



BELMONT VILLAGE **BESTIVAL**



2018 Annual Report



About Bestival

Belmont Village Bestival is a **free of charge, two-day European-style street festival in Belmont Village** (nestled between Kitchener and Waterloo) that features a variety of **Ontario artists** performing and staging a range of art in various settings such as parks, stages, restaurants and cafes.

The village is comprised of **three pedestrian-friendly blocks** of charming businesses and interesting restaurants that **spark the imagination**. We celebrate the budding and percolating vibe of this tiny but vibrant space. This festival brings new people to visit this gem after a long summer of travelling and before the Oktoberfest rush.

Two main stages and several ground-level spaces come to life with a **variety of musical entertainment** scheduled throughout the day. There are also other street-level acts (face painting, children's entertainers, visual artists, free yoga demonstrations, etc.) that pepper the experience. We **intertwine musical and visual artistic disciplines** throughout the day.

FEO's Best New Festival Nominee

European-style street festival

Spark the Imagination

Objectives

- Belmont Village Bestival strives to **provide a platform for local talent** to express their art in an enthusiastic and supportive environment. While we bring in talent from all over Ontario, the bulk of our artists are home-grown.
- Bestival aims to **blend art and music** to foster a sense of magic in each performance. Bestival performances invite the audience members to actively **engage and participate** in the experience.
- Bestival breaks the outdated boundaries of art by providing **innovative performances that bring people together**. Regardless of age, gender or race, Bestival performances strive for inclusion and stronger community ties.





Target Audience

Bestival mainly targets people from the **Waterloo Region** with a diverse **musical interest**. There is much for **young, old, single, married, and families** to find connection at the festival. We schedule much of our family entertainment during the daytime to accommodate children's and senior's schedules, and leave the evening for acts that mainly target people between 20-50. Over the course of the day, **we estimate 3000 attendees**.

Belmont Village Bestival is like an organic mash up of materials, sounds, experiences, and talents that foster greatness. We strive to nurture a great sense of community and support for all attendees. Whether it be while making art with a new friend; or participating in a painting session and finding yourself moved by the accompanied sound bath of gong and singing bowl vibrations; or watching your children play with Lego bricks while being led in an inclusive discussion around thoughts and feelings. Bestival is a safe place where both the attendees and artists are able to express themselves freely. We aim to help those who wish to test what their art can do for the world.

Bestival also focuses on supporting the businesses in the village instead of bringing in outside business. For

instance, we do not bring in any external food trucks. Instead, we invite the existing Belmont Village restaurants to share a signature dish roadside. Attendees then get a taste of what the village has to offer, and anticipate the next Bestival.

Finally, we showcase a wide variety of arts including visual arts, music, dance, magic, spoken word, acting, yoga, and children's interactive art.

Sound Baths

Spoken Word

Belmont
Village
Businesses

Interactive
Art

A Unique Experience



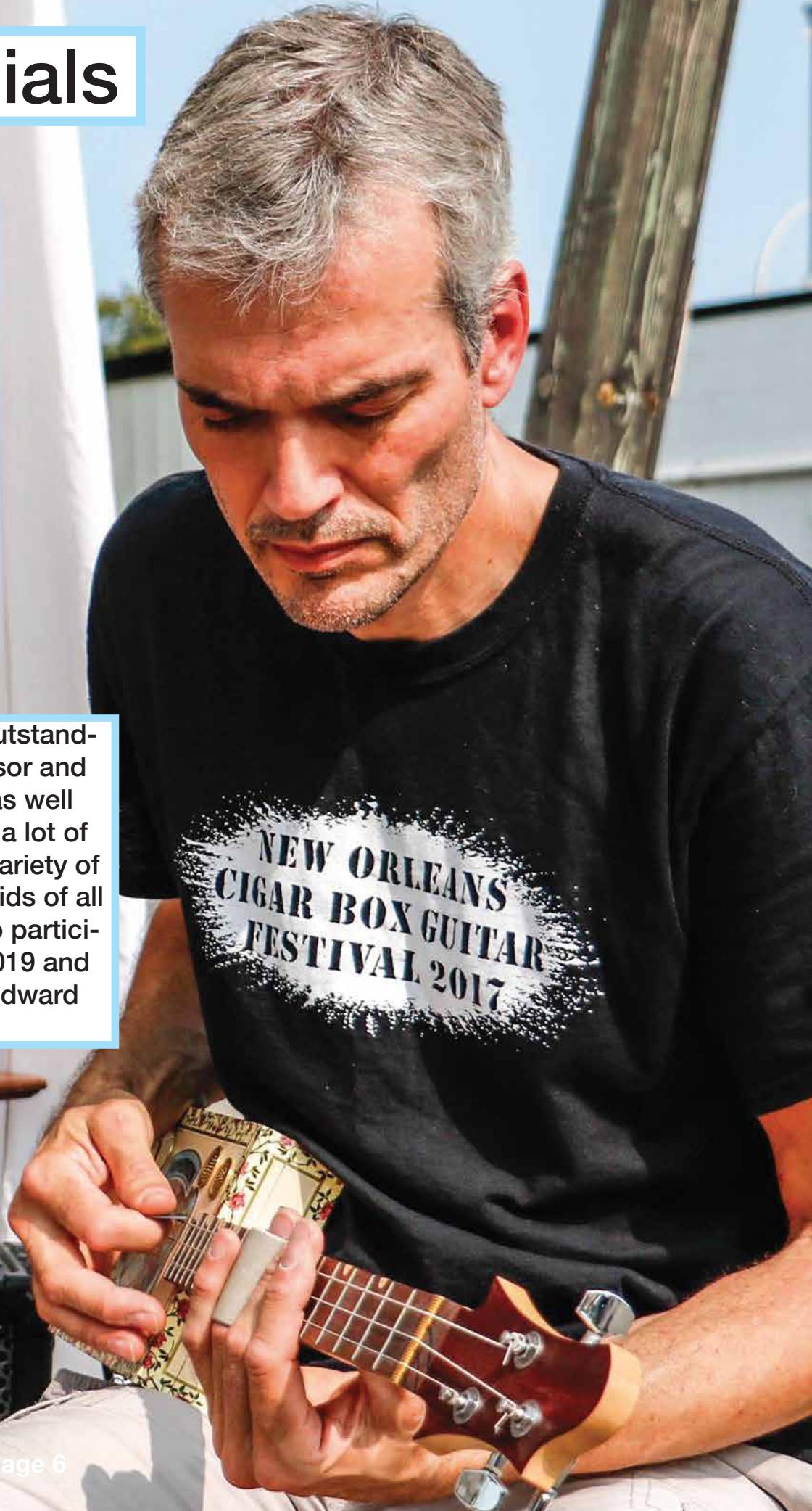
Testimonials

"The Bestival was the most successful summer event in Belmont Village.

The street was full of people all day, the music was top notch and everyone enjoyed the event immensely. It was very well organized and we look forward to having a repeat performance in

2019." - Margaret
Tofflemire, Belmont
Village BIA

"Bestival 2018 was an outstanding success. As a sponsor and attendee, the event was well organized, well run and a lot of fun. It encompassed a variety of music and activities for kids of all ages. We look forward to participating in this event in 2019 and beyond." - Terry Bax, Edward Jones Financial





2018 Schedule of Events

- | | |
|---------|--|
| 10:00am | Opening ceremony with the Waterloo Region Ceremonial Police Band |
| 10:30am | Juneyt at the main stage
Rob Gellner at The Bead Boutique
Family Friendly/All Inclusive Activities at Gildner Green Complex Rooms scavenger hunt
Gratitude Attitude Art Experience (For young kids and families) |
| 11:30am | Children's Mixed Media Art Activity at the RBC Art and Performance area
Bright Lights, Big City abstract art (Suitable for 14+)
Sammy Duke at The Culinary Studio
Penderecki String Quartet at the Waterloo Region Record Performance Area
Midtown Yoga performance
Glowan at the Toyota Performance Area
Waterloo Concert Band at Dettmer Tirecraft & Auto Centre Area
Micheal Francis – Magician Extraordinaire at Gildner Green
Travis Golem at Clear Vision Eye Care |
| 12:30pm | Big Band Theory featuring Derek Hines at the main stage
Jam with Kassam at Gildner Green |

12:30pm	Family Friendly/All Inclusive Activites at Gildner Green Face Painting with Happyspace at Gildner Green
1:00pm	Squeegy Squiggle abstract art (Suitable for 14+)
1:30pm	Sammy Duke at The Culinary Studio Failte at the Waterloo Region Record Performance Area Silvia Dee and The Boyfriend at The Bead Boutique Children's Mixed Media Art Activity at the RBC Art and Performance area Evolve Dance at the Toyota Performance Area
2:00pm	Onion Honey at the Toyota Performance Area
2:30pm	Group Therapy and the OCD Horns at the main stage Texture Mixture abstract art (Suitable for 14+) Children's Mixed Media Art Activity at the RBC Art and Performance area Jo Jo Worthington (beginners ukulele session) at Gildner Green
3:00pm	Artline Salon hair cuts
3:30pm	Craig McNair at Arabella Park Soul Sauce at the Waterloo Region Record Performance Area Kitchener Musical Society Band at Dettmer Tirecraft & Auto Centre Selam's Circle at Gildner Green Children's Mixed Media Art Activity at the RBC Art and Performance area Celtic jam at the Berlin Bicycle Café Bojangles Dance Studio Performance at the Toyota Performance Area
4:30pm	Soulstack at the main stage
5:30pm	Sammy Duke at Arabella Park Safe as Houses at the Waterloo Region Record Performance Area Cut Throat Creative art competition at the Toyota Performance Area
6:30pm	To the Trees at the main stage
7:00pm	Sonic Gongs reflections painting (Suitable for adults)
7:30pm	Hep Cat Swing at the Toyota Performance Area Jo Jo Worthington at the Waterloo Region Record Performance Area
8:30pm	The Achromatics at the Main stage



Financials

Belmont Village Bestival Statement of Operations 2018

Revenue

Sponsorships	17,975
Subsidies and grants	17,390
Merchandise sales and vendor fees	740
	<hr/>
	36,105

Expenses

Artists and Musicians	13,501
Equipment rental	9,402
Wages and benefits	4,026
Advertising and promotion	3,273
Supplies	1,043
Professional fees	939
Fees and licences	741
Insurance	556
Security	543
Bank charges	93
Office and miscellaneous	56
	<hr/>
	34,173

Excess of revenue over expenses for 2018 event 1,932

Other expenses

Payment of deficit for 2017 event	1,400
-----------------------------------	-------

Excess of revenue over expenses 532

Financial Statement - Period Ended December 31, 2018 (Unaudited) *Pollard Gagliardi
Navickas LLP*



Board of Directors

Tim Moher (President), Retired Teacher
Leslie Maxwell (Secretary), School Travel Planner
Terry Bax (Treasurer), Financial Advisor Edward Jones

How You Can Help

Become a Sponsor

Belmont Village Bestival wants to know your needs and customize your benefits with you. Contact
Tim: 226-792-5299 or
belmontvillagebestival@gmail.com

Become a Volunteer

We need a lot of help to make Bestival happen. Both team leads and committee members are required to get this event off the ground. Contact us at belmontvillagebestival@gmail.com for more information.