

2019 Greater Victoria Performing Arts Festival Report to PABC

The Greater Victoria Performing Arts Festival Association is pleased to present our 2019 annual report to Performing Arts BC. In summary, our 2019 Festival was a success, in line with prior festivals. We had 1,673 registrations, including in total more than 6,000 solo, small ensemble, band, choir, and dance performers. We contracted 22 adjudicators for 122 adjudication sessions across 21 performance disciplines. We hosted ten Highlight Concerts and wound up our 2019 Festival with the 30th annual grand finale Roberto and Mary Wood Scholarship Concert.

GVPAF sent 50 performers to the 2019 Provincial Festival in Chilliwack. We had 9 winners, 10 runners up, and 6 honourable mentions - fully 50% of our performers were recognized for their performance accomplishment at the Provincial Festival. We sent Ben Parker (brass) and Adam Schmidt (voice) to the National Music Festival in Saskatoon. Ben took 3rd place. We are proud of all of these talented representatives of our Festival.

2019 has also been the year in which GVPAF planned for and launched a comprehensive strategic renewal of our annual festival - to strengthen our position in the local festival marketplace, our engagement with youth, families, teachers, donors, and other stakeholders, and our organizational structure and capacities. Our work within the strategic renewal included the following:

- Preparation of an evergreen strategic plan, evergreen in that the plan will be updated annually or biennially into the future;
- Taking the first steps in reducing our annual festival calendar from six plus weeks to a maximum of four weeks while retaining all disciplines and concerts, and sliding the festival period back as far as practical to earlier in the year;
- Rationalizing our registration fee structure in an ongoing effort to make participating in our Festival more cost-affordable for performer families;
- Development of a new branding look and feel, assembled within a detailed style guide;
- Instituting an annual marketing plan and publicity plan;
- Development and launch of a new, more contemporary website;
- Initiating the recruitment of a senior, and possibly co-title, corporate sponsor;
- Resetting on an yearly rotating basis one of our ten Highlight Concerts as a free admission community concert;
- Trialing new performance disciplines and music genres;
- Trialing GVPAF-facilitated workshops and master classes outside our Festival period;
- Recruiting a new registration system provider for the 2019 Festival and engaging with the provider to complete a series of custom modifications to the system to better serve the thousands of online registrations we process each year and to better manage the scheduling of adjudication sessions and classes;
- Expanding our board to fifteen directors to bring in a greater variety of expertise and skills to serve and support our Festival and adjunct activities.

Respectfully submitted,
Peter Parrish
GVPAF Board Secretary