *World Music*
July 26... Jim Stuart Park ~ *Funk / R&B*
Aug 2... Gerstmar Park ~ *Country*
Aug 9... Rutland Lions Park ~ *50's / 60's*
Aug 16... Jim Stuart Park ~ *Celtic*
Aug 23... Cameron Park ~ *Cover Bands*
Aug 30... Sarsons Beach ~ *Blues*

WINMAR Wednesday Night Showcase

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

July 6... *Concert Bands*
July 13... *Classic Rock*
July 20... *French Folk*
July 27... *Jazz Jam*
Aug 3... *Rock & Roll*
Aug 10... *Summer Fun*
Aug 17... *Indie*
Aug 24... *Music & A Movie*
Aug 31... *Music & A Movie*

Chances Gaming Entertainment Thursdays

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

July 7... Gerstmar Park ~ *Pop*
July 14... Kinsmen Park ~ *Blues*
July 21... Sarsons Beach ~ *Classic Rock*
July 28... Blair Pond Park ~ *Pop*
Aug 4... Guisachan Park ~ *Classical*
Aug 11... Sonora Park ~ *Classic Rock*
Aug 18... Mission Creek Park ~ *Fun in the Sun*
Aug 25... Whitman Glen Park ~ *Bluegrass*

101.5 EZ Rock Theme Weekends

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

July 2... *Cover Bands*
July 8 & 9... *Folk / Acoustic*
July 15 & 16... *Summer Songs*
July 22 & 23... *Country*
July 29 & 30... *Rock & Roll*
Aug 5 & 6... *Indie Rock*
Aug 12 & 13... *Get up and Dance*
Aug 19 & 20... *Eclectic*
Aug 26 & 27... *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"

Regional District of the Central Okanagan • Centre Culturel francophone de l'okanagan • 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 16 spots this summer!
Daily from 10:00 am - 10:00 pm

Arts On The Avenue

Unique, funky and fun arts & crafts,
clothing, pottery and more!
Live art demos, hands on art, music
Thursday, July 28th 5:00 - 10:00 pm
300 Block of Bernard Ave - between Water and Pandosy

Buskers on Bernard meets Food Truck Culture

Come discover over 17 different street artists
alongside multiple food trucks.
Bring your change and an appetite!
Bernard Avenue
Thursday, August 11th 5:00 - 8:00 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

Kiwanis Kid's Stage

Pioneer Gardens, Waterfront Park
11:00 am - 4:00 pm

Coast Capital Youth Stage

Jim Stuart Park ~ 7:30 - 10:25 pm

Inspired Word Café Stage

Kerry Park ~ 7:00 - 9:00 pm



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

LOCATION LEGEND

- Ben Lee Park** – 900 Houghton Road
(corner of Houghton & Franklyn roads)
- Blair Pond Park** – 333 Clifton Road
(on the right just before Magic Estates)
- Cameron Park** – 2345 Richter Street
(corner of Richter and Birch Ave)
- City Park** – 1600 Abbott Street
- Gerstmar Park** – 205 Gertsmar Road South
- Gyro Beach Park** – 3400 Lakeshore Road
(on North grassy area, near Watt Road)
- Guisachan Heritage Gardens** – 1060 Cameron Ave.
(Off Gordon Drive)
- Kerry Park** – 1480 Mills Street
- Kinsmen Park** – 2600 Abbott St.
- Knowles Heritage Park**
(Corner of Bernard & Ethel St.)
- Mission Creek Regional Park**
2363 Springfield Road
- Rutland Lions Park** – 205 Gray Road
(behind Plaza 33)
- Sarsons Beach** – 4398 Hobson Rd.
(corner of Hobson & Sarsons Rds.)
- NEW Sonora Park** – 1634 Sonora Dr.
(in Glenmore)
- 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



**Festivals
Kelowna**



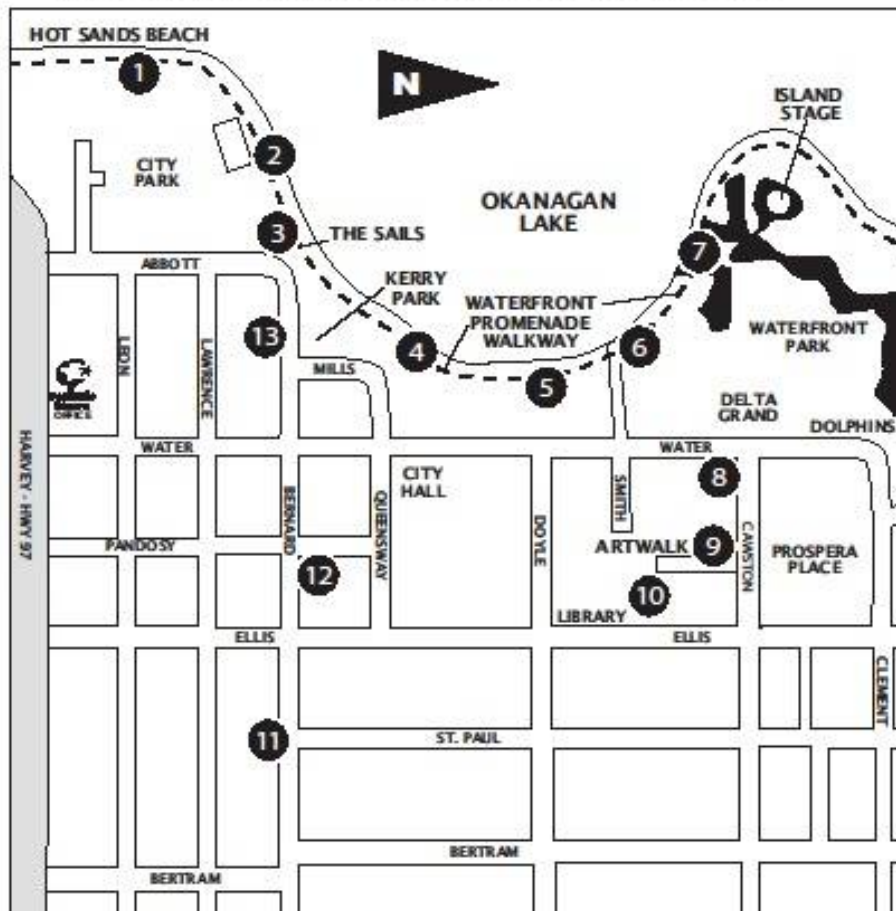
youtube.com/festivalskelowna



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







"Pianos in Parks" is an 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 placed playable pianos in Kelowna. Find your "inner Mozart" and enjoy!

#PIANOSINPARKS

For more info contact Festivals Kelowna
778.214.7284
FESTIVALSKELOWNA.COM

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

FestivalsKelowna

- 1 Entrance to the City Park pedestrian tunnel (near the W.A.C. Bennett Bridge)
- 2 On the waterfront walkway beside Kerry Park
- 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
- 6 Beside front entrance to Okanagan Heritage Museum (next to Queensway bus loop)
- 7 Roxby Square, on the corner of Highway 33 and Roxby Rd.
- 8 Under the dome at the Promontory Green, at Kelowna Memorial Cemetery



A CELEBRATION OF VISUAL ART

Thursday July 28th

300 & 400 BLOCKS
BERNARD AVENUE
5:00 TO 10:00 PM



BUY, CREATE, CELEBRATE

Visual Artists

3D Street Art

performances

Public Art Installations

www.facebook.com/artsontheavenuekelowna

A Special Thank You to our Partners:



Our Community
Partners:
Craft Culture
Make-it! Show
Etsy Marketplace Show
Okanagan Artisan Guild







**FIREWORKS!
AT 9PM**

STUART PARK STAGE ENTERTAINMENT

6:00 – 6:35PM	SWAMP HONEY (Soul, Funk)
6:50 – 7:35PM	FLOYD VEDAN BAND (Canadian Classic Rock)
7:55 – 8:55PM	EN KARMA (Bhangra Band)
8:59PM	MAYOR BASRAN COUNTS DOWN TO 2017!

** Embassy DJ featured between acts **

**6-9pm
VALLEY FIRST
WARM-UP ZONE**
Kelowna Community Theatre

- New Years' Kids Crafts
- Face Painting
- Caricaturist
(find the Blue or Green Men to get your Golden Ticket)
- Cartoon on the big screen
- Magician Ryan Michael
- Trixie the Clown & Mr. Brown Knows
- City of Kelowna Inflatables in the Black Box Theatre



**4 FOOD TRUCKS
4-9PM**

**GOODIES
& GLOW**



**6-9pm
RE/MAX KELOWNA
KID'S SNOW ZONE**
North End of Stuart Park

- Free hot chocolate under the Re/Max tent
- Park & Play Wii Dance Party
- Corporate Play Kids Games
- C.O.Y.S.A. Giant Soccer Game
- Visits by the West Kelowna Warriors & Okanagan Sun Players
- High 5's and Hugs with Rocky the Raccoon
- Look for the "Glowing Hula Hooper" & Jugglers!

MANY THANKS TO ALL OUR SPONSORS

#NYEKELOWNA

#CANADA150

 /VALLEYFIRSTNEWYORKNEWYEARS

















We acknowledge the financial support of the Province of British Columbia

