

Mariposa Folk Foundation



2020-21

**Annual
Report**



The Foundation's core business is the promotion and preservation of folk art in Canada through song, story, dance and craft.



- The Board of Directors consists of 12 volunteers, each of whom bring a specific skill set supporting the organizational activities of the Foundation. The board currently has representatives from Orillia, Barrie, GTA, Oakville and Kitchener.
- The Foundation is governed by a set of by-laws approved by the membership.
- Policies and procedures are adopted and adhered to in the ongoing operation of the Foundation.
- Minutes are generated and retained.
- Each of the organization's committees has representation of at least one board member. All committees report to the Board of Directors.

MARIPOSA

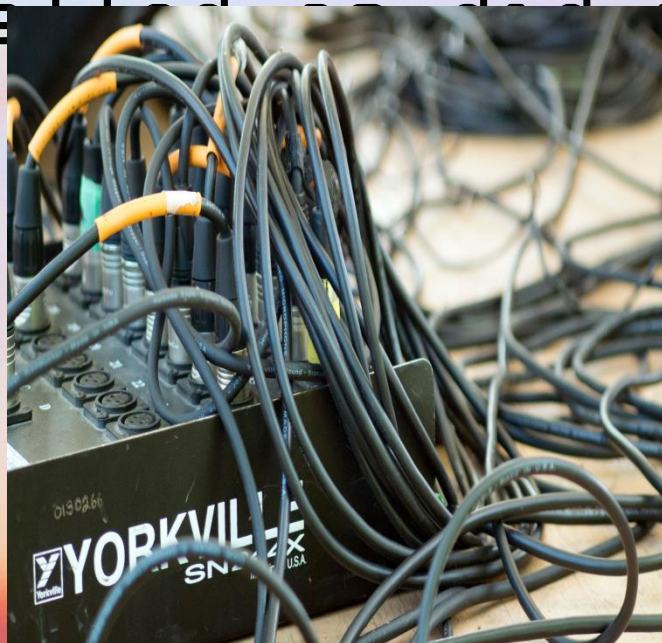
FOLK FOUNDATION



The Pandemic of 2020 Continued!

2020 marked Mariposa's 60th
anniversary!

Of course that festival had to
be cancelled, so did the 2021



MARIPOSA

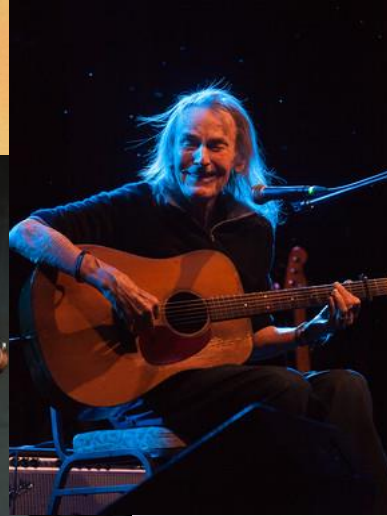


FOLK FESTIVAL

TUDHOPE PARK, ORILLIA JULY 9-11, 2021

TRUE TO OUR ROOTS FOR GENERATIONS TO COME





But the Sun is Rising Again!



Mariposa Support!

True to form, the Mariposa community continued to support their beloved festival.

- Many patrons deferred their tickets and/or made donations.
- Volunteers reaffirmed their commitments.
- Sponsors left their sponsorships in place.
- Funders left grants intact authorizing alternate uses of the funds.

All efforts helped to keep Mariposa financially solvent so that it could aid in the recovery of a sector that has been decimated by the pandemic.

#Road to Mariposa

The recovery began with Orillia's very own living art program, Streets Alive!

The theme, as in 2020, was "Road Trip To Mariposa" to celebrate 60 years of the Mariposa Folk Festival!

The public art project featured Hippie Van sculptures on the street and Peace Signs on the street poles.

STREETS ALIVE!



Opportunities - How Mariposa Re-imagined its Offerings

- Virtual Programming
- Kinaxis Grant
- Mariposa Sun Lager
- Mariposa Stories
- Digitalization
- Satellite Stages

Virtual Programming

- Joni Mitchell Oct 15
- Buffy Sainte Marie Nov 18
- John Prine Dec 15



Virtual Programming Cont'

- Lance Anderson Educational Project
- In-the-round and Panel for Youth
- Festival Vibe Video
- Hillside Inside Outside - Tre Burt and Courtney Marie Andrews
- International Institute for Critical Studies in Improvisation - Kevin Breit
- Cross Promotion of the Treme Festival in New Orleans
- Cross Promotion of Imaginative featuring Buffy Sainte Marie



Kinaxis with Lance Anderson
Mariposa was one of 30 organizations in
Canada to be the recipient of a grant.
An honour indeed!



Mariposa Sun Lager

Mariposa Folk Festival and Sawdust City Brewing Company teamed up once again to create Mariposa Sun



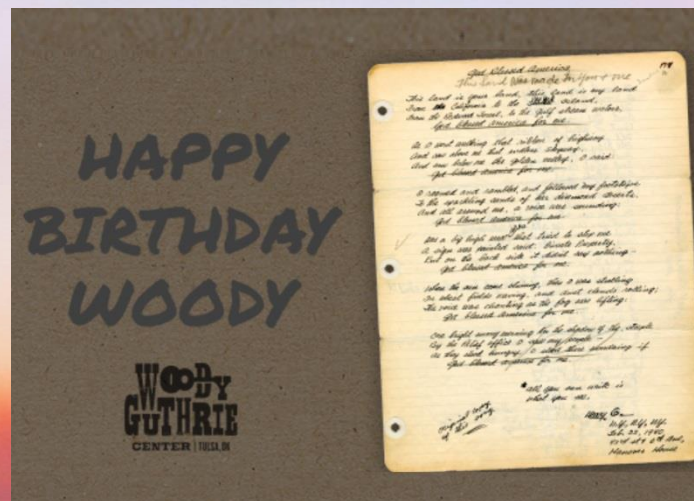
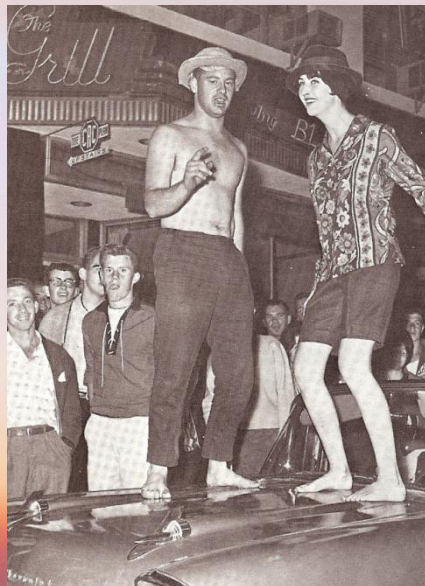
Sun Lager Quotes

"We can't be together at the Mariposa Folk Festival this year. But we can still share a Mariposa Sun Lager - at a distance - turn up the music, and dream of next year's festival at Tudhope Park in Orillia," said Mariposa Folk Foundation President, Pam Carter.

"It's important that we find ways to stay connected in this trying year. So let's raise a glass (or a can) to each other and share a remote-cheers. We're all in this together!"

The beer's name and label were nods to the magical Mariposa moments that have been shared over the past 60 years. "Everyone who has attended the festival would agree, there is nothing like a Mariposa sunset, a hippie van in the distance, acoustic guitars strumming, and people singing along," said Mariposa Folk Foundation Vice-president/beverage manager Ken Rovinelli. "We wanted to capture that

Mariposa Stories



Digital Renewal

As Mariposa's tag line is '*true to our roots for generations to come*', the digital renewal was about resonating and engaging with future audiences, while keeping Mariposa's true identity in order to remain recognizable to the festival's past attendees.



Digital Renewal - Social Media Audit

High-level strategy

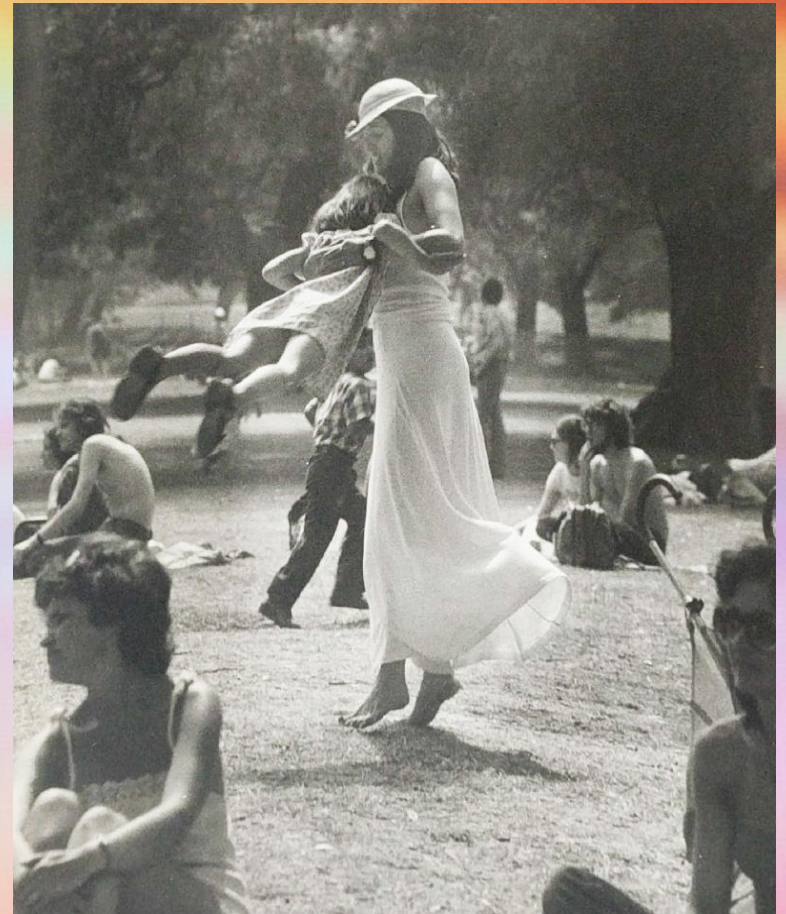
- Drive ticket sales in the target demographic
- Primary Goal
- Conversions to ticket sales

Secondary Goal

- Awareness/Reach
- Engagement

The overall strategy was deemed to be well thought out and well executed. We have created a detailed editorial calendar for each month's promotion to further our strategy.

Digitalization of Archives



Digitalization of Archives

- Mariposa has one of the largest archives of folk music in Canada, housed at the Clara Thomas Archives, York University.
- The Mariposa Folk Foundation archival fonds is made up of over 350 boxes of archival material in various formats, including analog and digital sound recordings, video, textual records, photographs, posters, ephemera and objects such as banners, buttons, t-shirts and promotional water bottles.
- The digitalization project will help to build long term content for the future of the foundation.
- All archival donations are gratefully accepted.

Satellite Stages

MARIPOSA
FOLK FESTIVAL
satellite concerts

LIVE! AFTERNOON PERFORMANCE
AT ORILLIA OPERA HOUSE



ANGELIQUE FRANCIS COCO LOVE ALCORN LYDIA PERSAUD

MARIPOSA
FOLK FESTIVAL
satellite concerts

LIVE! EVENING PERFORMANCE
AT ORILLIA OPERA HOUSE



DONOVAN WOODS EVANGELINE GENTLE SHAKURA S'AIDA

MARIPOSA
FOLK FESTIVAL
satellite concerts

LIVE! AFTERNOON AT ST. PAUL'S CENTRE



BIRDS OF BELLWOODS KYLA CHARTER
SUZIE VINNICK ZACHARY LUCKY

MARIPOSA
FOLK FESTIVAL
satellite concerts

LIVE! AFTERNOON AT BRAESTONE FARM



ARIKO MIMI O'BONSAWIN
RICK FINES TERRA LIGHTFOOT

MARIPOSA
FOLK FESTIVAL
satellite concerts


LIVE! AFTERNOON AT ODAS PARK



DANNY MICHEL JAY STILES
THE CONNORS BROTHERS THE HONEYRUNNERS

MARIPOSA
FOLK FESTIVAL
satellite concerts

LIVE! AFTERNOON AT BEST WESTERN



AMANDA RHEAUME JAMES GRAY
KAIA KATER THE DOOZIES

Mariposa in Concert

The winter concert series was not able to resume its new season in the fall of 2020 due to the continuing pandemic and the prohibition of mass gatherings. We did present one show



The Faces of Mariposa



- Mariposa has been in existence since the first festival in 1961. Orillia has been the host city since 2000 and this would have been our 22 year back in Orillia
- Festival - the Foundation's premier event is an annual 3 day festival
- Participants - the festival and concert audience ARE over 30,000 strong
- Mariposa in Concert - three (3) local winter concerts
- Partners - our many community, regional, provincial and federal partners (funders, sponsors and media partners)

Over 600 Volunteers with a wealth of expertise and commitment to the festival



Strategic Plan 2017 - 2022

Plan

In the spring of 2017 the Board established 5 Priorities as part of a Strategic Plan (2017-21):

- Create an Authentic, Immersive Experience
- Manage Growth Strategically
- Strengthen Community and Tourism Partnerships
- Generate Year Round Awareness
- Govern For Success

Many of the elements in each of the Strategic Plan's five priority areas have been advanced to some degree. The advancement represents a good effort as we are now four years into the five-year framework.

Results

We experienced strong audience growth from 2017 to 2019

We have also kept the Foundation in a robust financial position

The pandemic, of course, disrupted our plans for 2020 and 2021

As Mariposa enters 2022 we have an opportunity and responsibility to advance our strategic plan priorities.

True to our roots
for generations to
come!



What Does This Mean?



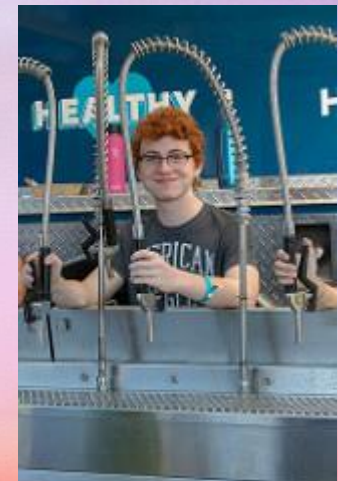
Through the original envisioning process, the Board identified a goal of creating immersive “atmosphere focused” events to attract new attendees and retain existing patrons.

The Board also recognized that Mariposa’s committees, volunteers and broader community would be critically important in fulfilling Board priorities.

We continued to provide presentations which deepened and enriched the experience for our audience demographic.



Explore Additional Services

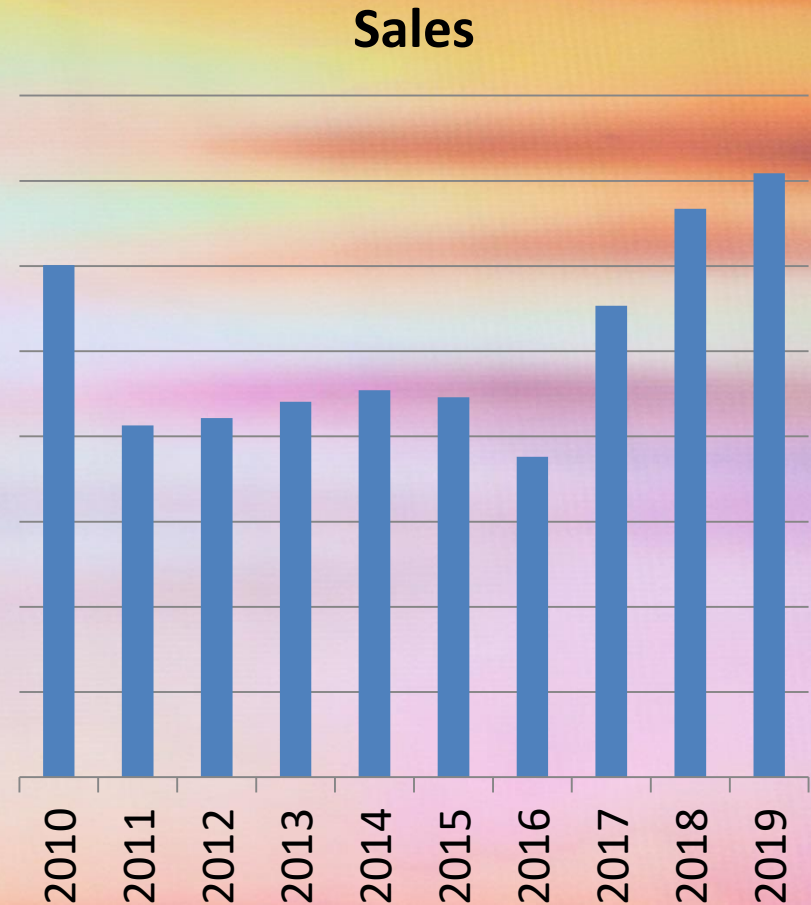


Manage Growth Strategically



Ticket Sales

- Attendance grew 60% from 2016-2019
- Since 2016 children 12 and under ^ 30%; 13 - 18 ^ 28%; 19 - 24 ^ 128%
- Sales are tracked and analyzed monthly as well as post festival.
- Postal codes are collected and the geographic sales data is an indicator of success in recruiting tourists from beyond 40 km as well as nationally and internationally.
- Sales data analysis allows is used to inform the subsequent year's marketing strategy as well as ticket pricing.



Successful Grant Applications 2021

- Ontario Creates
- Reconnect Celebrate Ontario
- Canada Arts Presentation Fund
- Ontario Cultural Attractions Fund
- Ontario Arts Council
- Canada Summer Jobs Program/Ontario Summer Experience
- Kinaxis



COVID Relief Funds - 2021

- CEWS (Canada Emergency Wage Subsidy)
- CEBA (Canada Emergency Business Account)
- CERS (Canada Emergency Rent Subsidy)
- Ontario Small Business Support Grant

Sustainability Fund

- Sustainability Fund: to withstand the financial impact of a catastrophic weather event on the festival weekend; to take advantage of partnership opportunities and grant programs which emphasize the benefits of shared funding.

And then there was COVID Year 2!

We had not envisioned the fund for that purpose but were sure glad that we had it!

- We continue to build the sustainability fund.

Site projects

- Wifi cable installation
- Camping road paving
- Partnering with the City on next steps of the Park's 25 year strategic plan

Partnerships are priceless!





Continued Support of Unison



UNISON

A lifeline for the Canadian music community.

#BandTogetherInUnison

learn more or donate
at unisonfund.ca

unison
Benevolent Fund
Fonds de bienfaisance

Partners

- City of Orillia - formal relationship continued in 2019 with a three year commitment - 2020 to 2023 (on hiatus in 2021)
- DOMB - Downtown Stage
- Many local, regional and provincial festival sponsors - cash and in kind
- Streets Alive
- Paul Quarrington Legacy Fund

Strengthen Community and Business Partners



Thank You



Thank you to the 2020-21 Folk Foundation Board of Directors

Chris Hazel - Foundation Manager

- | | |
|---------------------------|------------------------|
| • Pam Carter | President/FOG chair |
| • Ken Rovinelli | VP/Beverages |
| • Greg Morton | VP/Sponsorship/Camping |
| • Ian Brown | Treasurer/Governance |
| • Ted Markle | Secretary/Promotions |
| • Jan Vanderhorst | Data Analysis |
| • Michael Slan | Governance |
| • Caroline Brooks | Virtual Programming |
| • Kellie Beasley | Governance |
| • Kathy Partridge | Governance |
| • Beth Cavanagh | Promotions |
| • Amber McGarvey Moreland | Promotions |

Volunteers and Committee leads

- Festival Organizing Group (FOG)
- Artistic Director and Committees - Showcase and Mariposa In Concert
- Promotions - Marketing, Social Media, Artistic, Festival
- Sponsorship
- Mariposa in Concert
- Governance

Contact Mariposa Folk Foundation

- Mariposa Folk Foundation
- Office Address: 10 Peter St S, Orillia, ON L3V 5A9,
705-326-3655
- Mailing Address: P.O. Box 383, Orillia, ON, L3V 6J8
- Web: www.mariposafolk.com
- L1Y03 3215 RR 001

Proudly hosted in the City of Orillia



Photo Credits

Mariposa Photo Doc
Team/Audience/Artists



**Thank you for your ongoing support. It is invaluable
and is what keeps us going!**



See you July 8, 9, 10 2022!

HOW WILL IT FEEL?

Come celebrate our return!



MARIPOSA
FOLK FESTIVAL

JULY 8-10, 2022
TUDHOPE PARK, ORILLIA
MARIPOSASFOLK.COM