

# *Sidney & Peninsula Literary Festival*



Final Report 2015

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## Acknowledgements

As President of the Sidney and Peninsula Literary Society, I must congratulate the Board Members and the volunteers who worked seamlessly this year to develop the 2015 festival events. The festival's overall success is due to their efforts. Janet Daines created the tickets and monitored ticket sales, as well as taking care of the student workshop events and student contests. She also coordinated most of the fundraisers and managed the festival Saturday readings. Gillian Crowley addressed the Society's promotions and grant submissions. In addition to creating two standing banners, Joan Saunders drew on her years of experience to plan the two evening events. Margaret Lounds invited VIPs, and Jackie La Plante organized volunteers for each event. Jackie also ordered and prepared the refreshments for the evening readings. Lynn Myer addressed governance issues, helped with promotions and created the breakfast event. Beverley Maynard acted as secretary and looked after the postcard writing contest entries. Finally our treasurer Sharon Bolton kept track of fundraiser and festival income and Society expenditures.

In addition to the Festival financial sponsors, the Society is grateful to Sharon Walker and the Sidney/North Saanich Library staff and to Susan Reece who acted as emcee for many Society events. Nicola Hestnes created posters and bookmarks and took the photo on the cover of this report. Nathan Karcher helped with poster production; Gil Namur contributed his website design expertise and gave us website technical assistance.

Peninsula News Review editor Steven Heywood supported the festival and fund raising events by feature coverage. Jo-Ann Way, a professional photographer, took most of the festival photos and made her images available for viewing at her Nuttycake Photography website, [www.nuttycake.com](http://www.nuttycake.com).

The Society recognizes the contribution of the Community Arts Council of the Saanich Peninsula (CACSP) and Frankie Allen in publicizing our events. We also appreciate the other organizations such as the Business Improvement Association (BIA) that sent out our postings to their members. David Tognetti and his wife graciously provided the Red Brick Café for readings during the year. Tanner's Books of Sidney and Munro's Books of Victoria sold our tickets; Tanner's Books was the preferred bookseller for the festival. Ann Taylor, Steven Heywood, Barb Smith and Irish Brooke acted as judges for the postcard writing contest.

Thanks finally, to Ann Taylor, Gillian Crowley and Beverley Maynard who reviewed the draft of this report and to Paula Gaube of Editworks Online Design, who edited and formatted it.

Sharon Hope

## Executive Summary

The 2015 Sidney and Peninsula Literary Festival had many positive outcomes. There were approximately 840 festival attendees including those participating in the student workshops. This is over 150 more attendees than in 2013. The website showed over 3,500 interactive sessions between April 1 and October 8, 2015 which demonstrated considerable interest in the festival. Our postcard contest for those over 19 years had more than 100 entrants. The Society gained more volunteers and more members than it had in 2013.

The total income from the three-day festival was \$9,121 which was about three times the total income for the 2013 festival (\$2,940). However, when we return the Town of Sidney's loan of \$4,000 and pay the printing costs of this report, our final balance will be only slightly higher than our January 2015 balance of \$7,480.

About 25-30 percent of the advance ticket buying came through the festival website, an innovation for the second festival and a very effective technique to track ticket sales. In terms of the individual events, the greatest income came from the weekend passes, followed by the Saturday Night Gala and then the Saturday readings. The festival earned excellent ratings and high praise from over 75 percent of the respondents to our evaluation forms. The ratings are found later in the text and the comments are part of the Appendices.

From these indicators, the Society concluded that the festival was completely successful from both the audience perspective and the authors' point of view. To the best of our knowledge, more than 80 percent of the events yielded a higher income than in 2013.

## Introduction

Many writers call the Saanich Peninsula home and dedicated readers meet across the landscape to discuss authors and books. Building on this trend, a “grass roots” committee formed in 2013 to create a literary festival. In December 2014, the Sidney and Peninsula Literary Festival Committee became a registered Society. This significant step secured permanence for the Peninsula Literary Festival goals and cemented the idea of local readings held throughout the year. Regular meetings began in October 2014 to outline the structure for the three day festival slated to take place in the first weekend of October 2015 (see Appendix 1).

For the 2015 Festival, the Society expanded its horizons beyond those of 2013 by inviting authors from outside Greater Victoria but maintained connections with local authors as well. Throughout the year, readings occurred at the Red Brick Café in Sidney and two additional fundraising events took place at the Shoal Centre. The Society, which partnered with the Star Cinema in a showing of Thomas Hardy’s “Far From the Madding Crowd”, received the proceeds from the movie (see Appendix 2 and 3).

Festival activities consisted of two evening events, a series of author reading presentations taking place during the day at the Pier Hotel, two workshops held in the local library, and workshops or performances held in local schools. A Sunday “Breakfast with Authors” took place in Haro’s Restaurant in the Pier Hotel (see Appendix 4). At each event we handed out evaluation forms and asked for feedback from the authors and the audience (see Appendix 5, 6 and 7).

The Society received generous financial and in-kind donations from individuals, corporations and businesses as well as grant support from the Capital Regional District, the Town of Sidney, the District of North Saanich, the Writers Union of Canada, the League of Canadian Poets, and the Community Arts Council of the Saanich Peninsula. A few examples of local organizations and businesses that provided financial contributions were: Tanner’s Books, Booktown, Friends of the Sidney/North Saanich Library, School District 63 and the Saanich Peninsula Community Literacy Group (see Appendix 8 and 9).

An increase in actively participating volunteers on the festival planning committee permitted an expansion of roles and activities. By reaching out to organizations, business associations, book clubs, Facebook followers, and email subscribers, as well as completely restructuring the Society website, we raised levels of awareness in the community about the festival and the fundraising events. As a result of this type of promotion and increased media coverage, the Society’s profile was much higher than before.

The following report documents the Society’s 2015 activities undertaken to achieve its goals. The report acts as an archive of its efforts and describes the festival’s economic and social impact.

## Governance

The Sidney and Peninsula Literary Festival Society, a nonprofit unpaid body, became incorporated on December 2, 2014. The Society obtained insurance in support of its activities. At this point it has not sought charitable status which would entitle the Society to issue receipts for donations received.

### SOCIETY BOARD MEMBERS AND VOLUNTEERS

President: Sharon Hope

Vice President: Janet Daines

Treasurer: Sharon Bolton

Secretary: Beverley Maynard

Promotions and Grants: Gillian Crowley

School Festival Event Coordinators/ Youth Writing Contests: Janet Daines and Joan Saunders

Governance, Membership and Sunday Breakfast Coordinator: Lynn Meyer

Volunteer and Festival Refreshment Coordinator: Jackie La Plante

Festival Opening Celebration and Gala Coordinator: Joan Saunders

Postcard Writing Contest: Beverley Maynard and Sharon Hope

Fundraiser and Festival day Reading Coordinator: Janet Daines

Venues: Sharon Hope

VIP Coordinator: Margaret Lounds

Promotion Assistance: Jennifer Bennett

### EVENT VOLUNTEERS

Event volunteers were critical to the festival success. Most event volunteers became involved as a result of a direct personal link to a committee member. In addition, the Society had a list from 2013 which formed a volunteer base. At each fundraiser, as well as through the Society's website and promotions, the Society attracted new event volunteers, sufficient in fact to sustain the festival. The Society had a total of 50 affiliated volunteers on its roster by late September 2015.

## Society Goals and Artistic Vision

### GOALS

The goals of the Society remain much the same as those formed by the founding committee:

1. To bring the community into contact with well-known and emerging authors,
2. To nurture creative writing in youth and adults through workshops, contests and scholarships,
3. To maintain the reading series that has had a long history in the Town of Sidney, and
4. To ensure literary festivals continue on the Peninsula.

### FESTIVAL ARTISTIC VISION

A subcommittee, chaired by Benni Chisholm, compiled a list of approximately 100 potential authors to read at the festival. The subcommittee's purpose was to select nationally and internationally renowned authors popular with a diverse audience, who would, in combination, provide a gender and genre balanced program. From this list the Society Board contacted selected authors and invited them to participate in the festival.



*Photos by: David Milner*

## Festival Fundraising Events

All fundraising events were well attended and half of the events sold out. Pre-festival events consisted of readings at the Red Brick Café and at the Shoal Centre as well as a special movie presentation through a partnership with the Star Cinema. This approach was adopted not only to provide income but to nurture an audience for future festival events.

The readings began in February near Valentine's Day with Patrick Lane and Lorna Crozier on the topic of love in its many forms.

In April, Steven Hume gave a talk about his nonfiction historical work, together with an amusing presentation by MAC Farrant about her youth.

In June, the committee invited Monique Gray Smith and Pamela Porter to read from their respective works. Monique's passages referred to personal identity as an Aboriginal woman. Pamela read a number of poems on North Saanich and the beauty of this area.

In July at the Shoal Centre, folk singer and author Tim Rogers gave a reading from his book "The Sinking of the Southern Cross" interspersed with Newfoundland folk songs. At the end of July, the Star Cinema donated proceeds from "Far from the Madding Crowd", a movie that had a capacity audience.

Finally, the committee invited CBC's Bob McDonald and Saanich Peninsula author Sylvia Olsen to present at the Shoal Centre. Sylvia described her books on residential school life and Cowichan sweater knitters whereas Bob discussed three Canadian astronauts in outer space and supplemented his talk with spectacular images of the space station, the earth from space and astronauts performing tasks outside the station. This single final fundraiser grossed nearly \$2,000.

### FINANCIAL AND IN-KIND SUPPORT SOURCES

Our external support consisted primarily of grants, but we also received generous donations and discounts from businesses and other organizations, and personal donations by members of the community. This business and community involvement was vital to our success. Appendix 8 contains a full list of those individuals and organizations involved.

## Promotions

Gillian Crowley developed a promotion and communication plan to identify potential Festival audiences and then carried this forward to explore the most appropriate avenues to reach these audiences. She identified the need to improve the older website and worked with a designer to create a WordPress website that could be easily updated by a volunteer. She established Facebook and Twitter accounts to attract and interest the younger segment of the population. Gillian worked with Nicola Hestnes to design a new banner heading and a consistent look for the fundraiser posters.

### PROMOTIONAL MEASURES OF SUCCESS

1. The subscriber list grew from 30 at the first fundraiser in February 2015 to 150+ by mid-September 2015.
2. Information sent to the list of community and media contacts, as well as other contacts, resulted in a significant amount of earned media:
  - a. Articles on almost every fundraiser appeared in the Peninsula News Review. In addition, a number of Festival authors were highlighted in articles leading up to the Festival.
  - b. Two articles were published in Seaside Magazine with additional coverage in their Arts column describing our fundraisers and our Festival authors.
  - c. A short article appeared in the September Boulevard Magazine.
  - d. The Distinctly Sidney insert in the Times Colonist newspaper contained information about our festival and a free ad contributed by the CACSP appeared in the September 24th Saanich Peninsula insert in the Times Colonist.
  - e. Coverage by CBC Radio occurred for the fundraiser with Tim Rogers and interviews took place with festival writers Janie Chang and Richard Wagamese a few days before the festival.
  - f. Tanner's Books contributed a large ad in the Times Colonist.
3. In terms of Facebook activity, from September 22-28, 2015, we had 212 total reach, 177 post reaches, 38 posts clicked (likes, comments, shares, etc.) and of these we had 10 shares.
4. Monthly website visits between April 1 and September 30, 2015 varied from 130 to 1000. Peaks in activity depended on whether there was a fundraiser occurring and then visits rose sharply with the onset of the festival events. The majority of the visits were new visitors, indicating that we were reaching an ever-widening audience.
5. Many local groups shared information with their members via e-newsletters and social media; for example, the Community Arts Council of the Saanich Peninsula (CACSP) shared our information with 500+ recipients and the Sidney Business Improvement Association (BIA) also emailed our information to their extensive membership. Participating authors also

shared with their networks. Gil Namur shared our information with his websites increasing our contacts to about 8,500 although not all of these were local.

### WEBSITE EVALUATION

Through Google Analytics, 3,501 user sessions were documented for the festival website from April 1 until October 8, 2015. Users peaked at about 500 at the time of the festival. This traffic indicates a considerable amount of interest in the festival. A paid Facebook ad brought hits from Russia, Japan and Italy. The most frequent country of origin for users outside Canada was the United States. This response suggests that in future we may have to broaden contests advertised on our site to an international level.

### PAID ADVERTISING

A total of \$1,200 was budgeted for promotions initially, with a \$600 estimate of “in-kind” promotions. The in-kind promotions exceeded our expectations. Paid advertisements included two in the Peninsula News Review, one in BC Book World (circ. 100,000 province-wide), a small ad in Malahat Lite e-newsletter and a featured ad in HarbourLiving.ca for two weeks. An onscreen ad was also placed at the Star Cinema which ran from early August to the Festival. The reader board at the Mary Winspear Centre was booked for the last two weeks in September and the North Saanich Middle School reader board, which was part of our contract with the Panorama Recreation Centre, initiated a display in the week of the festival.

### COMMUNITY SUPPORT – PROMOTIONS

Many community groups and businesses assisted our efforts.

In particular:

- Tanner’s Books, a major sponsor, not only handled all the book sales during fundraisers and the Festival, but gave us their space for a large ad in the Times Colonist.
- CACSP, a major funder, shared our information with members, and gave us their space in the September Times Colonist insert.
- We obtained special rates at Monks Office Supply and Island Blue for posters and other printing.
- Red Brick Café opened its doors for no charge for our fundraisers.
- The Mary Winspear Centre supplied an interior display window for our festival promotion.
- A number of local hotels and inns agreed to offer discounted rates to Festival attendees from out of town (Appendix 8).

### OTHER

Tickets, which sold successfully online for the July and September fundraisers, continued to be sold for most Festival events except the “Breakfast with Authors” for which there were limited tickets. Although ticket buyers paid a small administrative fee, it seemed to be a popular option for those living outside the immediate area. Brown Paper Tickets, the online agent, also provided some promotional support through their social media.



*Photos by: Jo-Ann Way/nuttycake.com*

## Writing Contests

Two separate writing contests took place in conjunction with the festival. The qualifications for the postcard writing contest submissions were screened by Ann Taylor and Irish Brooke. Three experienced judges reviewed the content of the submissions for each respective contest.

### CHILDREN AND YOUTH WRITING CONTESTS

Submissions could be stories, non-fiction writing, poems, plays, songs, raps or illustrated tales with a maximum length of 1000 words.

Although the Sidney library accepted submissions, most of the submissions came through schools in District 63. Contestants could choose their own topic or one of a series of suggested topics.

#### 2015 Winners of the Children and Youth Writing Contests

Chloe Glesby, Kaya Crawford, Tanysha Mino, Angela Chou, Eden Hunter, Jack Wilson and Rachel Allen.



*Photo by: Jo-Ann Way/nuttycake.com*

### POSTCARD WRITING CONTEST FOR AGES 19 AND OVER

The Society challenged residents of Greater Victoria and the Peninsula over 19 years of age to write an original miniature story or a poem in 50 words or less. The entry-free contest ran for one month only beginning August 15, 2015 and we received 104 submissions. The contest received exposure via the internet and our website as well as through an article in the Peninsula News Review. The contest judges commented on the quality of the entries and Beverley Maynard, who processed the entries, suggested we produce a book with the submitted entries.

First and second prizes, consisting of \$150 and \$75, were awarded at the Literary Festival's Gala evening on Saturday, October 3, when the winners had the opportunity to read their pieces.

#### 2015 Winners of the Postcard Writing Contest

John Smith won first prize with his piece "Running" and Diana Jones received second prize for her entry "The Last Night".

## Festival Program Details

### FRIDAY, OCTOBER 2, 2015

#### YOUTH SCHOOL ACTIVITIES

The morning workshop at the North Saanich Middle School featured author Tara Saracuse who described how to build stories. Terry Ann Carter's afternoon workshop focused on types of Haiku and encouraged the students to write their own. At Parkland High School, Jeremy Loveday gave a series of spoken word performances to approximately 100 students. Jackie Rioux, a creative writing teacher at the school, hosted this workshop.



*Photos by: Jo-Ann Way/nuttycake.com*

#### OPENING CELEBRATION – 7:00 P.M. (NORTH SAANICH MIDDLE SCHOOL)

The lively trio Reverie provided music before the event and at intermission. Kenny Podmore, Sidney's Town Crier rang his bell and proclaimed the evening open. Seven authors read during the evening and student contest winners received their prizes. The authors were: Patrick Taylor, Naomi Beth Wakan, Chris Bullock and Kay Stewart, Zsuzsi Gartner, Lorna Crozier and Steven Galloway.

### SATURDAY, OCTOBER 3, 2015

#### READINGS – ALL DAY (THE SIDNEY PIER HOTEL'S SALLAS ROOM)

9:30 – 10:30 a.m.: Lorna Crozier and Arleen Paré. Lorna read from her book "The Wrong Cat." Arleen read from "The Lake between Two Mountains."

10:40 – 11:40 a.m.: Patrick Taylor and Zsuzsi Gartner. Patrick Taylor described a family and the incidents that happened to them after they opened their frozen lake to the public. Zsuzsi talked about dog people in a humorous fashion.

12:30 – 1:30 p.m. Steven Galloway and William Deverell. Bill read about his character Arthur Beauchamp while Steven read from “The Confabulist” in which Houdini escapes from a Russian stationary transport wagon.

1:40 – 2:40 p.m. Richard Wagamese and Charlotte Gill. Richard read from “Medicine Walk” and Charlotte read from her book “Eating Dirt”.

2:50 – 3:50 p.m. Des Kennedy and Janie Chang. Des read from his humorous “Climbing Patrick's Mountain” while Janie provided a more meditative reading from “Three Souls”.

4:00 – 5:00 p.m. Kay Stewart and Chris Bullock, Fred Stenson. The audience was intrigued by Kay and Chris’s collaborative writing experiences in “Unholy Rites”. Fred Stenson read from his novel “Who by Fire”, about a family battling a sour gas plant.

### WRITING WORKSHOPS (SIDNEY/NORTH SAANICH LIBRARY)

The two free workshops took place at the library, supported by the Friends of the Sidney/North Saanich Branch. In the morning, Naomi Beth Wakan instructed 18 budding authors at her memoir writing workshop. In the afternoon, Nikki Tate introduced active creative writing to 17, 9-12 year-old children by having them write on the spot.

### GALA – 7:30 P.M. (MARY WINSPEAR CENTRE, CHARLIE WHITE THEATRE)

Gregor Craigie of CBC emceed the evening. Sharon Hope commented on the growth of the festival and thanked the committee for their hard work. The two winners of the postcard writing contest read their work and received their prizes. Authors reading in the evening were: William Deverell, Arleen Paré, Fred Stenson, Des Kennedy, Janie Chang, Charlotte Gill and Richard Wagamese. Gregor Craigie moderated a panel discussion with all authors which centered about using real life people or experiences in fictionalized narratives.

### SUNDAY, OCTOBER 4, 2015

#### BREAKFAST WITH THE AUTHORS (HARO’S RESTAURANT, PIER HOTEL)

The hot buffet breakfast took place in Haro’s Restaurant. Susan Reece acted as emcee. Federal Green Party leader Elizabeth May, attending as a lover of literary festivals, gave a brief closing speech about editing her first book and her mentor Farley Mowat. Authors reading at the event were Janie Chang, Charlotte Gill, Des Kennedy, Fred Stenson and Richard Wagamese.

## Financial Statement

The approach of the 2015 Festival organizing committee was to enhance and expand the events offered in 2013. The 2015 Festival included several more authors, a few more events, and provided more refreshments at venues. This expansion resulted in greater expenditures, but also generated more income, and this new revenue adequately covered the extra expenses.

The Sidney accounting firm of Hale Hughesman prepared a statement of financial position for the period ending December 31, 2014 on behalf of the Society. Our assets at the end of 2014 were \$7,480, and at the end of 2015, our treasurer anticipates we will be in a similar position.

The 2015 festival cost of \$16,919 was covered by grants, donations and ticket sales. The festival fundraisers were very successful and paid much of the additional advertising and operational costs of festival events. See Appendix 9 for full details.

This report does not include \$4000 received from the Town of Sidney's Economic Development fund for 2015. This amount was treated as a loan, kept separate from our income, and will be repaid in accordance with their criteria. The question of 2015 scholarships for high school students intending to take creative writing or journalism at university, a current goal of the Society, will be addressed after the Annual General Meeting scheduled for December 3, 2015.



*Photo by: Jo-Ann Way/nuttycake.com*

## Festival Evaluation Results

Evaluation forms were distributed to all festival attendees including board and planning committee members, authors, students and event audience members (see Appendix 5). The purpose of the different evaluation forms was to determine audience and author satisfaction, ascertain what aspects of the festival could be improved and to assess, if possible, the economic impact of the festival. Feedback from student and library workshops is found in Appendix 6, and author and audience comments and suggestions for improving the festival are in Appendix 7. Form evaluations included those who may have attended more than one event and of course, some attendees did not fill out a form. As a result, the figures should be considered only as trend indicators.

### PLACE OF RESIDENCE FOR SATURDAY READINGS RESPONDENTS

| <b>Event<br/>N=85</b> | <b>Sidney and<br/>Peninsula</b> | <b>Greater<br/>Victoria</b> | <b>Island<br/>(including<br/>Gulf Islands)<br/>BC Mainland</b> |
|-----------------------|---------------------------------|-----------------------------|----------------------------------------------------------------|
| Saturday Readings     | 41 (48%)                        | 28 (33%)                    | 16 (19%)                                                       |

### RELATIVE AGE DISTRIBUTION OF AUDIENCE RESPONDENTS

| <b>Age</b> | <b>&lt;19</b> | <b>19-34</b> | <b>35-49</b> | <b>50-64</b> | <b>65+</b> |
|------------|---------------|--------------|--------------|--------------|------------|
| N=115      | 1 (< 1%)      | 4 (3%)       | 9 (8%)       | 43 (37%)     | 58 (50%)   |

### REPORTED SOURCES OF INFORMATION ABOUT THE FESTIVAL

| <b>Type</b>                             | <b>Individuals</b> |
|-----------------------------------------|--------------------|
| Word of Mouth                           | 70                 |
| Newspaper                               | 23                 |
| Festival Website                        | 14                 |
| Poster                                  | 14                 |
| Email Updates                           | 10                 |
| Magazine<br>(Bookworld one<br>of these) | 5                  |

| <b>Type</b> | <b>Individuals</b> |
|-------------|--------------------|
| Facebook    | 4                  |
| Radio       | 1                  |
| Fundraiser  | 1                  |
| Bookmark    |                    |
| Twitter     |                    |
| Other       | 7                  |

## SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – FESTIVAL EVALUATION RESULTS

### ATTENDANCE AT ALL FESTIVAL EVENTS – 2013 AND 2015 COMPARISON

| Event                                            | 2013     | 2015       |
|--------------------------------------------------|----------|------------|
| North Saanich Middle School-Workshop 1           | 38       | <b>43</b>  |
| North Saanich Middle School-Workshop 2           | 21       | <b>42</b>  |
| Parklands High School –Workshop 3                | 30       | <b>94</b>  |
| Sidney Library–Writing for Adults Workshop       | 7        | <b>19</b>  |
| Sidney Library-Creative Writing-9-12 years       | 23       | <b>17</b>  |
| Friday Opening Celebration                       | 125      | <b>110</b> |
| Saturday Evening Gala                            | 230      | <b>164</b> |
| Sunday Breakfast With Authors                    | 64       | <b>62</b>  |
| Saturday Reading 1:                              | 32       | <b>47</b>  |
| Saturday Reading 2:                              | 43       | <b>45</b>  |
| Saturday Reading 3:                              | 31       | <b>64</b>  |
| Saturday Reading 5:                              | 33       | <b>74</b>  |
| Saturday Reading 6:                              | 16       | <b>33</b>  |
| Saturday Reading 7:                              | Not held | <b>26</b>  |
| Attendance includes those at more than one event | 693      | <b>840</b> |

### AUDIENCE EVALUATION FORM EVENT RATING

| 2015 Event                             | Total Forms | Excellent | Good | Neutral | Fair | No rating |
|----------------------------------------|-------------|-----------|------|---------|------|-----------|
| Friday Opening Celebration             | <b>27</b>   | 16        | 9    |         | 2    |           |
| Paired Readings (Summed over 6 events) | <b>70</b>   | 56        | 13   |         |      |           |
| Saturday Evening Gala                  | <b>24</b>   | 22        | 2    |         |      |           |
| Breakfast                              | <b>24</b>   | 19        | 4    |         | 1    |           |
| Memoir Workshop                        | <b>19</b>   | 14        | 4    |         |      | 1         |
| Overall Festival Rating                | <b>83</b>   | 47        | 32   | 1       | 3    |           |

AUTHOR RESPONSES

| Rating-Festival Organization 2015<br>N=6 | Excellent | Good | Neutral | Fair | No rating |
|------------------------------------------|-----------|------|---------|------|-----------|
| Overall experience                       | 5         | 1    |         |      |           |
| Friday Night Celebration                 | 4         | 1    |         |      | 1         |
| Day Readings                             | 4         | 2    |         |      |           |
| Saturday Evening Gala                    | 5         | 1    |         |      |           |
| Sunday Breakfast                         | 6         |      |         |      |           |
| Hotel Quality                            | 3         | 3    |         |      |           |
| Overall Rating of Festival               | 5         | 1    |         |      |           |
| Opportunity to meet fellow authors       | Yes=5     |      |         | 1    |           |
| Information received in timely manner    | Yes=6     |      |         |      |           |
| Recommend festival to other authors      | Yes=6     |      |         |      |           |



Photo by: Jo-Ann Way/nuttycake.com

## Festival Audience General Characteristics – 2015

According to the completed evaluation forms, literary festival audience members not only arrived from nearby municipalities and Greater Victoria but from locations further away such as Duncan, Comox, Secret Cove, Greater Vancouver, Mayne Island and Kelowna. Salmon Arm represented the furthest distance travelled by an attendee. By far the most frequent source of information about the festival was by word of mouth followed by newspapers. Most participants were 50 or older. Compared to the festival in 2013 there was a substantial increase in attendance at the Saturday readings, the library workshop for adults and at all school events.

### SUNDAY BREAKFAST WITH AUTHORS SUMMARY

Most respondents came from locations within 6 km but about 20 percent came from such locations as Greater Vancouver, Secret Cove, Comox and Shawnigan Lake. This finding is consistent with the figure for visitors outside the Peninsula and Greater Victoria reported in the Saturday reading evaluations. The ages of the attendees ranged from 19 to 65+ but like the overall festival pattern, the majority of ticket holders were over 50. Over half of the respondents to the questionnaire stated they had learned about the breakfast by word of mouth; the rest learned of the breakfast through the newspaper, a magazine article, radio, the festival website and email updates. Two individuals had some advice for the book seller about organizing book sales and thought there should have been discounts.

### TWO SIDNEY/NORTH SAANICH LIBRARY WORKSHOPS

#### **Memoir Writing Workshop – Naomi Wakan (Evaluation Forms: 19)**

Over seventy five percent of respondents to the evaluation form indicated that they wanted to begin writing memoirs or wished to gain ideas for continuing to write memoirs. Almost half mentioned they had been surprised by memories that they had forgotten. Most attendees heard of the workshop through email, Facebook or word of mouth. A few had seen a library poster. All respondents stated they would recommend the workshop to others. About one third of the individuals who answered wished the workshop was longer, found it very helpful or wanted similar workshops in future. Another third commented that Naomi was a good presenter, well organized, inspiring and enthusiastic. Others mentioned the energy present in the room, the good ideas they received and the practical tools Naomi gave them.

**Children's Creative Writing Workshop for ages 9-12 – Nikki Tate (Evaluation Forms: 16)**

Seventy-five percent of the children answering our questions enjoyed everything about the workshop including the creative writing and brainstorming. Over 60 percent of the children would not change anything about the workshop although some wished that the workshop could have been longer.

**STUDENT WORKSHOP EVALUATION SUMMARIES-NORTH SAANICH MIDDLE SCHOOL AND PARKLANDS HIGH SCHOOL**

**North Saanich Middle School – Tara Saracuse, Building Stories (Evaluation Forms: 43)**

More than 30 percent of the students filling out the questionnaire felt Tara was encouraging, charismatic, engaging, insightful and inspiring. She appreciated children's stories. An equal number of students commented that she addressed how to become a better writer, the financial realities of writing, gave her own experiences as a writer and covered the writing concepts. In terms of improvements, 16 students stated that using a power point presentation would have been helpful, but almost as many students stated nothing about the workshop required change. Some students though wanted more time for writing.

**North Saanich Middle School – Terry Ann Carter, Haikus (Evaluation Forms: 42)**

Over 50 percent of the students stated on the evaluation forms that learning to make better haikus and listening to the haiku poems being read as well as creating their own haikus were the best aspects of the workshop. The same number of students felt nothing could improve the workshop but 14 felt there should be more writing time and less talking.

**Parkland High School – Jeremy Loveday, Spoken Word Performance (Evaluation Forms: 82)**

The majority of students answering the evaluation described Jeremy's enthusiasm, positive energy, powerful poetic expression, honesty, passion and inspiring words (57). Thirteen liked his beat boxing and five mentioned his poetry as being new or novel to them. This accounted for over seventy -five percent of the respondents. Many students felt that nothing could be done to improve the performance (26). However, a number of students felt that multiple poets on stage would be good, particularly of high school age and there needed to be more audience engagement. An equal number felt that just increasing the length of the performance with more poems would be sufficient.

## Economic Impact of the Festival

Based on the audience survey respondents, a number of participants invested in meals (19) and accommodation (5), books from Tanner's (35) as well as shopping for articles in local Sidney stores (3). The numbers are no doubt under represented given the fact that about 20 percent of the audience were from out of town. The figures do not cover coffee, tea and snacks consumed during the festival or meals purchased by authors on ferries and/or meals consumed by the committee during the events. The Pier Hotel, The Mary Winspear Centre, The Panorama Recreation Centre and Tanner's Bookstore received direct financial benefits. Several of these businesses would also have received indirect benefits through audience visits. Those businesses which the Society used in preparation for the festival also gained financially. Tanner's, in particular, benefitted by being the preferred book seller at the festival.



*Photo by: Jo-Ann Way/nuttycake.com*

## Discussion and Conclusions

In the Society's opinion, the enhanced overall attendance, increased website activity, the people willing to travel long distances to our festival combined with the majority of excellent and good ratings for the events indicate a successful endeavor. We have had many compliments regarding the 2015 festival as well as suggestions for improvement in preparation for the next festival. Both the positive comments and the suggestions for improvement are cited in Appendix 7. Our committee will be meeting to address such items as the vision for the Society, advertising, more variety in the events, the roles and numbers of the planning committee, and the evening events.

We thank our audience for taking such care to provide us with recommendations for additional authors and we appreciate the constructive suggestions from both invited authors and audience members which will be used to improve future festivals. The Society hopes for continued financial and in-kind support from the community which is so essential to being able to invite renowned authors to attend the festival and to bring literary enrichment to the Peninsula.



*Photo by: Jo-Ann Way/nuttycake.com*

## Appendix 1: Chronology

The purpose of the chronology is to document the evolution of the 2015 festival.

### September 2014

Some information transfer from former festival committee members began more than one year in advance of the 2015 festival. The group applied for CACSP funding (the deadline was September 30). A name or title change was considered appropriate to make the group more inclusive. The name was registered at the end of September.

### October 2014

The first formal meeting of those interested in a 2015 festival took place at Janet Daines' where the participants reviewed the format of the last festival and an over view was given of the steps taken to reach the final 2014 festival. Those attending formally accepted key positions. A subcommittee of past members constituted the 2015 Authors' Search committee and began to look for a selection process.

### November 2014

Several volunteers joined the committee-the majority came from the Peninsula Newcomers Association and their connections. Committee members focused on finding additional members for the core group. The group established duties for the fund raising coordinator. Gillian Crowley made a list of potential grants that could be applied for. The committee decided on the first Red Brick fundraiser in February with Patrick Lane and Lorna Crozier. The group explored venue options.

### December 2014

By this date, the Society had found a website person, a poster designer, a treasurer, secretary and a person who was used to planning performances. The group became a registered Society and sketched out a plan for several additional fund raisers. We made arrangements to hold meetings at the Sidney library for each Monday of the month with secondary meetings at members' residences. We held a review of the current website.

### January 2015

The subcommittee presented their author choices to the Society officers, and disbanded. Grant writing began by first targeting those grant applications that had been successful in 2013. The website was transformed over several weeks. We created a poster distribution plan. We booked most of the venues and established connections with various businesses in the Sidney area. We began a liaison with the schools to establish the youth activities.

### February 2015

The tasks of the officers became more defined; Lorna Crozier and Patrick Lane performed at the Red Brick Café. Grant writing continued for the next several months. Authors responded to letters of invitation to the festival. The Society reviewed a sponsorship package produced by Gillian Crowley.

### March 2015

The Society discussed various events of the 2015 festival in much more detail and the treasurer created a tentative budget for paying authors and financially supporting advertising as well as a budget for other festival expenses. Considerable interaction began with the Pier Hotel concerning the Breakfast with Authors, day reading activities and room costs.

### April 2015

The Society held its second fundraiser at the Red Brick Café and further fundraisers were planned in detail for June, July and September. The Society discussed festival ticket prices and types. The president created a schedule of times for author performances and modified the schedule over the next five months. The focus changed from author invitations to finding sponsorship for author expenses.

### May 2015

The education coordinators developed the youth contests. Apologies and rejections received from several authors led to different authors being considered and invited. The Society continued to look for volunteers and additional committee members. Website final revisions were completed to include photos and bios of all attending authors and ticket prices, Facebook links and Twitter.

### June 2015

The third Red Brick fundraiser took place with Pamela Porter and Monique Grey Smith; the Society planned to appear at the Thursday Night Market twice in August. The Society contacted Sandy Oliver for details about our partnership in the movie showing. We received money from the CRD and a loan from the Town of Sidney. We produced a detailed timeline for promotions. We revised our membership and contact lists. We continued to look for volunteers and sponsorship.

### July 2015

We generated formal membership applications. Tim Rogers performed at the Shoal Centre. The Society promoted the festival and fund raisers widely to book clubs, environmental organizations, seniors groups, and business organizations. The Society booked the Mary Winspear Conference Centre Reader Board for an extra week and arranged for the North Saanich Middle School reader board to advertise the festival. The first list of VIP invitations was made.

### August 2015

Details of the postcard writing contest were finalized. Festival stories, ads and articles began appearing regularly in magazines and newspapers. The Society finalized the payment structure for authors. We shared booths at the Sidney Thursday market to distribute bookmarks and information. Details of the student contest were reviewed and a poster prepared. Society members created time and action plans for each of the festival events. Festival tickets sales went on line. By this time almost all funds that might come from granting agencies had arrived.

### September 2015

The Society reviewed and modified the time and action plans. Volunteer responsibilities for each event were allocated. VIPs were invited, and food orders placed. We finalized details such as flowers. Judging took place for the postcard writing contest and later in the month, the student contests. The focus now was on as much promotion of the festival events as possible. Flyers depicting the library workshops and the two evening events were circulated to help advertise the festival. Bob McDonald and Sylvia Olsen presented their work at the Shoal Centre.



*Photo by: Jo-Ann Way/nuttycake.com*

## Appendix 2: Committee and Fundraising Photos

### EXECUTIVE AND FUNDRAISING COMMITTEES



*Photos by: (top left) Jeff Daines; (top right) Janet Daines; (middle/bottom left) Gillian Crowley;  
(bottom right) Jo-Ann Way/nuttycake.com*

## SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – APPENDIX 2: COMMITTEE AND FUNDRAISING PHOTOS

### RED BRICK CAFÉ FUNDRAISERS



*Photos by: Jo-Ann Way/nuttycake.com*

### SHOAL CENTRE FUNDRAISERS



*Photos by: Jo-Ann Way/nuttycake.com*

# SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – APPENDIX 3: FESTIVAL PROMOTIONS – POSTERS AND BOOKMARK

## Appendix 3: Festival Promotions – Posters and Bookmark

*Sidney & Peninsula Literary Festival*

**OCTOBER 2, 3, & 4  
2015**

Chris Bullock  
Terry Ann Carter  
Janie Chang  
Lorna Crozier  
William Devereil  
Stephen Galloway  
Zsuzsi Gartner  
Charlotte Gill  
Des Kennedy  
Jeremy Loveday  
Arleen Paré  
Tara Saracuse  
Anny Scoones  
Fred Stenson  
Kay Stewart  
Nikki Tate  
Patrick Taylor  
Richard Wagamese  
Naomi Beth Wakan...

Readings, Workshops, Writing Contests,  
Gala, and Breakfast with the Authors.

Tickets at Tanner's Books, Sidney,  
Munro's Books, Victoria or at:  
[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)

[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)

*Sidney & Peninsula Literary Festival*

**An Evening Reading with  
Lorna Crozier & Patrick Lane**

**Friday Feb. 13th - 7 pm**  
Red Brick Café - Sidney

Doors open at 6:30 pm  
Tickets \$10 at Tanner's Books  
& Munro's Books in Victoria

In Support of the 2015 Festival

Limited tickets  
[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)

*Sidney & Peninsula Literary Festival*

**Red Brick Readings Series**  
In support of the 2015 Literary Festival

**Stephen Hume & M.A.C. Farrant**

Thursday, April 2nd 7pm (Doors at 6:30)  
Red Brick Cafe, Sidney

Advance tickets: 10 dollars  
Tanner's Books, Sidney & Munro's Books, Victoria  
Limited seating

[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)

*Sidney & Peninsula Literary Festival*

**Red Brick Readings Series**  
In support of the 2015 Literary Festival

**Pamela Porter** **Monique Gray Smith**

**Friday, June 5th at 7pm**  
Red Brick Cafe, Sidney

Advance Tickets: \$10  
Tanner's Books, Sidney & Munro's Books, Victoria  
Limited Seating

[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)  
Facebook.com/sidneyliteraryfestival

*Sidney & Peninsula Literary Festival*

**Tim Rogers, author and folksinger, will read from his fictional account of the mysterious sinking of the SS Southern Cross in 1915 off Newfoundland. Traditional songs will accompany this rousing maritime story.**

**Thursday, July 16  
7 - 9 pm**  
Shoal Centre Auditorium  
10030 Resthaven Dr, Sidney

**Tickets: \$10**  
Tanner's Books,  
Sidney and  
Munro's Books,  
Victoria

Fundraiser in  
support of the  
2015 Literary Festival

[www.sidneyliteraryfestival.ca](http://www.sidneyliteraryfestival.ca)

*Sidney & Peninsula Literary Festival*

In support of the Oct. 2-4 Literary Festival

**Bob McDonald and Sylvia Olsen Present,  
Earth: From Space and Nearby**

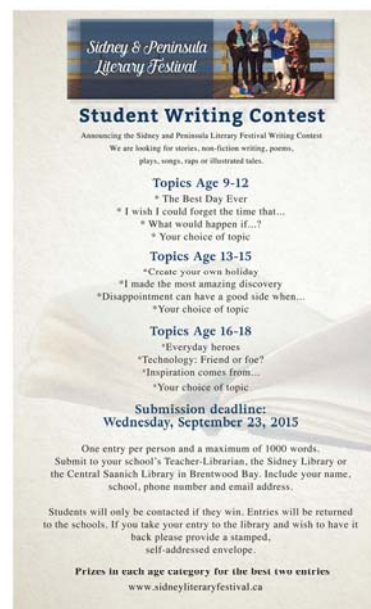
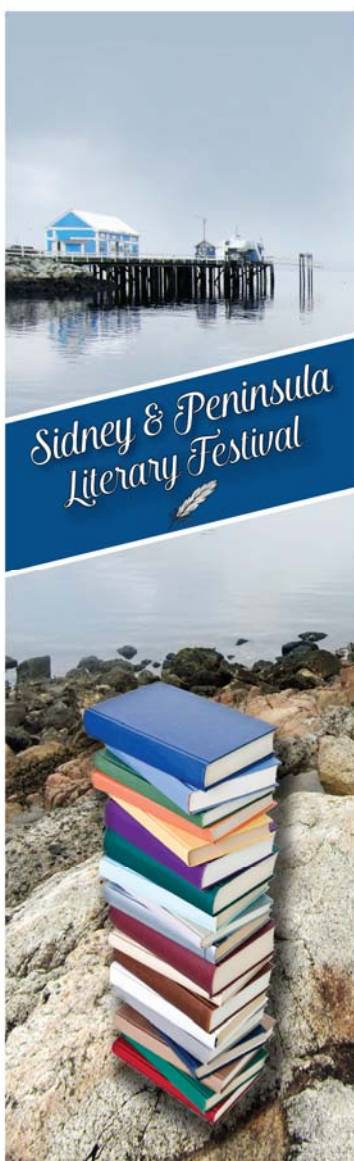
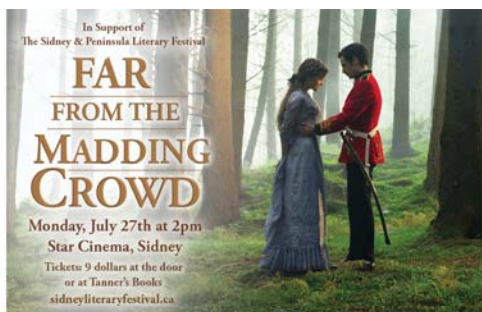
**Quirks & Quarks Host** **Author of 12 children's & adult books**

**Friday, Sept. 11 at 7 p.m.**  
Shoal Centre Auditorium, 10030 Resthaven Dr, Sidney

Tickets: \$15 (includes refreshments)  
At Tanner's Books, & Munro's Books, or online  
at [sidneyliteraryfestival.ca](http://sidneyliteraryfestival.ca)  
Limited Seating

Facebook.com/sidneyliteraryfestival

# SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – APPENDIX 3: FESTIVAL PROMOTIONS – POSTERS AND BOOKMARK



## Appendix 4: Festival Photos

### NAOMI WAKAN MEMOIR WORKSHOP



*Photos by: Jo-Ann Way/nuttycake.com*

### STUDENT WORKSHOPS



*Photos by: Jo-Ann Way/nuttycake.com*

FRIDAY NIGHT OPENING CELEBRATION



*Photos by: Jo-Ann Way/nuttycake.com*



SATURDAY FESTIVAL



*Photos by: Jo-Ann Way/nuttycake.com*

SUNDAY BREAKFAST WITH AUTHORS



*Photos by: Jo-Ann Way/nuttycake.com*

## Appendix 5: Festival Evaluation Forms

### Authors

*Thank you for participating in the 2015 Sidney & Peninsula Literary Festival. Please spend a few minutes filling out this survey as the results will help organizers of the next Festival immeasurably. Please circle your answers below.*

1. Overall, please rate your experience as a participating author at this Festival.

Excellent      Good      Fair      Poor

2. Did you receive the information you wanted about Festival details in a timely manner? Yes No

3. Please rate the following. Choose N/A for Not Applicable if appropriate.

a) General organization of:

**Friday Evening Celebration**

Excellent      Good      Fair      Poor      N/A

**Your Daytime Reading at the hotel**

Excellent      Good      Fair      Poor      N/A

**Saturday Evening Gala**

Excellent      Good      Fair      Poor      N/A

**Sunday Breakfast with Authors**

Excellent      Good      Fair      Poor      N/A

b) Quality of your Pier Hotel accommodation

Excellent      Good      Fair      Poor      N/A

c) Arrangements for ground transportation during the Festival [include N/A]

Excellent      Good      Fair      Poor      N/A

4. Did you have sufficient opportunities to meet with fellow authors? Yes No N/A

5. Would you recommend participating in a future Sidney & Peninsula Literary Festival to other authors? Yes No Not Sure

6. Comments, expansion on your ratings above, or suggestions?

## Audience

1. How did you first learn about the Festival?

☐ Festival website ☐ Bookmark ☐ Newspaper ☐ Magazine

☐ Radio ☐ Twitter ☐ Poster ☐ Facebook ☐ Word of Mouth

☐ Emailed Updates ☐ Other: \_\_\_\_\_

2. Where do you reside? (i.e. Sidney) \_\_\_\_\_

3. Your age group:

☐ 18 or under ☐ 19-34 ☐ 35-49 ☐ 50-64 ☐ 65+

4. Events you have attended or plan to attend:

☐ Friday October 2 Opening Celebration ☐ Saturday October 3 Memoir Writing

Workshop ☐ Saturday October 3 Author Readings ☐ Saturday night October 3 Gala ☐

Sunday October 4 Breakfast with the Authors

5. Please rate the following events:

Opening Celebration: Poor Fair Good Excellent N/A

Sat. Evening Gala: Poor Fair Good Excellent N/A

Sat. Paired Readings: Poor Fair Good Excellent N/A

6. What is your overall impression of the Festival?

*Please circle:* Poor Fair Neutral Very Good Excellent

7. While attending the Festival, did you purchase any of the following?

☐ Accommodation ☐ Books ☐ Restaurant Meal

☐ Other goods or services \_\_\_\_\_

8. Suggestions for future festivals or authors? Comments? (*Use back*)

*Please return questionnaire to a volunteer. Or, you may wish to complete it online.*

## Students

*Your answers to this survey will help us organize other workshops in the future.*

1. What did you like best about this workshop or performance?
2. How could we make it better?

*Please give this survey back to your teacher or the festival volunteer. Thank you!*

## Memoir Writing Workshop

*Thank you for attending this workshop. Please fill out this questionnaire to help Naomi and the Literary Festival organizers plan future workshops.*

1. What was your primary reason for coming to this writing workshop? Please check one.  
☐ To get ideas for starting my memoirs  
☐ To get ideas for continuing or finishing my memoirs  
☐ Other (please describe) \_\_\_\_\_
2. Please give us your overall impression of this workshop. Circle your answer.  

|           |      |      |      |
|-----------|------|------|------|
| Excellent | Good | Fair | Poor |
|-----------|------|------|------|
3. You do not have to write what it was, but were you surprised by anything you wrote in this workshop?
4. How did you learn about this workshop? Please check off all that apply:  

|                                           |                                      |                                 |                                        |
|-------------------------------------------|--------------------------------------|---------------------------------|----------------------------------------|
| <input type="checkbox"/> Festival website | <input type="checkbox"/> Newspaper   | <input type="checkbox"/> Poster | <input type="checkbox"/> Word of Mouth |
| <input type="checkbox"/> E-mail           | <input type="checkbox"/> Other _____ |                                 |                                        |
5. Would you recommend this workshop to others? ☐ Yes ☐ No
6. Comments on this workshop and suggestions for future workshops sponsored by the Literary Festival?

### **Committee Planning/Board Member**

*Please use the back of the form for additional space.*

In your opinion which events were most enjoyable from the attendance point of view?

What events would you eliminate if any and why?

Was the overall festival worth it when you consider the work involved?

Would you serve on the planning committee/Board again?

Can you think of other roles that should be created in terms of executive committee or Board members? For example we have potentially separated the promotions and grants role into three positions.

Are there more effective approaches to the concept of the festival than we presented this year?  
What other events would you suggest?

Other comments:

*Thank you for being part of the development of the 2015 festival*

## Appendix 6: Festival Evaluation Form Responses

### TWO SIDNEY AND NORTH SAANICH BRANCH LIBRARY WORKSHOPS

#### 1. Naomi Wakan – Memoir Writing (Evaluation Forms: 19)

##### Primary Reason for Attending

- Ideas for continuing memoirs: 9
- Ideas for starting memoirs: 6
- Other: 4

##### Overall Impression of Workshop

- Excellent: 14
- Good: 5

##### Surprised by what you wrote?

- Yes or caused me to remember memories I'd forgotten: 9
- Did not bring up anything: 2
- Blank: 8

##### Source of information on workshop

- Email/Facebook: 6
- Word of mouth: 5
- Newspaper: 2
- Festival Website: 1
- Poster: 4

##### Recommend workshop to others

- Yes: 19

##### Comments:

- Wish it was longer, very helpful, more of same: 6
- Good presenter, organized, inspiring, enthusiastic: 6
- Energy of the room is what I was looking for; good ideas, practical tools: 5
- Blank Comment section: 2

#### 2. Nikki Tate – Children's Workshop (Evaluation Forms: 16)

##### What did you like best about the workshop?

- The story writing, everything, brainstorming: 12
- Character development: 2
- The room: 1
- Figuring out other people's stories: 1

**How could we make it better?**

- More time, nothing: 10
- I couldn't eat the tic tacs-I'm gluten sensitive: 1
- Illegible: 1
- I would like to make up a random story: 1
- Make books: 1
- Start cartooning: 1
- Blank: 1

THREE YOUTH WORKSHOPS IN NORTH SAANICH MIDDLE SCHOOL AND PARKLAND HIGH  
SCHOOL-FRIDAY OCTOBER 2, 2015

**1. North Saanich Middle School/Tara Saracuse – Building Stories (Evaluation Forms: 43)**

**What did you like best about the workshop?**

- The workshop was fun, new/ interesting/good-I got to find out about book making/illustrating: 6
- Tara was encouraging, charismatic, engaging/ insightful and inspiring; she appreciates children's stories, has online materials: 16
- How to become a better writer, the financial realities of writing, Tara's experience as a writer, the writing concepts: 16
- People sharing thoughts, interactive experience: 3
- The draw: 2

**How could we make it better?**

- Nothing: 15
- PowerPoint/video: 16
- A present: 1
- More excitement, more active writing, more writing pointers and why you write books: 11

**2. Terry Ann Carter – Haiku (Evaluation Forms: 42)**

**What did you like best about the workshop?**

- Everything/fun/inspiring: 5
- Learning to make better haikus, listening and creating my haiku: 22
- Reading the poems and interactive writing: 3
- The different types of Haiku, and where to house them: 1
- She went to a very deep level, reading inspirational haikus: 8
- Getting out of math: 1
- The art: 1
- Blank: 1

**How could we make it better?**

- Nothing: 22
- Youth book/matchbox making for containing haikus and more workshops: 3
- More writing time/less talking: 14
- Drawing something after/more visuals: 2
- Some quiet music: 1
- Broaden the subjects addressed: 1
- More haiku examples: 1
- More gifts for the draw so more people have a chance to win: 1

**3. Parkland High School – Jeremy Loveday, Spoken Word Performance (Evaluation Forms: 82)**

**What did you like best about the workshop?**

- Beat boxing: 13
- Enthusiasm, energy, powerful poetic expression, honesty, passion, moving and inspiring: 57
- New or novel: 5
- His life experience and diversity: 3
- Benefit of Slam Poetry: 1
- Audience Engagement: 2
- No comment: 1

**How could we make it better?**

- Nothing 26
- Multiple poets including high school age, more audience engagement: 13
- Longer/more of the same: 14
- Avoid making mistakes in performance: 2
- More beat boxing: 2
- Less beat boxing: 1
- Delay questions until the end: 1
- Give out snacks: 2
- Host questions sounded scripted and artificial: 1
- Preparation of the students ahead so they could ask questions: 2
- More discussion of social issues: 2
- Hard for International students to follow: 2

## Appendix 7: Festival Comments and Suggestions for Improvement

Most of the returned evaluation forms carried comments of various types. These are listed below together with emails that were received.

### AUTHOR COMMENTS:

- *Gillian (promotions and grants member) was so quick in responding to queries and the volunteers were so helpful that it was the smoothest festival I have ever been at.*
- *Amazing volunteer effort. Booktown should be very proud.*

### EMCEE COMMENT:

- *...many congratulations on this year's festival which I thought was a great success. The authors were wonderful - but authors alone do not make a festival and I know you all worked very hard, and very effectively together, to make the entire weekend run seamlessly (or so it appeared at least). There was a wonderful festive atmosphere and you could tell people were thoroughly enjoying themselves. Well done to all of you - and your team of volunteers.*

### AUDIENCE COMMENTS:

- *A very good balance of upcoming and established authors, poetry and prose/ very good selection of authors/ excellent authors/ Steven Galloway and Bill Deverell-great pairing, great pairings. (7)*
- *Overall, I thought the paired readings were the best event I took part in and especially liked Steven Galloway, Richard Wagamese, Charlotte Gill and William Deverell. Fred Stenson was also great at the gala as was Des Kennedy. I thought the organizers did a superb job overall.*
- *Congratulations on a well-organized festival and I look forward to next year's.*
- *Congratulations on a brilliant festival-well done! Thank you! (2) Inspiring, exciting and wonderful event, readings were fantastic! Festival has been fabulous/Fantastic festival! Well organized, a very welcoming atmosphere with great readings by an amazingly talented and entertaining lineup writers. Thanks all of you! (9)*
- *I was very impressed by the Literary Festival. From my limited point of view, everything went off smoothly, beautifully... Both evening emcees were perfect, the ideas of awards for kids and the 50-word story were great. It looked like plenty of books were sold.*
- *You must all be very pleased with the way the Festival went this past weekend, it was WONDERFUL!! BRAVO!!! Lovely to see all the refining new touches that gave the Festival an air of real elegance!!*
- *...had a great time at the author's readings on Saturday. It was a wonderful way to be introduced to new authors. I now have lots of reading for the fall.*
- *You did a great job with the variety you offered. I was remiss in not organizing my calendar in time to catch more events.*

## SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – APPENDIX 7: FESTIVAL COMMENTS AND SUGGESTIONS FOR IMPROVEMENT

- *Congratulations on organizing such a wonderful event. Everyone enjoyed it so much, including Ken and I.*
- *As someone new to the area, I enjoyed becoming familiar with some B.C. authors.*
- *I was so surprised and pleased to receive a free ticket to the Saturday evening Gala! I enjoyed it immensely!!*
- *I have attended all day Saturday and have been most impressed with all the authors and with the punctuality of each of the sessions.*
- *Loved the story telling.*
- *Small (festival) but good potential.*
- *Needed and great.*
- *Attentive audience.*
- *Very well organized/ Great job by the organizers/ everyone was helpful, friendly and enthusiastic, really well done. (4)*
- *Wish I could have gone to more!*
- *Ask authors: (12) Martin Walker, Allan Bradley, Joseph Boyden (2), Esi Edugyaen, Shelagh Rogers, MAC Farrant (2), Fraser Nixon, Margaret Atwood, Thomas King (2), Camelia Gibb, Susan Juby –Wingfield Farm (Dan Needles), Spider Robinson, Charles De Lint (2) (?), Pauline Holdstock, Erin Robinson, Ruth Ozeki (2), Penny Draper, youth author and Ryan Knighton, from Capilano University.*

In almost all cases respondents gave suggestions for improvement and these are listed below.

### AUTHOR SUGGESTIONS FOR IMPROVEMENT:

- *To assist authors with reading preparation, the desired length of readings should remain consistent.*
- *The lack of a decent breakfast facility at the hotel was disappointing.*

### AUDIENCE SUGGESTIONS FOR IMPROVEMENT:

- *More authors like Lorna Crozier, Steven Galloway and Richard Wagamese who draw us into facets of our world.*
- *I'd love to see ways to engage younger people and encourage you to continue with authors like Steven Galloway and Charlotte Gill.*
- *Paired readings a bit pricey!*
- *More writing workshops/ more hands on. (2)*
- *More panel discussions.*
- *I thought the Friday evening was good but found the sound difficult to hear for Patrick Taylor in particular. I thought the first three authors were not as engaging but the last part of evening was great.*
- *Friday evening intermission space too crowded. Saturday Evening only one bartender; too long to get wine.*
- *I think that the tea and coffee should have been free at the Saturday Gala.*

## SIDNEY & PENINSULA LITERARY FESTIVAL 2015 – APPENDIX 7: FESTIVAL COMMENTS AND SUGGESTIONS FOR IMPROVEMENT

- *Easier to purchase tickets on day of event, website and Tanner's not available then.*
- *Have all books available all day not just the authors who have just read.*
- *More publicity in Victoria/publicity seems invisible/ Better advertising/Have evermore PR and Ads. (4)*
- *Had assumed that the gala was a party with a band. Was quite disappointed by the lack of festivities that the word gala implies.*
- *Emcee did not stand close enough to the microphone/emcee and authors need microphone familiarity-the last paired reading. (2)*
- *Raised podium at day readings.*
- *Would have loved to hear some of the children's stories on Friday night/A lot of the attendees approached me and said that they would have loved to have me (the author of one of the winning entries of the student contest) read out my entry to them. They also commented that they would love to see the entries/winning entries on the website here/ More child authors would be great too. (3)*
- *Better music (Sat. night).*
- *Book discounts. (3)*
- *Confusion over tickets at Opening Ceremony-too many places to go to get tickets vetted/ tickets for people who bought on line was confusing/ volunteers did not have sufficient information to address those with on line tickets. (3)*
- *Turnaround time at the paired readings was a bit tight/need a 15 minute break in the afternoon/ shorter paired readings to allow more time for book buying. (5)*
- *Shorter bios and introductions by emcee for paired readings/introductions should be 45 seconds. (2)*
- *For Friday night cushioned seats, caffeinated coffee, chair for speakers or couch.*
- *Friday night event hard to get to for out of towners who do not have a car.*
- *At Paired Readings: I'd like a door monitor-it was noisy with late comers or volunteers leaving/people buying books made noise. (8)*
- *Photographer took so many photos at paired readings it was distracting/worst during poets reading but improved later. (3)*
- *Better organization and advertising.*
- *Don't store boxes of books in reading room.*
- *Would rather authors select excerpts and then provide process and interpretive details.*
- *Authors should be interviewed by an experienced person to change the format of events.*
- *Re Breakfast: it was disappointing to know that book clubs co-opted seats-which I consider exclusionary behavior and should not have been tolerated. In fact all participants should have been assigned a seat, perhaps by draw to encourage mixing and meeting each other. Having to arrive God knows how early to insure that one sits with an admired author is uncivilized. Every aspect of planning this event should incorporate openness and a welcoming attitude.*

## Appendix 8: Sponsorships, Donations and Grants

### SPONSORSHIPS, DONATIONS AND GRANTS AS OF OCT. 12, 2015

The Sidney and Peninsula Literary Festival Society would like to acknowledge a number of anonymous donors. We thank all supporters very much. The following is a list of known contributors to our festival.

#### CASH SPONSORSHIPS AND DONATIONS

- Brick Books for Arlene Paré
- Harper Collins for Janie Chang
- Hamish Hamilton Canada Books for Zsuzsi Gartner
- Rain Coast Books for Patrick Taylor
- ECW Press for Bill Deverell
- Book Town group
- Friends of the Library
- Saanich Peninsula Community Literacy
- School District 63
- Star Cinema
- Tanners books
- Victoria Int'l Airport
- Benni Chisolm
- Jean Johnson
- Susan Simosko
- Viola Van Ruyt

#### DONATIONS IN KIND – BUSINESS AND INDIVIDUAL

- BIA – Sidney
- Brown's Florist
- CACSP
- Chamber of Commerce – Saanich Peninsula
- Elizabeth May
- Garry Holman
- Gil Namur – Synaptic Systems Inc.
- Island Blue
- Jennifer Bennett
- Jumping Bean Café
- Mary Winspear Centre
- Monks
- Newport Realty, Sidney
- Nicola Hestnes
- Jo-Ann Way/  
Nuttycake.com
- Peninsula News Review
- Red Brick Café
- Save-on Foods
- Seaside magazine
- Sidney and Brentwood Libraries
- Sidney Pier Hotel
- Susan Ferguson
- Tanner's
- Thrifty Foods

IN ADDITION, THE FOLLOWING HOTELS & INNS OFFERED FESTIVAL GOERS A DISCOUNT ON THEIR ROOMS.

- Sidney Pier Hotel
- Sidney Waterfront Inn and Suites
- Cedarwood Inn & Suites
- Airport Travelodge
- Best Western Emerald Isle
- Beacon Inn

#### GRANTS RECEIVED

- Community Arts Council – Saanich Peninsula
- District of North Saanich
- Town of Sidney (Loan)
- CRD Arts IDEA grant
- League of Canadian Poets (related to Canada Council)
- Writers' Union of Canada

(Note: Although we did not receive the requested Canada Council grant, we were required to include their logo in connection with the Writers' Union and Poets' League grants.)

# Appendix 9: Financial Summary

## Sidney & Peninsula Literary Festival 2015 Financial Report

### Expenses

|                                    | Projected | Actual |
|------------------------------------|-----------|--------|
| <b>Production Expenses</b>         |           |        |
| 1. Artistic Director/Producer fees |           |        |
| 2. Fees paid to artists            | 11,260    | 9,994  |
| 3. Technical/Curatorial Fees       | 150       | 200    |
| 4. Facility/Venue Rental           | 1,900     | 2,115  |
| 5. Equipment Rental                |           |        |
| 6. Other costs                     | 5,000     | 4,610  |

Specify Other Costs: Festival costs - programs music food flwrs etc

A. Total production expenses 18,310 16,919

### Administrative Expenses

|                               |       |       |
|-------------------------------|-------|-------|
| 7. Coordinator fees           |       |       |
| 8. Support staff              | 750   | 665   |
| 9. Other staff costs          |       |       |
| 10. Office expenses           | 500   | 704   |
| 11. Promotion: advertising    | 1,200 | 1,716 |
| 12. Promotion: special events | 1,000 | 1,243 |
| 13. Promotion costs: other    | 400   | 502   |
| 14. Fund raising costs        |       |       |
| 15. Other Expenses            | 1,500 | 1,775 |

Specify Other Expenses: Festival Report Ins Accounting

B. Total administrative expenses 5,350 6,605

C. Total Cash Expenses (A+B) 23,660 23,524

### In Kind Expenses

|                |       |       |
|----------------|-------|-------|
| 16. Goods      |       |       |
| Specify Goods: |       |       |
| 17. Services   | 2,000 | 2,850 |

Specify Services: Various

D. Total In Kind expenses 2,000 2,850

E. Total All Expenses (C+D) cash and in kind 25,660 26,374

| Summary Cash only            | Projected | Actual |
|------------------------------|-----------|--------|
| I. Total Cash Revenues       | 28,550    | 25,640 |
| C. Total Cash Expenses (A+B) | 23,660    | 23,524 |
| L. Surplus/Deficit           | 4,890     | 2,116  |

### Revenues

Projected Actual

#### Earned revenues

|                           |        |       |
|---------------------------|--------|-------|
| 18. Admissions/box office | 12,000 | 9,121 |
| 19. Fees/guarantees       |        |       |
| 20. Concessions           |        |       |
| 21. Program advertising   |        |       |
| 22. Other                 |        |       |

Specify Other:

F. Total earned revenue 12,000 9,121

#### Private sector revenues

|                                 |       |       |
|---------------------------------|-------|-------|
| 23. Sponsorship/corp. donations | 2,000 | 1,075 |
| 24. Donations from individuals  | 500   | 1,050 |
| 25. Special events              | 4,000 | 6,468 |
| 26. Other                       |       | 694   |

Specify Other: Authors Publishers

G. Total private sector revenue 6,500 9,287

#### Grant revenues

|                            |       |       |
|----------------------------|-------|-------|
| 27. CRD Grant              | 2,000 | 2,000 |
| 28. Other municipal funds  | 5,000 | 1,000 |
| 29. BC Arts Council        |       |       |
| 30. Other provincial funds |       | 2,100 |
| 31. Canada Council         | 2,000 |       |
| 32. Other federal funds    |       |       |
| 33. Foundations            | 350   |       |
| 34. Other grants           | 700   | 2,132 |

Specify Other Grants: Arts Cncl SP Cdn Writers Union League Poets

H. Total grant revenue 10,050 7,232

I. Total Cash Revenues (F+G+H) 28,550 25,640

#### In Kind Revenues

|                |       |       |
|----------------|-------|-------|
| 35. Goods      |       |       |
| Specify Goods: |       |       |
| 36. Services   | 2,000 | 2,850 |

Specify Services: Generous local business and community

J. Total in kind revenue 2,000 2,850

K. Total revenues (I+J) cash and in kind 30,550 28,490

| Summary Cash + In kind         | Projected | Actual |
|--------------------------------|-----------|--------|
| K. Total revenues cash+in kind | 30,550    | 28,490 |
| E. Total Expenses cash+in kind | 25,660    | 26,374 |
| M. Surplus/Deficit             | 4,890     | 2,116  |