



**FestivalsKelowna**

## **A Summary of 2016 Events & Activities**

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

June 12<sup>th</sup>, 2017



**Festivals**Kelowna

## **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, governed by 11 member Board of Directors drawn from community at large
- Relationship with City of Kelowna managed through a multi-year Operating Agreement, recently renewed
- City provides Festivals Kelowna with a grant to support key programs we deliver on City's behalf
- Programs and events managed by combination of full-time, part-time, seasonal, and contract staff
- FK manages City grant for Folk Fest and Kelowna Canada Day Concerts events, and supports other civic initiatives by providing advice and resources

# What we do...

## **Produced 6 core events & programs again in 2016:**

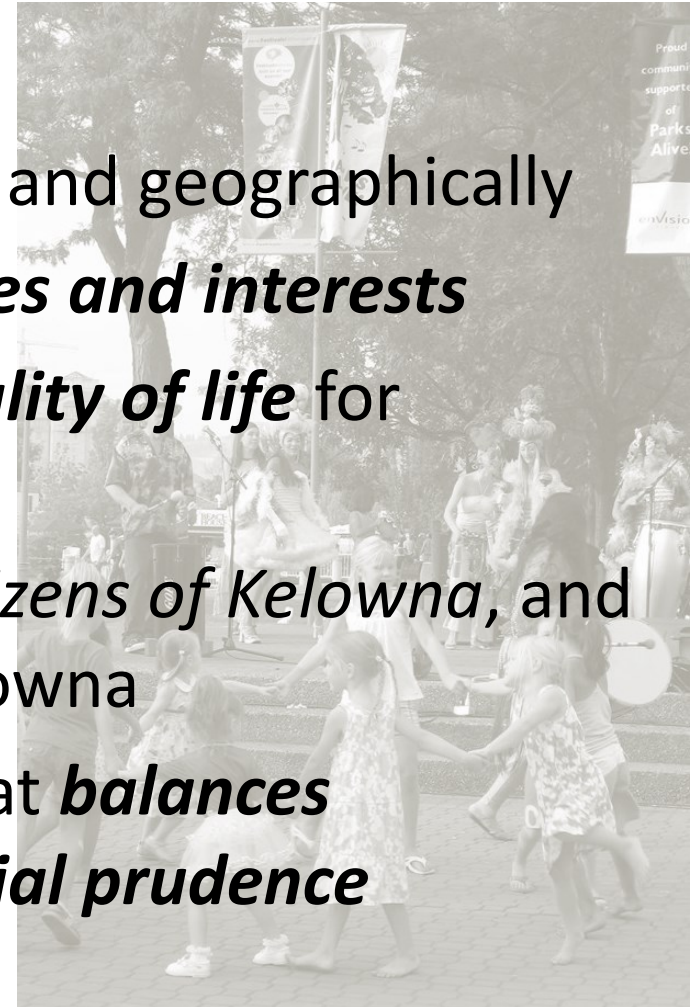
1. Celebrate Canada Day – Kelowna
2. Kelowna Buskers Program including:
  - a. Marquee Buskers Program
  - b. Buskers on Bernard
3. Pianos in Parks
4. Parks Alive!
5. Arts on the Avenue
6. New York New Years Eve

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



- **FREE** single day festival encouraging our community to celebrate Canadian Pride for **19 years running!**
- Collaborated with volunteer-run “**Folk Fest**” and “**Canada Day Concerts**” for 9<sup>th</sup> year on promotion, ceremonies, performers, and the giant birthday cake
- Continues to be **largest attended festival** in our community with more than **60,000 guests** attending throughout day!



Canada  Day

# Celebrate Canada Day - Kelowna

- **Terrific community participation:**

- **12 groups** hosting a “Century 21 Kid’s Zone” activity
- **15 non-profits** in our “Community Showcase”
- **More than 55 citizen volunteers** at info booths for 12 hours
- **21 food vendors** in “Taste of Canada”
- **26 artisans** in “Made in Canada Marketplace”
- **15 home-based businesses** in “Canada Day Bazaar”
- **27 sponsors** and **event partners**
- **6 radio** stations, **2 online** news portals, and **2 newspapers** with presence onsite and promotion of the festival

Canada  Day



# Celebrate Canada Day - Kelowna

## Plenty of fun was had:

- **5 stages** in **3 parks** featured **34 different acts** in Jazz, Blues, Rock, Country, Spoken Word and more
- Petting Zoo, drop-in hockey, free watermelon, car show sampler, facepainting, games, etc.
- 2 highlights include **“Cruzeros” reunion show** on TD Beach Stage



and **“Poetry Slam Throwdown”**  
hosted by the Spoken Word Café  
in Kerry Park

Canada  Day



# Celebrate Canada Day - Kelowna

Continues to be recognized by our community as  
**“Best Event or Festival”**

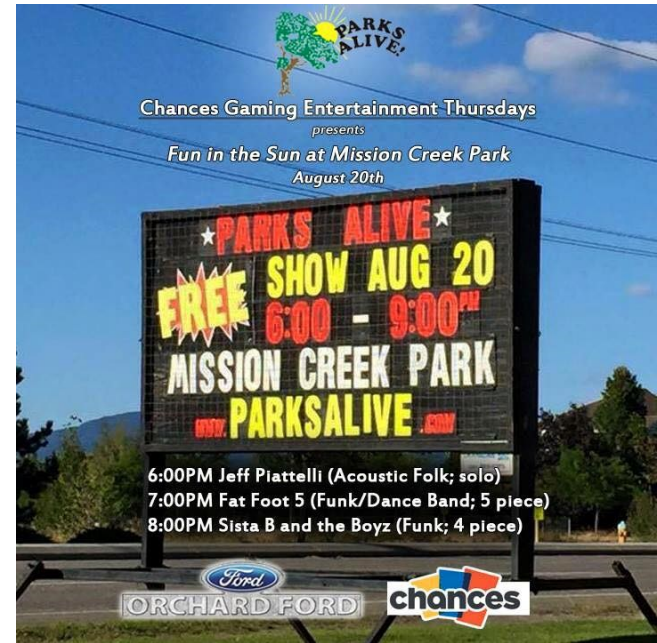


**SILVER  
WINNER**



# Parks Alive!

- **19 years** of free outdoor entertainment in Kelowna
- **47 FREE** concerts held 5-6 days a week for **9 weeks** in **18 parks**
- **7 programming partners** from Opera to Theatre to Jazz
- **Over 25,000 people** attended all summer



# Parks Alive!



**114 groups performed with 300 individual artists  
in 18 musical genres creating 147 hours of  
cultural performances in our parks**



# Parks Alive!

## Great community engagement:

- **18 sponsors and funders**
- **Supportive media** shared events and activities weekly
- **Active social media engagement** – over **83,000** people reached via Parks Alive! facebook page, **5283 twitter followers**, a 15% growth again over last year
- People's choice award for **“Best Festival or Event” - Gold**



**GOLD  
WINNER**





# Kelowna Buskers Program



- **18 years** of performance and development opportunities for street artists!
- **4 permit options** – annual, summer, month, day
- **70 permits issued in 2016** – 51 solo and 20 group; small decrease over 2015
- **12 Buskers “hired”** by external events and **21** for our own events
- **3<sup>rd</sup> annual “Buskers on Bernard” meets “Food Truck Culture”**
  - held Aug 18<sup>th</sup> ; featured 15 local Buskers
  - NEW food truck element to complement performances

**Great weather = great attendance**  
**Great attendance = Busker success**



# Pianos in Parks



- **2nd year** of popular program
- **Expanded to 8 pianos**
  - NEW in Roxby Park
  - NEW in Kelowna Memorial Cemetery
  - NEW at Kelowna Museums
- **Returning partners** Disney Interactive and Keystone joined by NEW “Piano Ambassadors” – URBA, Kelowna Museums, Cemetery, and Home Hardware



# Pianos in Parks



- **Continued community engagement:**
  - Local artist **Cynthia Gunsinger** welcomed opportunity to **paint her original artwork** onto a piano
  - **RSS Middle school students** decorated Roxby Park piano
  - **Heavy use** of Kerry and Jim Stuart Park pianos
  - **“alert” calls** to repair pianos daily
- **Active social media use :**
  - **average reach** of **14,296 people** with piano playing videos
  - **Over 10,000 people organically reached** in 3 months
- **Countless offers to donate pianos**
- **New requests for expansion** into new locations



# Pianos in Parks



Cynthia Gunsinger "Quail's Gate View"



# Arts on the Avenue

- **2<sup>nd</sup> year** of 1 day visual arts festival
- held July 28<sup>th</sup>, 5-10pm, **purposefully held** as intro to August long weekend
- **NEW – now 2 blocks** of Bernard between Water and Ellis
- **NEW branding** and logo
- **Multiple partners** from visual arts community
- **Over 4,500 patrons** including great tourist presence





# Arts on the Avenue



## Terrific community engagement:

- **65 visual artists** across multiple mediums with **47 new participants**
- **5 community arts organizations** on display
- **NEW - public art project** – “Group of Seven 75<sup>th</sup> Anniversary” by local Federation of Canadian Artists chapter
- **NEW - 3D artists** – both developing and established
  - Emmanuel Areizaga supported by ArtsCo
  - Shawn Smith
- **“Featured Artist”** Alex Fong painting live



# Arts on the Avenue



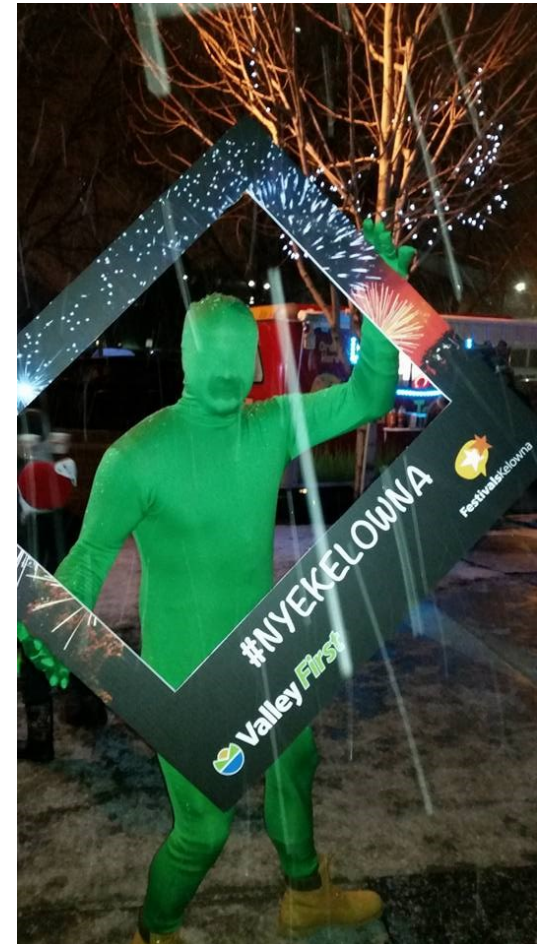
- Media coverage and public interest was high with **over 100,000 story views** on Castanet.net
- **Over 31,000 people reached** on facebook in 3 weeks prior to event
- **Positive artist feedback** – 95% rated event “good” to “excellent”



# Valley First New York New Years Eve



- **5<sup>th</sup> year** of family event held in Jim Stuart Park and Kelowna Community Theatre, 6 – 9 pm
- Plenty of **FREE activities** to enjoy!
  - **Live entertainment** by 3 acts - *Swamp Honey*, *Floyd Vedan Band*, and *En Karma*
  - Re/Max Kelowna **Kid's Snow Zone**
  - **Valley First Warm Up Zone** with crafts, games, movies and more
  - **FREE hot chocolate**
  - **Keepsake caricatures** by Marzio
  - **Countdown to Canada's 150<sup>th</sup> Birthday** year with a bigger fireworks show





# Valley First New York New Years Eve



## Strong community engagement:

- Mild temperatures attracted **almost 10,000 people!**
- Social media saw **over 35,000 people reached** during 5 days between Dec 25<sup>th</sup> and Dec 31<sup>st</sup>
- **Great sponsors and partners** integral to success:
  - 25 *Valley First* volunteers running games and giving away prizes
  - over 17 *Re/Max* realtors serving hot chocolate
  - *City staff* working hard to keep venue in top shape
  - *SW staff* keeping sound and lights running in snowfall



# Valley First New York New Years Eve



# Financial Summary



**Festivals**Kelowna

- 2016 Operating budget of **\$450,175**
- **City invested \$261,000 in programs and events** representing **61%** of our budget (includes \$13,500 Folk Fest/Pops flow-thru grant for Canada Day)
- We leveraged City grant by **additional \$165,980 cash revenues**
- Expanded 2 programs while **achieving 95% of revenues** and managing **expenses at 2.3 % better than budget**
- **Majority of resources spent on event programming and delivery costs**
  - **50% of budget** spent on sound, lighting, staging, facility rentals, safety event services, etc.



We look forward to **welcoming our community** to another great year of **community-focused arts and entertainment in our parks in 2017!**



**FestivalsKelowna**



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