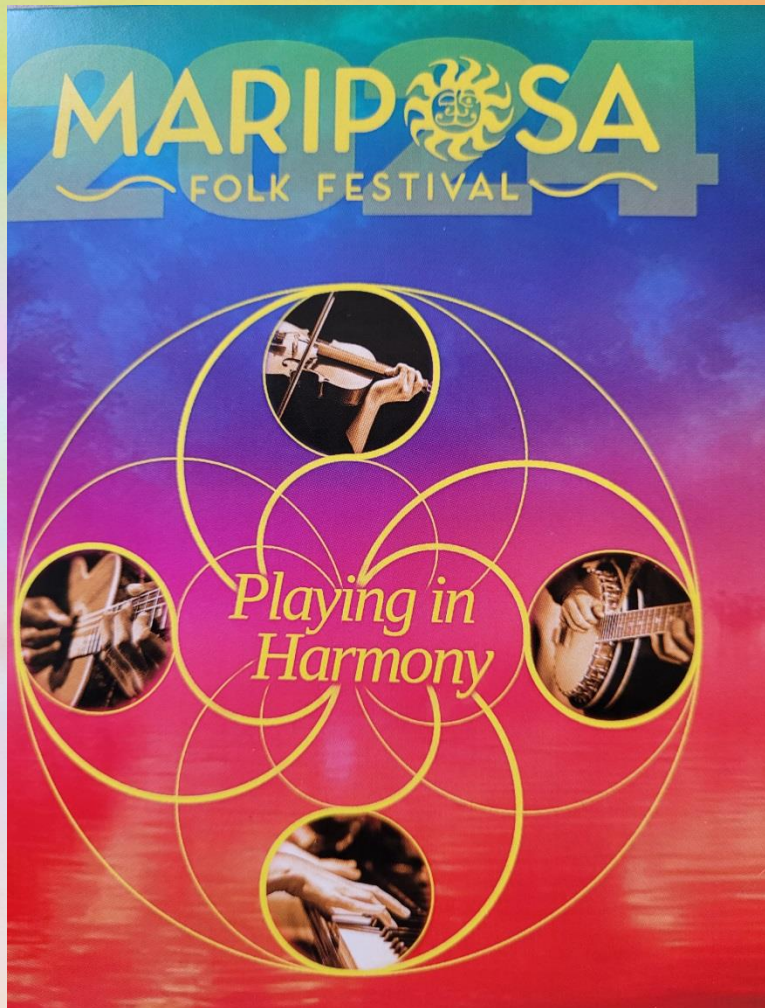




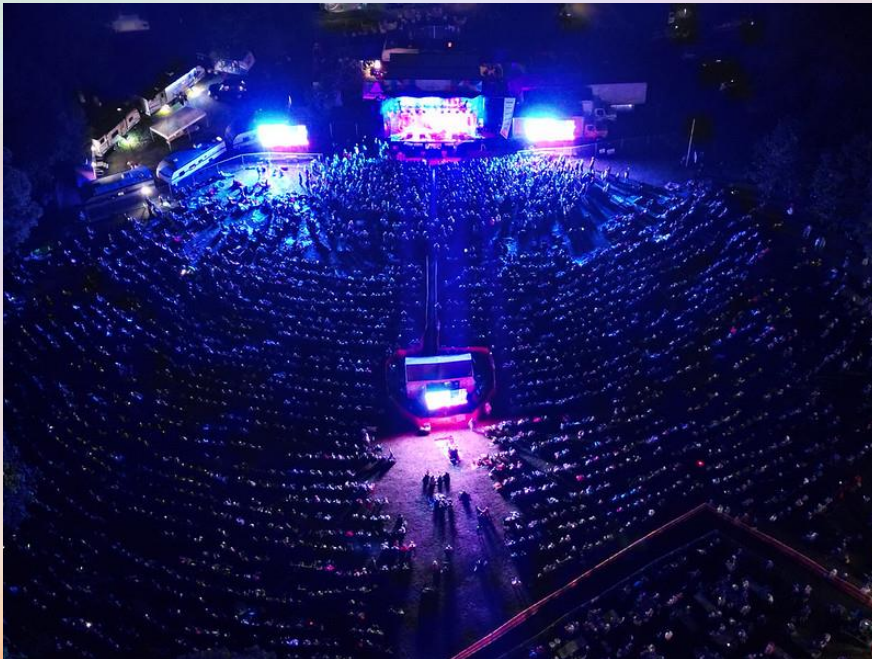
2023-2024 ANNUAL REPORT





THE FESTIVAL'S
CORE BUSINESS IS
THE PROMOTION
AND PRESERVATION
OF FOLK ART IN
CANADA THROUGH
SONG, STORY,
DANCE AND CRAFT.

Playing in Harmony





- THE BOARD OF DIRECTORS CONSISTS OF 12 VOLUNTEERS, EACH OF WHOM BRING A SPECIFIC SKILL SET SUPPORTING THE ORGANIZATIONAL ACTIVITIES OF THE FESTIVAL. THE BOARD CURRENTLY HAS REPRESENTATIVES FROM ORILLIA, BARRIE, GTA, OAKVILLE AND KITCHENER, WINNIPEG AND KAWARTHA
- THE FESTIVAL 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 FESTIVAL.
- 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
- THE ANNUAL 3 DAY FESTIVAL IS THE PREMIER EVENT
- 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)

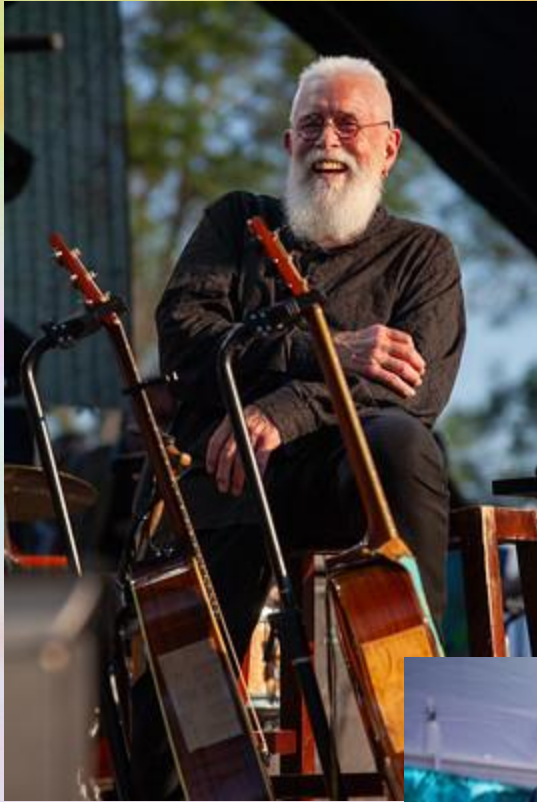
MARIPOSA

FOLK FESTIVAL



MARIPOSA 2024















SHOWCASE 2024

May Davis

School House

Loryn Taggart

Rebekah Hawker

Showcase 2025 – April 12th St Paul's Centre

MARIPOSA SUN LAGER



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

MARIPOSA IN CONCERT

THE WINTER CONCERT SERIES PRESENTED

THREE CONCERTS

MARIPOSA
FOLK FOUNDATION

Enjoy great live music outdoors at
AUTUMN MARIPOSA III
featuring:

My Son the Hurricane Aleksí Campagne Angélique Francis Aysanabee

Saturday, October 14, 2023 • 1 p.m. - 5 p.m.
Orillia District Agricultural Society (ODAS) Park
450 Fairgrounds Road, Severn Township
Large Open Air Tent • Seating • Licensed Event • Food Vendor

Tickets: \$50 per person (Includes all processing fees and taxes)
Tickets at mariposafolk.com or Mariposa Folk Foundation office, Downtown Orillia

MARIPOSA
IN CONCERT
PRESENTS
BLUES & GOSPEL XII
- FEATURING -
Kenny (Blues Boss) Wayne • Jordan and Prakash John
Ronnie Douglas • Michael Shand
and Musical Director Lance Anderson

SATURDAY, FEBRUARY 3, 2024
AT THE
ORILLIA OPERA HOUSE
1 WEST STREET NORTH, DOWNTOWN ORILLIA, ON
DOORS OPEN 7 P.M. SHOW STARTS 7:30 P.M.

TICKETS \$35 PER PERSON
(INCLUDES FEES AND HST)

AVAILABLE ONLINE AT ORILLIAOPERAHOUSE.CA
OR IN PERSON AT THE ORILLIA OPERA HOUSE BOX OFFICE

Kenny (Blues Boss) Wayne
Jordan and Prakash John
Ronnie Douglas
Michael Shand
Musical Director Lance Anderson

Logos for sponsors: Orillia Opera House, Orillia Folk Festival, Paul Raymond, Daily Change, Tim Lauer.



Strategic Plan 2023 - 2028

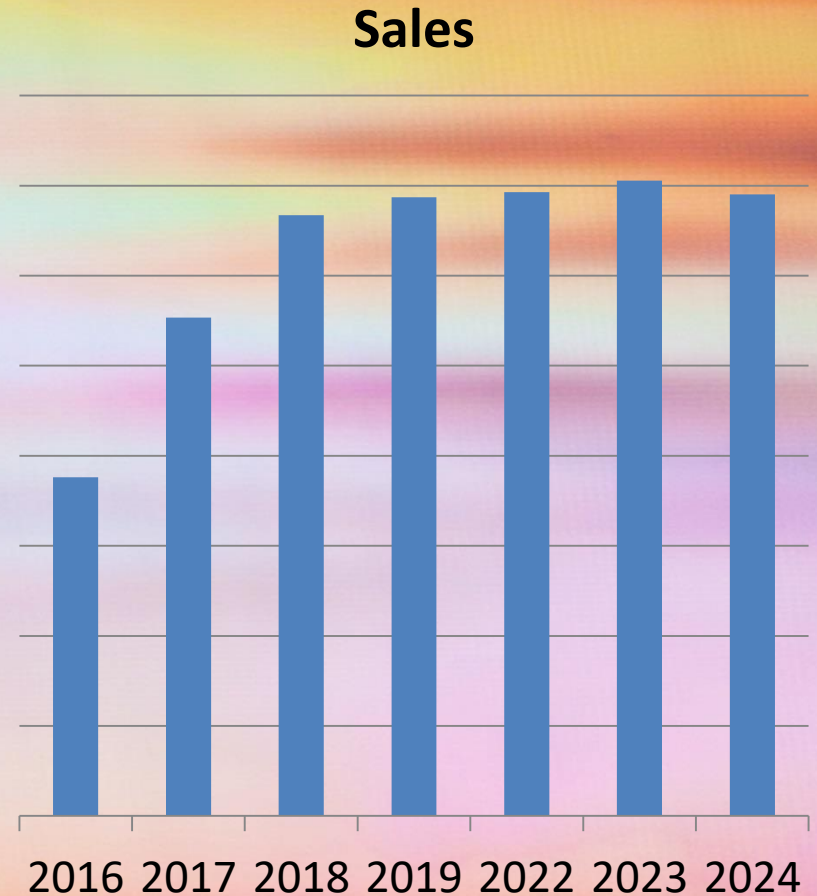
Priority 1: Ensure Organizational Sustainability

Priority 2: Enhance the Core Festival

Priority 3: Deepen Community Ties

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 IS USED TO INFORM THE SUBSEQUENT YEAR'S MARKETING STRATEGY AS WELL AS TICKET PRICING.



SUCCESSFUL GRANT APPLICATIONS 2024

- EXPERIENCE ONTARIO
- CANADA ARTS PRESENTATION FUND
- ONTARIO ARTS COUNCIL
- CANADA SUMMER JOBS PROGRAM/ONTARIO SUMMER EXPERIENCE
- 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**
- **CONTINUE TO WORK ON A DRAINAGE PLAN**

PARTNERSHIPS ARE PRICELESS!



PARTNERS

- CITY OF ORILLIA
- DOWNTOWN OBIA – DOWNTOWN STAGE
- TD - FOLKPLAY
- MANY LOCAL, REGIONAL AND PROVINCIAL FESTIVAL SPONSORS
- STREETS ALIVE
- GATHERING: FESTIVAL OF FIRST NATIONS STORIES



THANK YOU



THANK YOU TO THE 2023-24 FOLK FESTIVAL'S BOARD OF DIRECTORS

CHRIS HAZEL – FESTIVAL MANAGER
SPENCER SHEWEN – ARTISTIC DIRECTOR

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

- MARIPOSA FOLK FESTIVAL
- 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 4, 5, 6, 2025!



MARIPOSA 65TH
FOLK FESTIVAL