

Janet Hawkins

From: Kelly Lynn Kurta <gvfsvic@gmail.com>
Sent: Monday, Sep 21, 2015 1:04 PM
To: Council Secretary
Subject: Wicked Victoria Oct 25 2015 address to council October 1
Attachments: Wicked Victoria Budget - Sponsorship.xlsx (2) Revised Aug 31.xlsx; Wicked Victoria Proposal 2015 Revised September 15, 2015.doc; GVFS BANNER EDIT Final.pdf

Good afternoon,

I attempted to submit online to request to address council at the October 1 concil meeting however the attachments would not come through so I have attached the and our request here.

The Greater Victoria Festival Society in collaboration with the DVBA, Downtown Government Street Businesses, DRA, Tourism Victoria and the City of Victoria would like to request funding of \$18,000 to put on the First Annual Wicked Victoria on October 25, 2015. Confirmations from Atomique Productions, Rogers Media and many corridor businesses have already been received to move forward with this fabulous event to promote a walkable city throughout Government Street. We will show our street plan and current commitment from suppliers during the meeting. We will also be donating to a charity for this event and promoting several non profits free of charge throughout the community.

We have revised our budget considerably to now work with a 'lightly curated' downtown core that will draw families, locals and tourists alike and something that can grow into a month long event around the City of Victoria to promote the shoulder season in the capital; encompassing hotels, restaurants and the entire Harvest theme.

Attached you will find our current budget, zone layout and banner that is currently being produced.

The Greater Victoria Festival Society has made a commitment of our funds up to \$10,000 in order to facilitate this event and move forward after our two previous meetings with Government Street business and the City of Victoria, held in August.

Respectfully submitted,

Kelly Kurta
General Manager
Greater Victoria Festival Society

BUDGET FOR WICKED VICTORIA OCTOBER 25, 2015 COURTNEY TO YATES STREET

Site Expenses

Stage set up / Stage	2,500.00		
Security	690.00		
Port A Potties	519.00	incl 3**	
Flood Lights	1,500.00		
Handwashing station	200.00	incl 2**	
First Aid	500.00		
Liquor License	10/31/2015	0.00	
Special Event Permit		0.00	
Signage	750.00		
Banners (2) Rose			
Creative Signs	1,300.00		on order
Insurance	0.00		
Chairs	0.00	City	(Haybales)
Traffic Control	1,500.00	City?	For thru streets
Hay Maze Set up	0.00	No Haze Maze for 2015	
Tents	3,606.40	{(325x7)}+(100x7)+ (35x7) + tax	City?

SUBTOTAL

\$13,065.40

Décor

Hay Bales	0.00	1500 x \$5 each	No Hay Maze for 2015
Inflatables	2,000.00	online	partially purchased
Lights	1,000.00	online	
General Décor	1,000.00	Harvest and Halloween garlands, dangles (Candy corn for harvest), giant pumpkin bags	partially purchased
Table Cloths	50.00		
General Supplies	1,000.00		

SUBTOTAL

\$5,050.00

Promotion

Posters	1,000.00	Including posters, marketing on telephone poles, media, social media, evite, save the date
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Sponsorship Package	500.00	
Drone Photography	300.00 (Film commission)	

SUBTOTAL	\$1,800.00	
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Kids Zone

Crayons	30.00	Purchased
Colouring Printing	200.00	
Pumpkins	1,000.00	
Pumpkin Carving Sets	0.00	
Face Painter	250.00	
Checker Board	0.00	Parkside
Fog Machine	100.00	
Apples & supplies	200.00	
Apple Bins	100.00	
Wristband (Kids)	5,000.00 (3000 - 1000 kids 2000 adults can be reused)	We will be selling these
Goody Bags	200.00 350 goodies bags (50 extra)	
Plastic Spider Rings	350.00	
Bubble Wands	600.00	This will be at a cost profits donated to charity
Stickers/ Tattoos	100.00	
Glow Sticks	550.00	this will be at a cost profits donated to charity
Battery Candles	300.00	
SUBTOTAL	\$8,980.00	

Entertainment

Busker 1	200.00
Radio Station	2,500.00

SUBTOTAL	\$2,700.00
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Volunteer

Tshirts & Lanyard	2,000.00 Team Sales
Volunteer Party	1,000.00
Volunteer water/food	500.00

SUBTOTAL	\$3,500.00
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GRAND SUBTOTAL	<u>\$35,095.40</u>
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WICKED VICTORIA OCTOBER 31 LASER LIGHT PARTY

Site Expenses

Venue	320.00
Security	500.00
Port A Potties	519.00 incl 3**
Flood Lights	500.00 online
Handwashing station	0.00 1 incl w/portpotty
First Aid	500.00
Liquor License	100.00
Special Event Permit	
Signage	500.00
Banners (see Oct 24)	
Insurance	475.00
Chairs	

SUBTOTAL **\$3,414.00**

Décor

Hay Bales	500.00
Black Lights	500.00 online
General Décor	1,000.00 Harvest and Halloween garlands, danglers (Candy corn for harvest), giant pumpkin bags
General Supplies	1,000.00 online

SUBTOTAL **\$3,000.00**

Promotion

Posters	1,000.00 staples
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SUBTOTAL **\$1,000.00**

Entertainment

Light Show	2,200.00 DL Sound or M Franzan
DJ	1,000.00 Fbook
AV - CoV	2,500.00 ??

SUBTOTAL **\$5,700.00**

GRAND TOTAL OCT 31 **\$13,114.00**

OCT 24 / 31 **\$48,209.40**
CONTINGENCY 12.5% **6,026.18**

GRAND TOTAL **\$54,235.58**



**Greater Victoria Festival Society
presents
“Wicked Victoria”
October 25th Government Street from
Courtney to Yates Street**

In Conjunction with the City of Victoria, DVBA, Tourism Victoria and the Downtown Government Street Businesses we would like to offer a FREE family event on October 25th along Government Street to welcome the Harvest Season and Halloween!

Below is a detailed description of each ‘block’ and how the Greater Victoria Festival Society will collaborate together to transform Government Street from noon to 5pm on October 25.

WICKED VICTORIA WELCOMES YOU TO BOO BOULEVARD

FEELING GHOULLY MUSIC ZONE (Courtenay to Broughton)

Atomique Productions will set up our Entrance To Boo Boulevard; at Courtney Street to Broughton, including a small stage; lights; entertainment; blow ups; - local entertainment; selfie stations; a banner created with logos of GVFS; City of Vic; DVBA and sponsors of event to be reused each year as the event grows

GHOSTLY GIVING (Broughton to Fort)

Fun Fair where we invite approximately 15 - 20 non profit organizations free of charge to promote and celebrate their organizations! The catch? They have to provide a Halloween / Harvest themed game for the kids and parents to participate in at each of their stations. Locals such as Mustard Seed, Kool Aid, Win, Lions Int, Rotary, Kiwanis, Disaster Aid Canada and so forth will be asked to participate

MOONLIGHT HARVEST MARKET (Fort to View)

Supported by the local merchants of Government Street, the Harvest Market would engage local harvest produce vendors (patty pans; squash; root vegetables); coupled with pumpkin pies, harvest breads, jams, jellies; and inclusion of harvest samplings from the (Ghosts of Good Cheer); beer, cider, spirits (by local breweries and local Government St establishments Bard & Banker; Irish Times and Earls,)



TOO CUTE TO SPOOK WICKED KID ZONE (View to Yates)

Rogers media will create an amazing live radio broadcast and this area will be fun and games for kids!

Pumpkin designing; giant checkerboards; coloring; face painting; games; blow ups with a central open area (hosted by a live radio broadcast) and kicking off the Monster Mash March and family dance around 3-4pm! Glow Sticks and Wristbands will be for sale with profits supporting a local charity and a Vampire Blood Bank is in the works.

This 2015 1st Annual Wicked Victoria is an event that could help Tourism in the shoulder season grow to incorporate all weekends in October as we move forward. Each year we could expand the creative and use different venues around the City; Market Square; Bastion Square and so forth to drive the locals and tourists to our downtown corridor.



PROPOSED FOR 2015 - SATURDAY NIGHT

CENTENNIAL SQUARE OCTOBER 31 WICKED VICTORIA ADULT ZONE!

On October 31, from 4 - 9pm the GVFS in collaboration with the City of Victoria; DVBA, Tourism Victoria and all those that wish to join in; would host an Adult version of Wicked Victoria including Food Trucks; beer/wine/spirit garden; entertainment ; Adult Game Zone; ending with a spectacular Laser Light Show and Music Party by DL Sound!

All of us together have the potential to create a fabulous event for our locals during the shoulder season and have some fun along the way!

Please support our development of the downtown corridor during the Halloween and Harvest season!

Respectfully submitted,

Kelly Kurta
General Manager
Greater Victoria Festival Society

