



**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!

The City of Victoria suggested they would work along side these events, creating 'Halloween selfie stations' with park benches; assisting in providing black cats and witches on some of our buildings; lighting up Trounce Alley; lighting up Government Street in Orange and Green!

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!

Our ask for these events is \$15,800.00

Respectfully submitted,

Kelly Kurta
General Manager
Greater Victoria Festival Society