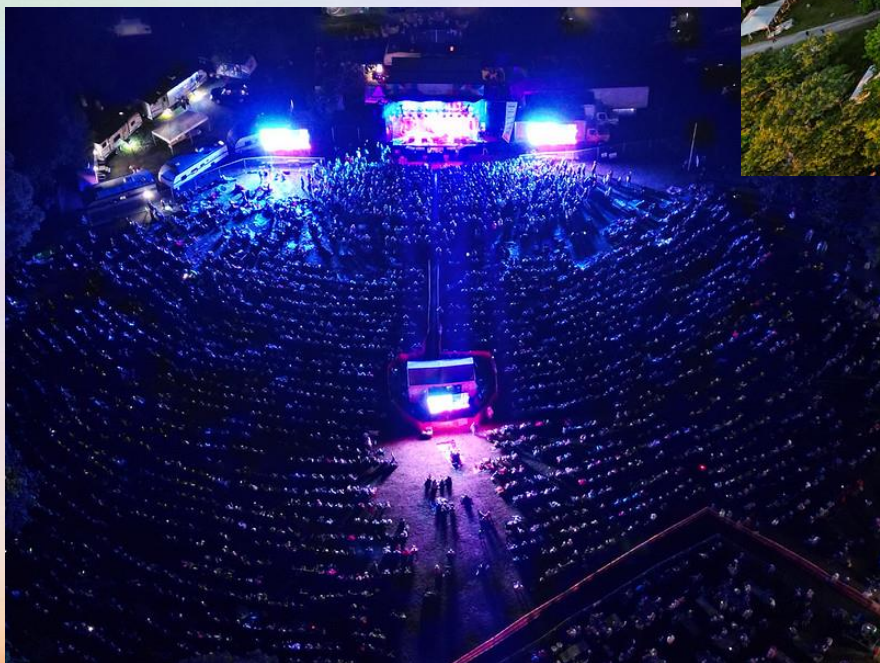


MARIPOSA FOLK FOUNDATION



2021-2022 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 DIRECTOR. ALL COMMITTEES REPORT TO THE BOARD OF DIRECTORS.

THE FACES OF MARIPOSA



- MARIPOSA HAS BEEN IN EXISTENCE SINCE THE FIRST FESTIVAL IN 1961. ORILLIA HAS BEEN THE HOST CITY SINCE 2000
- 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)

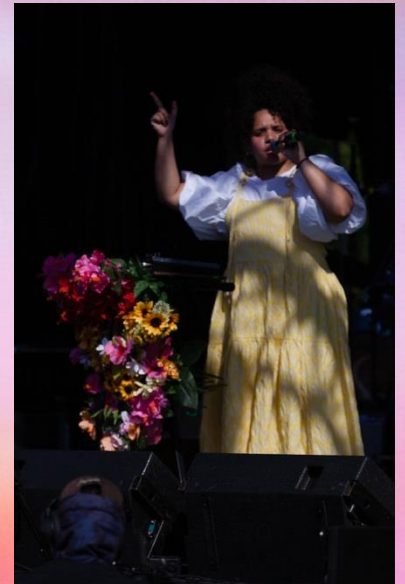
MARIPOSA

FOLK FOUNDATION



MARIPOSA 2022





HALL OF FAME

CSHF



MARIPOSA











SHOWCASE



MARIPOSA SUN LAGER



MARIPOSA FOLK
FESTIVAL AND
SAWDUST CITY
BREWING COMPANY
TEAMED UP ONCE
AGAIN TO CREATE
MARIPOSA SUN
LAGER.

Satellite Oct 2021

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 ABLE TO RESUME ITS NEW 2021-22 SEASON WITH TWO CONCERTS



Strategic Plan 2017 - 2022

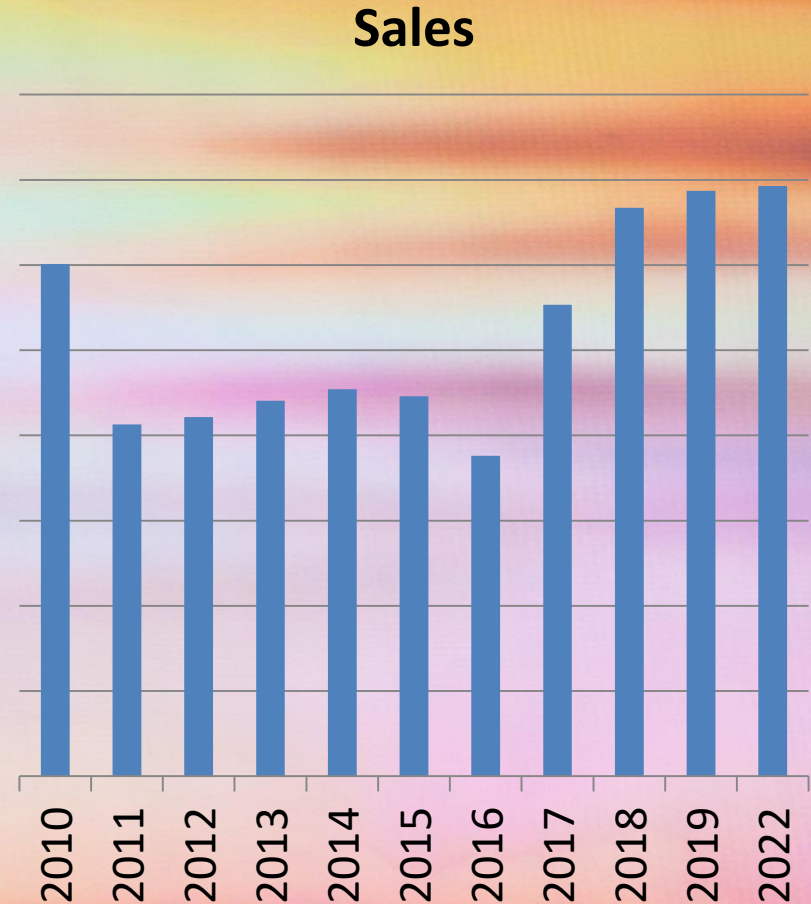
IN THE SPRING OF 2017 THE BOARD ESTABLISHED A STRATEGIC PLAN WITH 5 PRIORITIES:

- **CREATE AN AUTHENTIC, IMMERSIVE EXPERIENCE**
- **MANAGE GROWTH STRATEGICALLY**
- **STRENGTHEN COMMUNITY AND TOURISM PARTNERSHIPS**
- **GENERATE YEAR ROUND AWARENESS**
- **GOVERN FOR SUCCESS**

**A NEW STRATEGIC PLAN HAS BEEN APPROVED FOR
2023-27**

TICKET SALES

- 82% ATTENDANCE GROWTH SINCE 2016
- 148% GROWTH IN YOUNG ADULTS AND 25% IN YOUTH SINCE 2016
- 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 2022

- **RECONNECT (CELEBRATE) ONTARIO**
- **CANADA ARTS PRESENTATION FUND**
- **ONTARIO CULTURAL ATTRACTIONS FUND**
- **ONTARIO ARTS COUNCIL**
- **CANADA SUMMER JOBS PROGRAM/ONTARIO SUMMER EXPERIENCE**
- **SIMCOE COUNTY**
- **SOCAN**



SUSTAINABILITY FUND

- **TO WITHSTAND THE FINANCIAL IMPACT OF A CATASTROPHIC WEATHER EVENT ON THE FESTIVAL WEEKEND**
- **TO ENDURE THE FINANCIAL IMPACT OF A PANDEMIC OR FORCE MAJEURE**
- **TO PROVIDE SUPPLIERS WITH THE ASSURANCE THAT WE HAVE A STRONG FINANCIAL POSITION ALLEVIATING THE NEED TO MAKE FULL PAYMENT BEFORE OUR TICKET SALES REVENUES ARE RECEIVED**
- **TO TAKE ADVANTAGE OF PARTNERSHIP OPPORTUNITIES AND GRANT PROGRAMS WHICH EMPHASIZE THE BENEFITS OF SHARED FUNDING.**

WE CONTINUE TO BUILD THE SUSTAINABILITY FUND

SITE PROJECTS

- **PARTNERING WITH THE CITY ON NEXT STEPS OF THE SITE'S 25 YEAR STRATEGIC PLAN**
- **INSTALLATION OF A PERMANENT STAGE PAD FOR 2023**
- **INTERIOR ROAD IMPROVEMENTS**

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
- DOMB – DOWNTOWN STAGE
- MANY LOCAL, REGIONAL AND PROVINCIAL FESTIVAL SPONSORS
- STREETS ALIVE
- PAUL QUARRINGTON LEGACY FUND
- GATHERING: FESTIVAL OF FIRST NATIONS STORIES
- ODAC – CULTURAL SPACES
- IMPROV FEST – UNIVERSITY OF GUELPH

HOW DID IT FEEL?!



THANK YOU



THANK YOU TO THE 2020-21 FOLK FOUNDATION BOARD OF DIRECTORS

CHRIS HAZEL – FOUNDATION MANAGER

- | | |
|---------------------------|----------------------------|
| • PAM CARTER | PRESIDENT/FESTIVAL CHAIR |
| • KEN ROVINELLI | VP/BEVERAGES |
| • GREG MORTON | SECRETARY/SPONSORS/CAMPING |
| • IAN BROWN | TREASURER/GOVERNANCE |
| • TED MARKLE | PROMOTIONS/STRAT PLAN |
| • JAN VANDERHORST | DATA ANALYSIS |
| • MICHAEL SLAN | GOVERNANCE |
| • CAROLINE BROOKS | VIRTUAL PROGRAMMING |
| • KELLIE BEASLEY | GOVERNANCE |
| • KATHY PARTRIDGE | GOVERNANCE/STRAT PLAN |
| • BETH CAVANAGH | PROMOTIONS |
| • AMBER MCGARVEY MORELAND | SPONSORS |

VOLUNTEERS AND COMMITTEE LEADS

- FESTIVAL ORGANIZING GROUP (FOG)
- ARTISTIC DIRECTOR AND COMMITTEES – SHOWCASE AND MARIPOSA IN CONCERT
- PROMOTIONS – MARKETING, SOCIAL MEDIA, ARTISTIC, FESTIVAL
- GOVERNANCE
- SPONSORSHIP
- DONATIONS

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.MARIPOSASFOLK.COM
- 11903 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 7, 8, 9, 2023!

