



TAMIO WAKAYAMA, 1977



TAMIO WAKAYAMA, 1984

IN 1977, PSF WAS INITIATED BY A MEMBER OF THE JAPANESE CANADIAN VOLUNTEERS ASSOCIATION (TONARI GUMI). IN THE SPIRIT OF THE MATSURI OR FESTIVALS OF JAPAN, PSF CELEBRATES THE HISTORY OF JAPANESE CANADIANS IN VANCOUVER.



TAMIO WAKAYAMA, 1981



TAMIO WAKAYAMA, 1982

THE POWELL STREET FESTIVAL SOCIETY'S MISSION IS TO CULTIVATE JAPANESE CANADIAN ARTS AND CULTURE TO CONNECT COMMUNITIES. OUR MAIN ACTIVITY IS PRODUCING THE POWELL STREET FESTIVAL.



TAMIO WAKAYAMA, 1992



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



KATE BRAUN, 2007



GREG MASUDA, 2009

OUR CORE VALUES ARE:

1. COMMUNITY ENGAGEMENT
2. ARTISTIC EXCELLENCE
3. ACCESSIBILITY
4. HERITAGE
5. FINANCIAL SUSTAINABILITY



UNKNOWN PHOTOGRAPHER, 2012



PEAK PHOTOGRAPHY, 2013



JEANIE OW, 2014



JEANIE OW, 2014



SHANNON MILLER, 2017

WE ALSO PRODUCE AN ANNUAL SEASON OF CULTURAL + ARTISTIC PROGRAMMING



NOAH PHOTOGRAPHY, 2016



KRISTIN FUCHIHARA, 2016



SHANNON MILLER, 2017



HAMMER, 2018

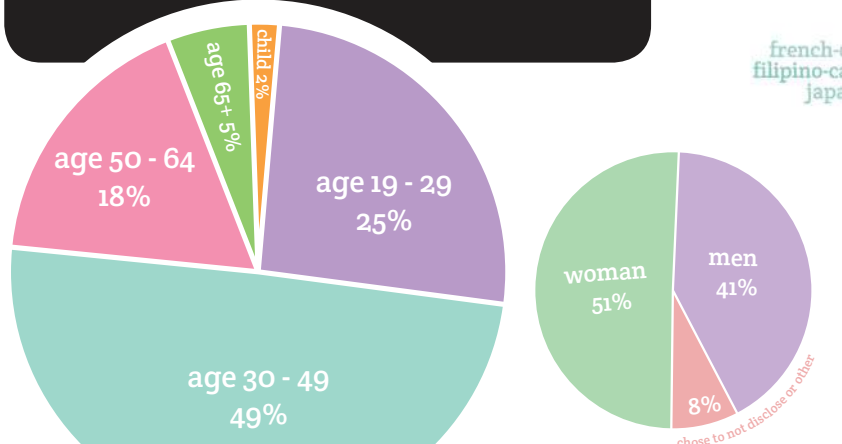
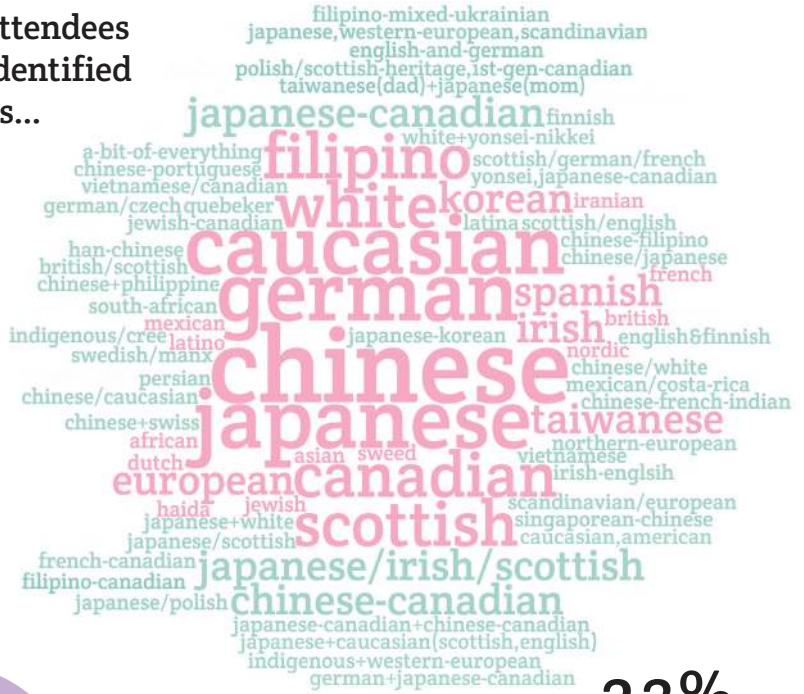
THE 43RD ANNUAL FESTIVAL IS ON AUGUST 3+4, 2019



DIVERSE MULTI-GENERATIONAL AUDIENCE

IN 2018 **22,838** PEOPLE
 ATTENDED THE FESTIVAL
 6157 ATTENDED OTHER PSFS EVENTS
 118,721 REACHED OUR WEBSITE +
 393,965 ON SOCIAL MEDIA
 544 MEMBERS + 438 VOLUNTEERS

Powell Street
 Festival
 attendees
 identified
 as...

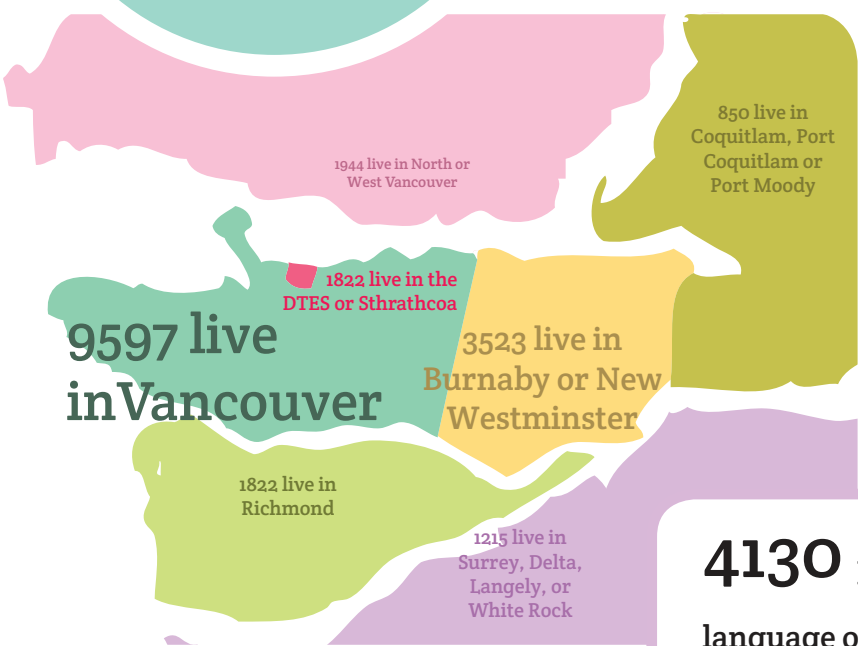


25% identify as members of the **Japanese Canadian community**

23% identify as of **mixed heritage**

- 1** 50% earn over \$40,000 per year
- 1** 22% earn \$90,000 +
- 1** 9% earn \$20-40,000
- 1** 9% earn \$20,000 or less

87% attended college or university



1944 live outside of the Lower Mainland

4130 primarily speak a language other than English including **2187** Japanese speakers

こんにちは



ARTISTS ENRICHING COMMUNITIES



EMMA LEE TOYODA

KRISTIN FUCHIHARA, 2018



KARAKORO

NATA TSANG, 2018



SORAMARU TAKAYAMA



CHIHARU MIZUKAWA



SHARON MINEMOTO



KATIE MALIA

VALANT CHAN, 2017



GEORGE + NORIKO

SHANNON MILLER, 2017



TATSUYA NAKATANI

SHANNON MILLER, 2018



JOY KOGAWA

RAYMOND LUM



JODAIKO



MIYAMA MCQUEEN TOKITA

NOEL PHOTOGRAPHY, 2016



BERNIE ARAI



DIYET

IN 2018
665 ARTISTS
WERE PAID,
66% ARE LOCAL



DAVID SUZUKI



GRMLN

NORIKO, 2014



KOKORO DANCE

JEANIE OW, 2016



AGAINST THE CURRENT



RACHEL KIYO IWAASA



KYTAMI

ED LAW, 2014

THE PUBLIC ART COMPETITION

The Design Competition, in partnership with Revery Architecture and Abaton Projects challenges students to design interactive installations for the Powell Street Festival. Entrants are asked to consider civic engagement, cultural relevance, environmental sustainability and practical design limitations in their proposals. Sponsored by Hapa Collaborative, PFS Studio, Entuitive, Abaton Projects, & Revery Architecture.

In 2016, The Koinobori was an interactive installation inspired by traditional carp streamers.



In 2017, Macro Maki invited festival goers to don pillow-sized sushi costumes on an oversized wooden sushi tray.



In 2018, The Karakasa Obake was an oversized Japanese umbrella that takes the form of a trickster spirit with one eye and one foot.



24
UNIQUE
JAPANESE
FOOD
VENDORS



34 CRAFT +
MARKETPLACE
VENDORS

LOTTERY



CHILDREN'S
ACTIVITIES

SUPPORTED BY
OPUS ART SUPPLIES,
DAISO, + FRESHPOINT.

\$12,115 RAISED IN 2018
2773 TICKETS SOLD
SPONSORED BY JAPAN AIRLINES, HAPA IZAKAYA!, LISTEL
CANADA, AND EMILY CARR CONTINUING STUDIES



ZERO WASTE

- * DIVERTED 90.9% OF FESTIVAL WASTE AWAY FROM THE LANDFILL, WITH THE HELP OF GREEN CHAIR RECYCLING
- * 671 BICYCLES PARKED AT OUR VALET OVER 2 DAYS
- * 58% OF ATTENDEES WALKED, BIKED, OR USED PUBLIC TRANSIT TO GET TO THE FESTIVAL
- * 2372 PEOPLE USED REUSABLE WATER SOURCES TO DRINK WATER AT OUR WATER WAGON



GRASSROOTS CONNECTION TO NEIGHBOURHOOD

THE ADVOCACY + OUTREACH COMMITTEE PROMOTES THE PROFILE OF POWELL STREET FESTIVAL TO CULTURAL, SOCIAL, POLITICAL AND MAINSTREAM COMMUNITIES.

- * PARTICIPATE IN DOWNTOWN EASTSIDE COMMUNITY-BUILDING EFFORTS.
- * LIAISES WITH OTHER ARTS AND COMMUNITY ORGANIZATIONS TO FOSTER AWARENESS AND PARTNERSHIPS
- * LIAISES WITH LOCAL AND NATIONAL

- JAPANESE CANADIAN CULTURAL AND SOCIAL ORGANIZATIONS
- * WORKS COOPERATIVELY WITH OTHER DOWNTOWN EASTSIDE ORGANIZATIONS TO PROMOTE CHANGE AND SUPPORT TO RENEW THE AREA



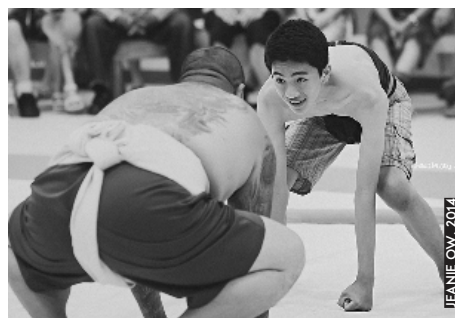
THIS SEASON, OVER 1067 MEALS SERVED THROUGH A.O.C. INITIATIVES



AN ESTIMATED 4796 PEOPLE ENGAGED THROUGH 60 FREE OR ACCESSIBLE OUTREACH EVENTS



EVERY AUGUST, WE PLAY BASEBALL TO HONOUR THE LEGENDARY VANCOUVER ASAHI BASEBALL, A JAPANESE CANADIAN TEAM THAT PLAYED IN THE POWELL STREET AREA FROM 1914 TO 1941. THEIR HOME FIELD WAS OPPENHEIMER PARK.



THE A.O.C. COMMITTEE HOSTS WORKSHOPS IN THE DTES, INCLUDING ART-MAKING, ORIGAMI, + SUMO IN COLLABORATION WITH ORGANIZATIONS SUCH AS OPPENHEIMER PARK, HOMEGROUND, HEART OF THE CITY FESTIVAL, AND WEPRESS COMMUNITY ART SPACE.



	CONTRIBUTING PARTNER \$300	VOLUNTEER PARTNER \$1,000	COMMUNITY PARTNER \$3,000	PERFORMANCE PARTNER \$5,000	FESTIVAL PARTNER \$10,000	PRESENTING PARTNER \$25,000
LOGO PLACEMENT	<ul style="list-style-type: none"> e-newsletter sign at festival tent 	<ul style="list-style-type: none"> e-newsletter signs x2: large sign in park and festival tent sign 	<ul style="list-style-type: none"> e-newsletter signs x2: large sign in park and festival tent sign 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) transit shelter advertisement 	<ul style="list-style-type: none"> e-newsletter signs x2 poster postcard print ads (where space permits) transit shelter advertisement
WEBSITE PRESENCE		<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> logo on website 	<ul style="list-style-type: none"> featured post on our website's news feed logo on website 	<ul style="list-style-type: none"> featured post on news feed logo on website slider on website up for negotiation
FESTIVAL PROGRAM		<ul style="list-style-type: none"> logo in program 	<ul style="list-style-type: none"> logo in program 1/6 pg b&w ad 	<ul style="list-style-type: none"> logo in program 1/4 pg b&w ad 	<ul style="list-style-type: none"> logo in program 1/2 pg b&w ad 	<ul style="list-style-type: none"> logo in program full pg b&w ad
SOCIAL MEDIA			<ul style="list-style-type: none"> group social media 	<ul style="list-style-type: none"> group social media 	<ul style="list-style-type: none"> individual social media 	<ul style="list-style-type: none"> individual social media
ANNOUNCEMENTS				<ul style="list-style-type: none"> emcee announcement 	<ul style="list-style-type: none"> emcee announcement 	<ul style="list-style-type: none"> opening ceremony speech
TO BE NEGOTIATED						<ul style="list-style-type: none"> booth space exclusive festival or street stage naming rights

ALL SPONSORSHIP BENEFITS ARE UP FOR NEGOTIATION. WE WANT TO CREATE A PARTNERSHIP THAT SUITS YOUR UNIQUE NEEDS.

Sponsor Benefit	Reach	Sponsor Benefit	Reach
<ul style="list-style-type: none"> e-newsletter 	373 subscribers	<ul style="list-style-type: none"> print advertisements 	3,642,000 distro, up to
<ul style="list-style-type: none"> signage 	22,838 attendees, up to	<ul style="list-style-type: none"> website 	118,721 pageviews over 1 yr
<ul style="list-style-type: none"> festival program 	15,000 distribution	<ul style="list-style-type: none"> social media 	393,965 social media reach
<ul style="list-style-type: none"> poster + postcard 	3550 posted; 3500 distributed	<ul style="list-style-type: none"> announcements 	14,577 attendees, up to
<ul style="list-style-type: none"> transit shelter ad 	1,893,918 circulation	<ul style="list-style-type: none"> booth space 	22,838 attendees, up to

