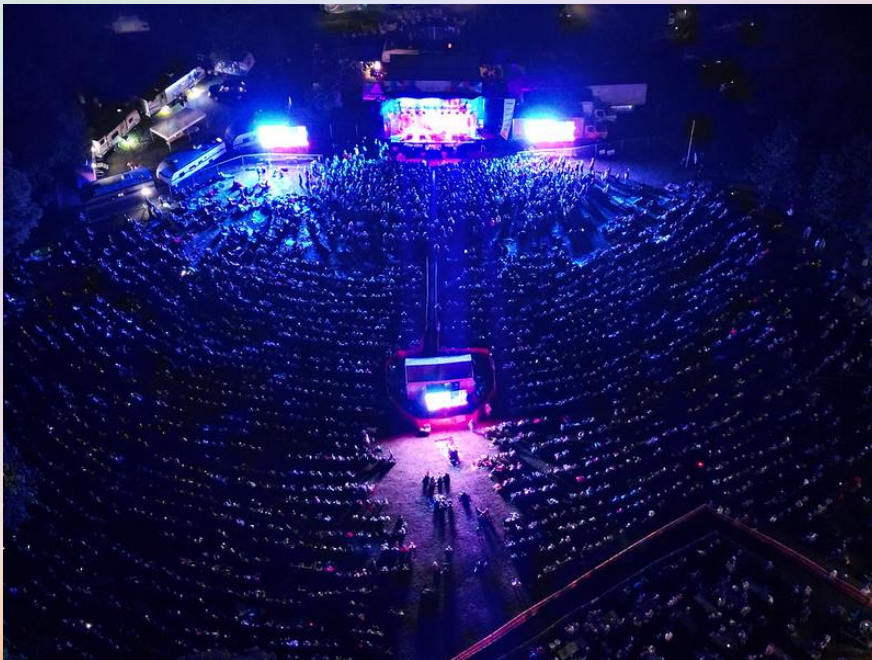


MARIPOSA FOLK FOUNDATION



2022-2023 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, WINNIPEG AND KAWARTHAS
- 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



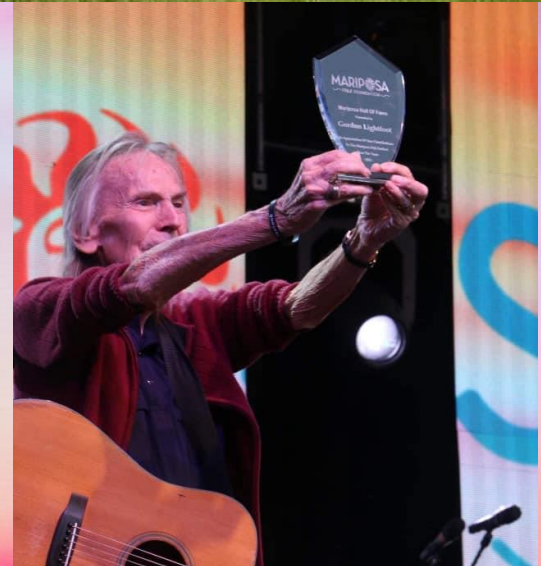
MARIPOSA 2023





LIGHTFOOT STAGE

IN 2023 WE NAMED
THE MAIN STAGE
LIGHTFOOT STAGE
IN HONOUR OF
GORDON LIGHTFOOT











SHOWCASE 2023

- Doghouse Orchestra
- Po'boy Jeffries and Calamity Jane
- The Gardeners
- The Handsome Devils

Showcase 2024 – April 27th St Paul's Centre

MARIPOSA SUN LAGER



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

AUTUMN MARIPOSA

MARIPOSA *experience*
IN CONCERT **SIMCOE COUNTY**
AN AUTUMN MARIPOSA
SATURDAY, OCT 1, BAYVIEW MEMORIAL PARK
IN ORO-MEDONTE



IRISH MYTHEN



ALEKSI CAMPAGNE



UNION DUKE



TREASA LEVASSEUR

MARIPOSA *experience*
IN CONCERT **SIMCOE COUNTY**

**JULIAN TAYLOR
AND DALA**
AT THE ORILLIA OPERA HOUSE
ON OCTOBER 1



JULIAN TAYLOR



DALA

MARIPOSA IN CONCERT

THE WINTER CONCERT SERIES PRESENTED TWO CONCERTS

MARIPOSA
IN CONCERT
PRESENTS AN EVENING OF
BLUES & GOSPEL XI



Bobby Dean Blackburn **Matt Weidinger** **Verese Vassell-Bowen** **Thomas Nelson** with Musical Director **Lance Anderson**

Saturday, February 4, 2023
Orillia Opera House
1 West Street North, Downtown Orillia
Doors open 7:00 p.m. Concert starts 7:30 p.m.
Tickets: \$35 (includes all processing fees and taxes)
Tickets available at Orillia Opera House box office or orilliaoperahouse.ca



MARIPOSA
IN CONCERT
PRESENTS
UNION DUKE
with Special Guests
JAMES GRAY & JOSH KVASNAK

Saturday, March 25, 2023 at St. Paul's Centre
62 Peter Street North, Orillia • Doors open 6:45 p.m. Concert starts 7:30 p.m.



Union Duke **James Gray** **Josh Kvasnak**

Tickets: \$35 (includes all processing fees and taxes)
Available at Mariposa office or mariposafolk.com



Strategic Plan 2023 - 2028

Priority 1 | Ensure Organizational Sustainability

- **Objective 1.1:** Develop a succession plan and build human capacity
- **Objective 1.2:** Fortify finances
- **Objective 1.3:** Elevate data-driven decision making

Strategic Plan 2023 - 2028

Priority 2 | Enhance the Core Festival

- **Objective 2.1:** Explore ways to optimize the festival in terms of capacity and space
- **Objective 2.2:** Continue to enrich the festival experience
- **Objective 2.3:** Review and assess the overall accessibility of the festival
- **Objective 2.4:** Explore ways to become a festival leader in climate resiliency and sustainability
- **Objective 2.5:** Increase the visibility of Mariposa's brand and artists onsite and online

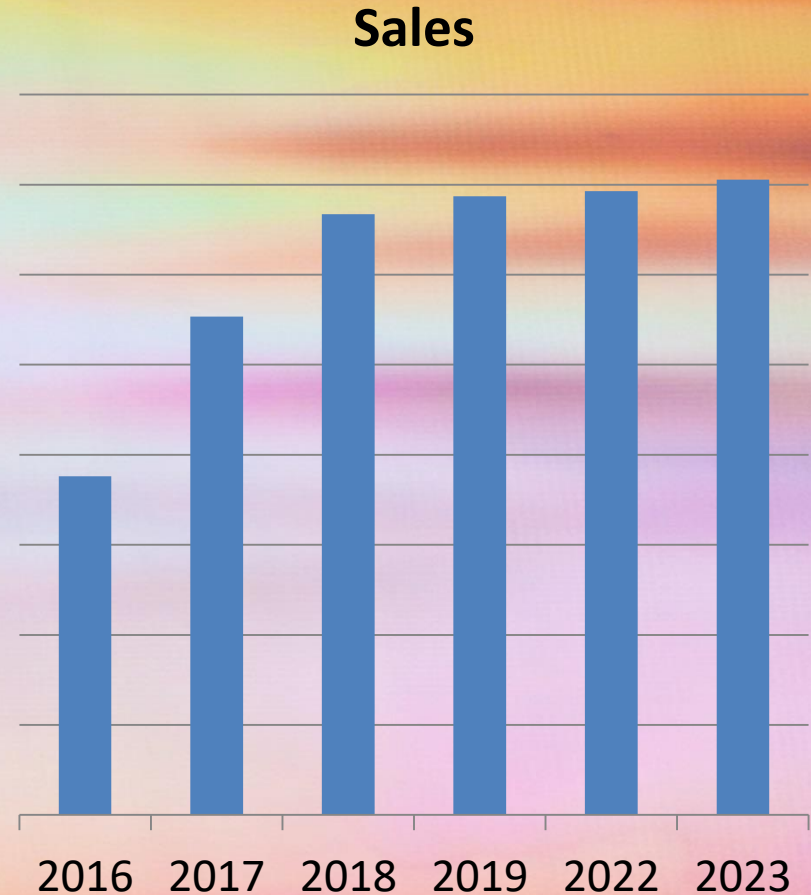
Strategic Plan 2023 - 2028

Priority 3 | Deepen Community Ties

- **Objective 3.1:** Become an arts leader in the Orillia community
- **Objective 3.2:** Continue to strengthen relations with Indigenous partners and communities
- **Objective 3.3:** Enhance engagement with new and existing audiences
- **Objective 3.4:** Increase opportunities for artist development

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 2023

- **EXPERIENCE ONTARIO**
- **CANADA ARTS PRESENTATION FUND**
- **CANADA SUMMER JOBS PROGRAM/ONTARIO SUMMER EXPERIENCE**



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!



PARTNERS

- CITY OF ORILLIA
- DOWNTOWN ORILLIA BIA – DOWNTOWN STAGE
- MANY LOCAL, REGIONAL AND PROVINCIAL FESTIVAL SPONSORS
- STREETS ALIVE
- GATHERING: FESTIVAL OF FIRST NATIONS STORIES
- IMPROV FEST – UNIVERSITY OF GUELPH

HOW DID IT FEEL?!



THANK YOU



THANK YOU TO THE 2022-23 FOLK FOUNDATION BOARD OF DIRECTORS

CHRIS HAZEL – FOUNDATION MANAGER
SPENCER SHEWEN – ARTISTIC DIRECTOR

- | | |
|---------------------------|----------------------------|
| • PAM CARTER | PRESIDENT/FESTIVAL CHAIR |
| • KEN ROVINELLI | VP/BEVERAGES |
| • GREG MORTON | SECRETARY/SPONSORS/CAMPING |
| • IAN BROWN | TREASURER/GOVERNANCE |
| • TED MARKLE | PROMOTIONS/STRAT PLAN |
| • AMBER MCGARVEY MORELAND | SPONSORS |
| • JIMM SIMON | GOVERNANCE |
| • MICHAEL SLAN | GOVERNANCE |
| • SUE SHIKAZE | CLIMATE ACTION |
| • KIM MACDONALD | DIRECTOR |
| • KATHY PARTRIDGE | GOVERNANCE/STRAT PLAN |
| • BETH CAVANAGH | PROMOTIONS |

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
- CLIMATE ACTION

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 0001

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 5, 6, 7, 2024!

