

Alicia Ferguson

Subject: RE: Victoria Dragon Boat Festival

Begin forwarded message:

From: Jennifer Loo [REDACTED]
Date: January 14, 2016 at 10:33:50 AM PST
To: "Charlayne Thornton-Joe (Councillor)" <cthorton-joe@victoria.ca>
Subject: Victoria Dragon Boat Festival

Hi Charlayne, I would like to apologize and thank you in advance for reviewing this request for the Victoria Dragon Boat Festival.

I am writing on behalf of the Victoria Dragon Boat Festival & Fairway Gorge Paddling Club. I am unsure if you know some of the changes that have happened internally between the festival and the Fairway Gorge Paddling club. The festival has now moved under the management of the paddling club. The team at the paddling club will be producing the Victoria Dragon Boat Festival, for the 2016 festival season, the Fairway Gorge Paddling Club is working diligently to learn and catch up on festival planning, due to the transition from the past festival organizing team to the club team. You may have been informed that the FIG Application was not submitted on time. We are hoping the council would consider accepting the application. We are aware this would be a difficult request to fulfill but do to several unforeseen circumstances the festival over the last couple of years has endured issues and the 2015 season was one of the toughest. The past 20 years the festival has been very diligent with management of their funds and planning, like any private and public organizations the economy has been tough. With the festival handover and some miss information passed to the Fairway Gorge paddling Club team the FIG application was missed. The City Events department did try and contact the office but the office was closed and the information transfer was delayed and the Fairway Gorge Paddling club could not access documents and emails. When the information was received and contact was made the application date had passed. I will be very honest to say this year the Victoria Dragon Boat festival is in very much in need of these funds, we have gone back to the basics for the festival and working on a very small budget. This plead to the council to reallocate funds to the festival is something I hate asking but because of the last couple of years of key issues that's landed the festival to this position which is very disappointing since I personally have been with the festival 17 years working hard to provide community, cultural oriented festival for our city to be proud. The new management team at the paddling club has a daunting task ahead and the loss of the FIG grant from the city and the federal grant has been very stressful issue. This will impact the energy of the event for the upcoming season. If possible like many of our partners if we can work out an opportunity, we would be most grateful for the support. For example if a combination of monetary donation and in kind donation to meet the missing dollars would be most grateful.

We are proud to say the Victoria Dragon Boat festival attracts several thousands of paddlers/families/friends/surrounding communities to the downtown Victoria which brings business to our local retailers/hotels/restaurants. As many of the council members are familiar with our festival and have participated in our cultural events like the Eye dotting and the Awakening of the dragons and the Blessing of the festival, we bring a true

cultural event to the City of Victoria. The history of dragon boat comes from centuries of Chinese history which we are proud to showcase and share with the community and visitors.

I have attached the application for your reference. I truly hope the councillors will accept our desperate request for the application. I hope you could vouch for the festival contribution to the community. Thanks again!

Cheers,

Jennifer Loo

Fairway Market
Marketing & Development
Community Relations
www.fairwaymarkets.com

"Proud to be Local"