

The Historic Westbank Association

President's Report for 2014

This is the fifth year that the Historic Westbank Association (H.W.A.) has been serving our community since our organization was incorporated on February 2, 2010.

For newcomers who are unaware about the H.W.A., our organization annually participates in constructing a themed float for Westside Daze, hosts the Westbank Farmers' Market in downtown Westbank during the summer months and for Remembrance Day we host a wreath laying ceremony at the Westbank Cenotaph in front of the Westbank Lions Community Centre.

"Historic Westbank" was the theme for our float for the Westside Daze parade held on June 27th. Our float continued the theme from Heritage Week, held in February, that highlighted their "historic downtown" theme, as well, Westbank was honoured in July by the Okanagan Historical Society during a picnic at Parkinson Recreation Centre. Secure-Rite Mobile Storage donated the float tilt bed truck, and our crew and volunteers constructed two buildings that represented the Westbank Lions Community Centre and the old Westbank Irrigation District art deco building. A large red heart with "Westbank is the heart of our community, was placed in the centre. Several adults and children, dressed in 1930s period dress rode on the float with ambient music playing from that era.

The Westside Daze parade coincided with the kick-off for our first Westbank Farmers' Market of the season. As last season, the event is held on the west side of Westridge Shopping Centre at Elliott Road and Main Street. This event provides excellent visibility, easy access and ample parking. Many visitors discover our weekly market as they either walk or drive by. On average there were 30 vendors each week and there was a great variety of produce and fruit in season, as well as handicrafts, knitted goods, pies, bread, preserves, jewellery, etc. Betty Hersey looked after booking the vendors each week and Fred Masson lined up the local entertainment that performed on those Saturdays from 10:00 a.m. to 1:00 p.m. I manned our Historic Westbank Association booth, answering visitors' questions and sold local merchandise. On September 12th, the last market of the season, the H.W.A. held a "Kids Day." That proved very successful and will return for the 2016 Westbank Farmers' Market season, along with other proposed

themed weekends. The H.W.A. is grateful to the Callahan Group, for permission to use their parking lot for this event.

Each Remembrance Day the Historic Westbank Association holds a Wreath Laying Ceremony at the Westbank Cenotaph, located in front of the Westbank Lions Community Hall. Usually around 200 to 250 local citizens attend this important community event. This year that number increased to 350 to 400 people. Fred Masson was the Master of Ceremonies, the Spectrum Singers opened the service with O' Canada, Pastor Asmus presented the homily and after the service sandwiches and refreshments were provided by Sheila Kennedy. A big thank you to the volunteers that participated in the event, helped set up and take down the equipment outside and those that helped with the food service inside. As well as thanking Pastor Asmus for his annual participation in our event, I would like to thank Judy Ingram and the Westbank Lions Development Society for providing the community hall free of charge for this important community event.

We have big plans in 2016 for the Westbank Farmers' Market. We plan on having weekly themes, contests and more aggressive promotion of this regular summer community event. In order to accomplish our goals we need your help. If you are interested in helping out with the Westbank Farmers' Market, in any way, we would love to hear from you. The Historic Westbank Association is hoping to make our market one of the best in the Okanagan. For more information please check out the Historic Westbank Association's website: www.westbank.biz for more information.

2015 Events Director's Report

Betty Hersey

Our sixth season of the Westbank Farmers' Market was a successful one! We continue to hold the market at the Westridge Shopping Centre. To promote the market even more, we are working on partnering with local businesses for our 2016 market season. We hope to have special events to draw more customers. We hope you have visited the market and tell your friends about it!

Attendance at our Remembrance Day wreath-laying ceremony in the Lions Hall parking lot continues to go up. We are pleased to offer this yearly tribute to our local heroes!

It was great to be able to have refreshments after the ceremony in the Lions Hall. Again...it was very much appreciated by those who came.

Our Historic Westbank Association continues to promote downtown Westbank.....it is the heart of the westside. People know where Westbank is...vs. West Kelowna....which is a large area, interspersed with WFN lands. I will always use Westbank as my legal mailing address...and hope you will too!

HISTORIC WESTBANK ASSOCIATION ANNUAL GENERAL MEETING - DECEMBER 8, 2015 MEDIA REPORT

Your association maintains two web sites and associated Facebook and Twitter feeds as the main methods of public contact. These sites - www.westbank.biz and www.westbankfarmersmarket.com - are designed to bring the activities of the association to the attention of the public and the media. Each site and feed is updated as required - generally at least once per week.



The Market Facebook page (located at <https://facebook.com/WestbankFarmersMarket>) has become the first line of public contact over the past year. Posts to this media feed are automatically shared with the associated Twitter feed (<https://twitter.com/WestbankMarket>) and the Market web site home page (www.westbankfarmersmarket.com).

The association has adopted the slogan "**We are community**" for the Facebook feed and linked items in an effort to make the public and the media more aware of the goals and objectives of the association. To further this objective we have established a community events page on the web site which promotes, at no charge, various community offerings. These events are also cross-indexed to the Market Facebook page on a daily basis. This information is at www.westbankfarmersmarket.com/events.html.

Recognizing that this method of advertising and promotion is one of the most cost-effective methods of advancing the goals of the association an emphasis has been placed on growing the number of Facebook "Likes". Each new "like" obtained has the potential of exponentially increasing the reach of the association. This exercise has, over the past year, increased the number from 247 to the present 361. We are presently running a campaign to increase that to 500 and are offering a donated prize in support of new additions.

**HISTORIC WESTBANK ASSOCIATION
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Your Association tracks the activity of each web site daily through the use of Google Analytics. There is no cost to the association for this service.

HWA SITE (www.westbank.biz)

Traffic to this site remains relatively consistent over the course of a year. It attracts, on average, 350 - 400 visitors per month with, on average, 57% being returning viewers and 43% being new. Although the site is optimized for mobile (smart 'phone, tablet etc.) visits generally only about 10% - 12% of the total are logged using this method.

Once on the site recorded visitors visit these pages (ranked with highest number of visits first):

- * Home / Main page
- * Westbank History
- * Event Archives
- * About the HWA
- * Photographs

WESTBANK FARMERS MARKET SITE (www.westbankfarmersmarket.com)

Traffic to this site varies considerably during the year depending if the Market is in session. During the Market season (July through September) it generally attracts between 3,000 - 3,500 visits per month and drops in the off-season to between 500 - 800 visits per month. The site is optimized for mobile browsing and generally attracts upwards of 50% of total traffic through this method. On average returning vs new visits are in the 50% each range with returning visitors increasing substantially during the Market season which indicates that a substantial number of visitors are researching sale or special items and offers.

Recognizing that a more consistent visitor flow over the full year would be of benefit, the association has recently, using the "**We are community**" campaign, started to cross-promote various other community events to grow the off-season totals and keep the activities of the Market and the HWA generally in front of the community.

Once on the site recorded visitors visit these page (ranked with highest number of visits first):

- * Home /Main page
- * Area events
- * Present Market vendors
- * Sponsor a Market event (see next page)
- * Information on becoming a vendor
- * Market entertainment
- * Photographs and videos
- * Volunteer with the Market.

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Recognizing that the Market is the cornerstone of your Association's fund-raising efforts and its most visible face within the community and that the continued growth and success of the enterprises is important to the overall goals of the Association in 2016 the Market will attempt to attract weekly event sponsors to partner with the Association to increase the overall visits and traffic. It is the goal of this project to bring in more visitors on a regular basis which will result not only in higher returns for the participating vendors but also allow the Association to attract new and more varying participants.

A campaign in support of this activity is scheduled to start in January - February of 2016 and initial promotion has been placed on the web site at www.westbankfarmersmarket.com

Your association will require additional assistance to complete the project. Interested individuals are asked to contact your executive.

SPONSOR A MARKET EVENT

PARTNER UP
Put your company in front of the Westside Community in 2016. Consider sponsoring a Market event - there's never a charge and all the proceeds go to local charities.

Westbank Farmers' Market

BE A SPONSOR

CHERRY PIT SPIT
3 SPITS for a BUCK!
The fastest to spit 3 cherry pits in 30 seconds wins. Prizes for 1st, 2nd, and 3rd place. All proceeds go to charity.

INAUGURAL WESTBANK MARKET DOG EATING COMPETITION

10 10 10
HOT MINS FREE \$10
DOGS MINS IF YOU IF YOU
CAN'T

Five winners get a one-of-a-kind T and a certificate.
ALL PROCEEDS TO CHARITY!
Proudly sponsored by (Sponsor Name)

WESTBANK FARMERS' MARKET CUTEST WESTSIDE DOG
JUDITH, SAM, SAM, SAM, SAM
Winners awarded a doggie nuggie pack.

(*)Product provision may be required depending on the event.

INFO?
Email: participate@westbankfarmersmarket.com
WEB: www.westbankfarmersmarket.com
FACEBOOK: [WestbankFarmersMarket](https://www.facebook.com/WestbankFarmersMarket)
TWITTER: [@WestbankMarket](https://twitter.com/WestbankMarket)

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TOURIST AND VISITOR INFORMATION CARDS

In order to bring the Market to the attention of visitors to the area and to assist your Association in raising funds to continue with important projects the Association has arranged to have rack cards promoting the Market placed in the Westbank Visitor Centre as well as all area hotels and appropriate tourist locations.



BULK MAIL AND EMAIL DATABASE

Your Association maintains various databases for the purpose of directing HWA and Market information to individuals and groups. Presently these include:

- * All local and Provincial Media
- * Interested individuals, HWA members and Market vendors
- * Local businesses

Your Associations recognizes that this type of contact is a cost-effective method of communication, promotion and advertising and intends to increase the use over the coming year. Please see next page.

INCREASING DATABASE SUPPORT

Recognizing that a robust and comprehensive contact system is essential for the promotion of HWA goals and objectives your Association will enter into several campaigns over the coming year to increase the number of groups and individuals represented in our various databases. These campaigns will include:

WEEKLY MARKET DRAW



*Enter to WIN a Free Goodie Basket
Draw Held Every Week at 1:30PM*

Each week during the Market season a free draw will take place to award one winner with a basket of various goods supplied by Market vendors. It is anticipated that there will be negligible cost associated with this campaign as prizes will be donated in return for consideration. In order to enter the draw a name and email address (or telephone number) will be required.

PHOTO CONTEST

Your Association will sponsor a photo contest highlighting Westbank themes and locations. It is our intent to have this campaign completely sponsored by local groups, associations or businesses so that there will be little cost to your Association. In order to enter each photograph must be submitted with a name and email address.

REGULAR MARKET NEWSLETTER

Production has started on a regular newsletter featuring articles, special offers and coupons from the Market vendors. This publication will be available in printed form in limited numbers but will be delivered primarily by email.

Photo Contest
GIVE US YOUR BEST SHOT
In 3 Categories + GRAND PRIZE

Categories:
AND Grand Prize
LANDSCAPES
KIDS & PETS
HISTORIC SITES

Grand Prize:
Weekly Photo featured
on the new Westbank
Postcard Stamp

ALL SELECTED PHOTOS
WILL BE FEATURED
ON THE MARKET
WEB SITE,
FACEBOOK PAGE
AND
TWITTER FEED

WestbankFarmersMarket - we are Community

WESTBANK FARMERS' MARKET
2015 - www.westbankfarmersmarket.com

NOTHING BUT THE FRESHEST!
Meet the produce vendors.

INSIDE:
Unique Crafts
Special Gifts
Entertainment