



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, 1982



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



UNKNOWN PHOTOGRAPHER, CIRCA 1995



KATE BRAUN, 2007



GREG MASUDA, 2009

## OUR CORE VALUES ARE:

1. COMMUNITY
2. ARTISTIC EXCELLENCE
3. INCLUSIVITY AND DIVERSITY
4. HERITAGE
5. RESILIENCE



UNKNOWN PHOTOGRAPHER, 2012



PEAK PHOTOGRAPHY, 2013



JEANIE OW, 2014



SHANNON MILLER, 2017



NOAH PHOTOGRAPHY, 2016

WE ALSO PRODUCE AN ANNUAL  
SEASON OF CULTURAL +  
ARTISTIC PROGRAMMING



SHANNON MILLER, 2017



KRISTIN FUCHIHARA, 2016



HAMMER, 2018



TRACY MOROMISATO, 2019

THE 44TH ANNUAL  
FESTIVAL IS ON  
AUGUST 1+2, 2020



## DIVERSE MULTI-GENERATIONAL AUDIENCE

IN 2019 **16,155** PEOPLE

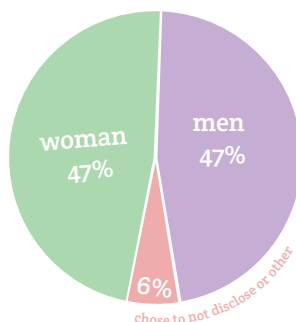
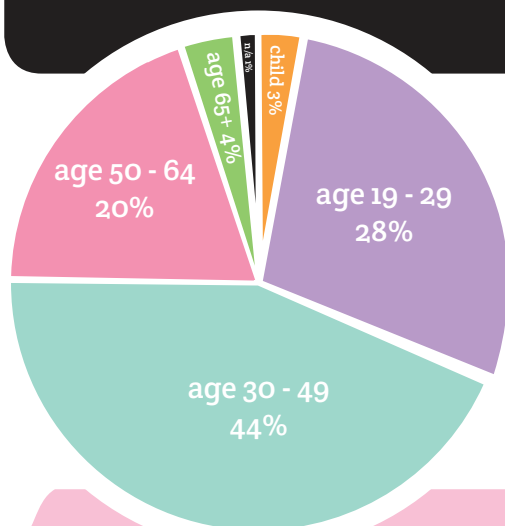
ATTENDED THE FESTIVAL

5704 ATTENDED OTHER PSFS EVENTS

128,235 REACHED OUR WEBSITE +  
393,965 ON SOCIAL MEDIA

553 MEMBERS + 438 VOLUNTEERS

Powell Street  
Festival attendees  
identified as...



**12%**

identify as members of the

Japanese  
Canadian  
community

**22%**

identify as of

mixed  
heritage



**50% earn over  
\$40,000 per year**



**18% earn \$90,000 +**



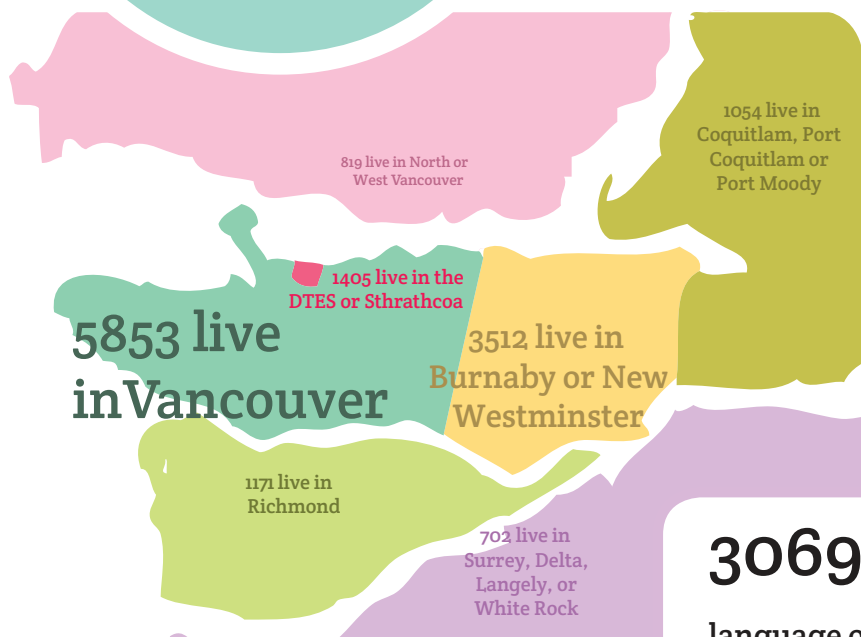
**8% earn \$20-40,000**



**7% earn \$20,000 or less**



**80% attended  
college or university**



**3069** primarily speak a

language other than English including

**969 Japanese speakers**

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## ARTISTS ENRICHING COMMUNITIES



EMMA LEE TOYODA

KRISTIN FUCHIHARA, 2018

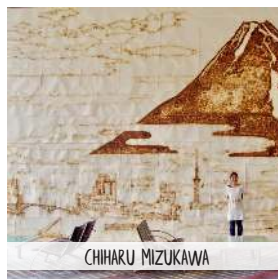


KARAKORO

NATYA 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



JODAICO



MIYAMA MCQUEEN TOKITA

NOAH PHOTOGRAPHY, 2016



BERNIE ARAI



DIYET



WE PAID  
525 ARTISTS  
IN 2019.



DAVID SUZUKI



JUNE FUKUMURA AS SUMIKO

JUNE FUKUMURA, 2019



KOKORO DANCE

JEANIE OW, 2016



AGAINST THE CURRENT



RACHEL KIYO IWASA



KYTAMI

ED LAW, 2014

## THE PUBLIC ART COMPETITION

The Public Art 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.

The Koinobori, 2016



Karakasa Obake, 2018



Macro Maki, 2017



Ashi Ato, 2019





# 23 UNIQUE JAPANESE FOOD VENDORS



# 39 CRAFT + MARKETPLACE VENDORS

# LOTTERY



\$11,132 RAISED IN 2019  
2683 TICKETS SOLD

SPONSORED BY JAPAN AIRLINES, HAPA IZAKAYA!,  
VANCOUVER INTERNATIONAL FILM FESTIVAL, AND EMILY  
CARR CONTINUING STUDIES

# CHILDREN'S ACTIVITIES

SUPPORTED BY  
OPUS ART SUPPLIES,  
DAISO, + FRESHPOINT.



# ZERO WASTE

- \* DIVERTED 90.9% OF FESTIVAL WASTE AWAY FROM THE LANDFILL, WITH THE HELP OF GREEN CHAIR RECYCLING
- \* 613 BICYCLES PARKED AT OUR VALET OVER 2 DAYS
- \* 63% 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  
**1525 MEALS SERVED**  
THROUGH A.O.C. INITIATIVES



KRISTIN FUCHIHARA, 2016

AN ESTIMATED  
**6130 PEOPLE ENGAGED**  
THROUGH 92 FREE OR ACCESSIBLE  
OUTREACH EVENTS

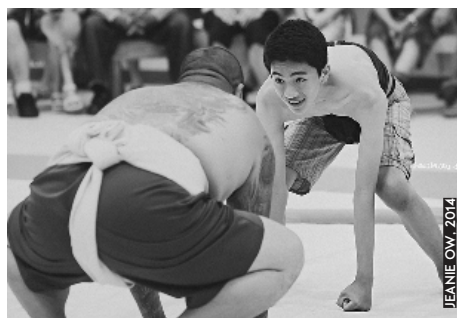


KRISTIN FUCHIHARA, 2016



LENEE SON, 2018

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.



JEANIE OW, 2014

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.







JEANIE OW, 2012  
**SPATIAL POETICS XI:  
SOME MONSTER  
2012**



TRACY MOROMISATO, 2018  
**WILD SALMON CARAVAN  
NINGYO  
2018**



JULIA WONG, 2019  
**CHILDREN'S SUMO WORKSHOP  
2019**



LEANNE DUNIC, 2019  
**MARK TAKESHI MCGREGOR AT  
HONOLULU FESTIVAL  
2019**



KATHY SHIMIZU, 2015  
**AGAINST THE CURRENT  
WORKSHOPS  
2015**

Powell Street Festival Society's programming includes a season of events and partnerships with other organizations throughout the year outside of the Festival. This expansion of programs allows us to collaborate with other organizations, artists and communities that we wouldn't normally have the capacity to during our festival weekend. We are also able to present in other venues and areas of the city and outreach to new audiences.



IMAGE BY BRUCE HUNNERTON, 2017

**SPATIAL POETICS XVI:  
KIYO 生き残り  
2017**



IMAGE BY SHANNON MILLER, 2018

**SPATIAL POETICS XVII:  
ONCE LOST  
2018**



## VISION

A society enriched and interconnected through Japanese Canadian arts and culture.

## MISSION

We cultivate Japanese Canadian arts and culture to connect and empower diverse communities. Our main activity is producing the Powell Street Festival in Vancouver's historic Japanese Canadian neighbourhood, Paueru Gai.

## VALUES

### Community:

We foster engagement, collaboration and accessibility.

### Artistic Excellence:

We cultivate and support artists and cultural producers.

### Inclusivity and Diversity:

We program events and activities that welcome a wide range of participants, striving towards barrier free experiences.

### Heritage:

We honour the location of Paueru Gai and Japanese Canadian history. Through this, we acknowledge a larger narrative of displacement and colonization.

### Resilience:

We protect and maintain the financial and operational viability of the organization.



	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	✉ e-newsletter 📍 sign at festival tent	✉ e-newsletter 📍 signs x2: large sign in park and festival tent sign	✉ e-newsletter 📍 signs x2: large sign in park and festival tent sign	✉ e-newsletter 📍 signs x2 📄 poster 📄 postcard 🌟 print ads (where space permits)	✉ e-newsletter 📍 signs x2 📄 poster 📄 postcard 🌟 print ads (where space permits) 🚊 transit shelter advertisement	✉ e-newsletter 📍 signs x2 📄 poster 📄 postcard 🌟 print ads (where space permits) 🚊 transit shelter advertisement
WEBSITE PRESENCE		🖥 logo on website	🖥 logo on website	🖥 logo on website	🖥 featured post on our website's news feed 🖥 logo on website	🖥 featured post on news feed 🖥 logo on website 🖥 slider on website up for negotiation
FESTIVAL PROGRAM		📄 logo in program	📄 logo in program 📄 1/6 pg b&w ad	📄 logo in program 📄 1/4 pg b&w ad	📄 logo in program 📄 1/2 pg b&w ad	📄 logo in program 📄 full pg b&w ad
SOCIAL MEDIA			📘 group social media	📘 group social media	📘 individual social media	📘 individual social media
ANNOUNCEMENTS				💬 emcee announcement	💬 emcee announcement	💬 opening ceremony speech
TO BE NEGOTIATED						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
✉ e-newsletter .....	373 subscribers	🌟 print advertisements .....	3,642,000 distro, up to
📍 signage .....	16,155 attendees, up to	🖥 website .....	128,235 pageviews over 1 yr
📄 festival program .....	15,000 distribution	📘 social media .....	393,965 social media reach
📄 poster + postcard .....	3550 posted; 3500 distributed	💬 announcements .....	6,439 attendees, up to
🚊 transit shelter ad .....	1,893,918 circulation	booth space .....	16,155 attendees, up to

