

VANCOUVER DEPUTY MAYOR TIM STEVENSON, RECEIVED A CULTURAL EXCHANGE GIFT FROM KAMPALA LORD MAYOR ERIAS LUKWAGO, AND DEPUTY LORD MAYOR HAJAT SARAH KANYIKE, ON BEHALF OF KAMPALA CAPITAL CITY AUTHORITY TOUR.



SPECIAL CONGRATULATION TO AFRICAN DESCENT SOCIETY FOR PRESENTING SUCCESSFUL AFRICAN DESCENT FESTIVAL 2017. Lord Mayor Erias Lukwago special Award to African Descent Festival Organising team on behalf board members and other volunteers.





2015 - 2024

INTERNATIONAL DECADE FOR PEOPLE OF

AFRICAN DESCENT

3RD ANNUAL

AFRICAN DESCENT FESTIVAL



PROMOTING MUSIC, ARTS & CULTURAL HERITAGE
CELEBRATING THE LEGACY OF HOGAN'S ALLEY &
PEOPLE OF AFRICAN DESCENT IN
VANCOUVER AND BC



JULY 22 & 23, 2017

THORNTON PARK • 1166 MAIN ST, VANCOUVER
10AM - 8PM ★ ★ ★ ★ **FREE EVENT**

WWW.AFRICANDESCENTFESTIVAL.COM

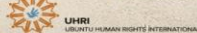
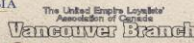
PRINCESS NKULEE DUBE,
DAUGHTER OF LUCKY DUBE
OTHER NOTABLE ARTISTS:



MOSTLY MARLEY
FRICTION AND
THE ROOTS DRIVERS
KARA-KATA
AFROBEAT GROUP
WOODSHED SUPPLY CO.
STEVE SACKY

BLUETONES
JACKY YENGA
MR. FANTASTIK
KESSEKE
JABULILE DLADLA
MAWOGAN FASHION SHOW
AFRICSTYLE FASHION
DAWN PEMBERTON

NDIDI CASCADE & MAD RIDDIM
STREETBEAT ENTERTAINMENT
DESIREE DAWSON
DJ MICHAEL FRASER
DJ DLADLA
MR. METRO AKA DEVON M.
& GUEST
SPEAKERS

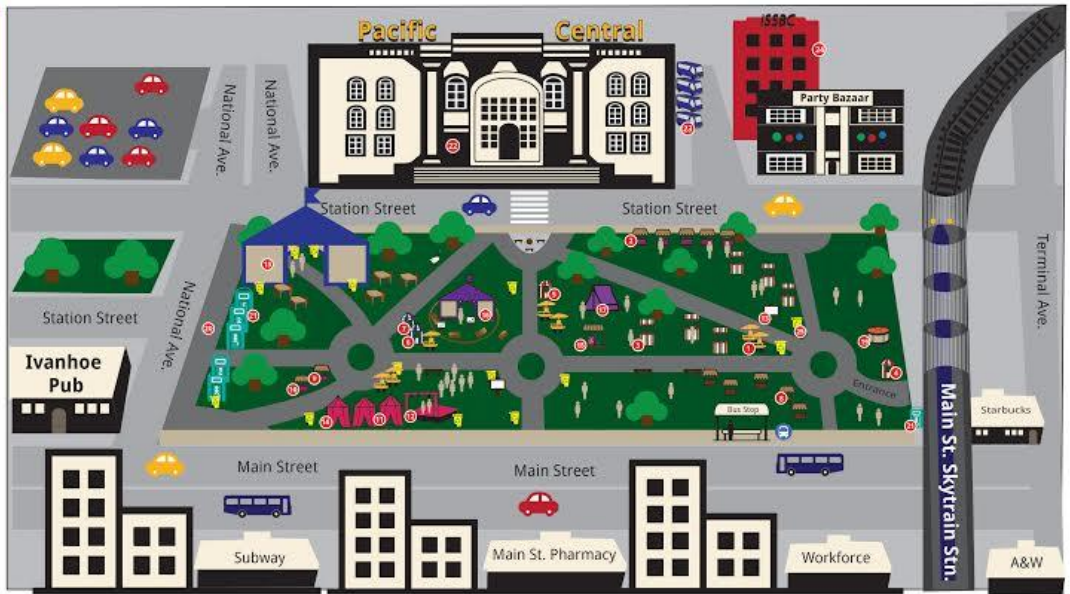


African Descent Festival 2017 Floor Plan

Thornton Park
1166 Main Street

Legend

1. Food Vendors
2. Multicultural Farmer's Market
3. Arts & Crafts Booths
4. ADSBC Welcome Booth
5. First Nations Welcome Booth
6. Command Post/Security
7. Policing Station
8. Information Booths
9. First Aid Station
10. Lost & Found
11. Backstage & Tech Setup
12. Stage
13. Signage/Wayfinding
14. Media Tent
15. Beer Garden
16. Art Exhibition
17. Elder Tent
18. Kid Zone
19. Drum Circle
20. Stage & Vendor Loading Zone
21. Toilets
22. A&W Pacific Central
23. Greyhound Bus Depot
24. ISSBC Building
25. Recycling and Waste Bins



2015 - 2024
INTERNATIONAL DECADE FOR PEOPLE OF
AFRICAN DESCENT



African Descent Society
British Columbia



African Descent Society

British Columbia

“We offer the place of memories to tell stories, to hear music, to see dancing, tales, poetry and history”

3RD AFRICAN DESCENT FESTIVAL

ANNUAL REPORT 2017

The year 2017 has been a great test of challenges but it came with great fortunes for African Descent Society BC and management team of African Descent Festival 2017. We were fortunate to develop a strong collaborative model for community change. We were so proud to be part around the strong supportive community, the City, provincial and federal government that helped us to build a strong sustainability of African Descent Festival with support of strong volunteers.

The ADF 2017, is a great history to remember with such so many great success, we were able to present over one hundred professional artists live music bands, speakers and dialogue which involved the Vancouver City Council and Kampala City Council represented the Lord Mayor Elias Lukwago and deputy Lord Mayor Hajat Sarah Kanyike as representative of Uganda and Vancouver Cultural Exchange relationship.

Many representative from provincial Minister of labour Hon. Bruce Ralston and Federal government and representative of United Nations International Decades for people of African Descent appreciated the greatest the rich arts and culture for people of African Descent. We presented an excellent collection of artist's collaborations, local and international stars shared the stage together.

We are very grateful and appreciate the commitment of our volunteers, donors, sponsors, stakeholder, partners and audience important role in making our festival a success.

African Descent music festival brought together many people of African Descent together as part of celebrating the heritage, culture and the international decade for people of African Descent proclaimed by United Nation and all member states with a theme; recognise justice and development. This was a great success to see hundreds of



Above: Deputy Mayor Stevenson, Vancouver City Council with his guests Ugandan Lord Mayor Erias Lukwago and Deputy Lord Mayor Hajat Sarah Kanyike at Vancouver City Hall.



Hon. Minister Bruce Ralston.



MISSION

Promotes arts and culture for the people of African descent through live music presentation.

VALUE

We work with others who share our values and build a strong collaborative community change. We promote the culture of free volunteerism, generosity of community building Vancouver communities of multiculturalism.

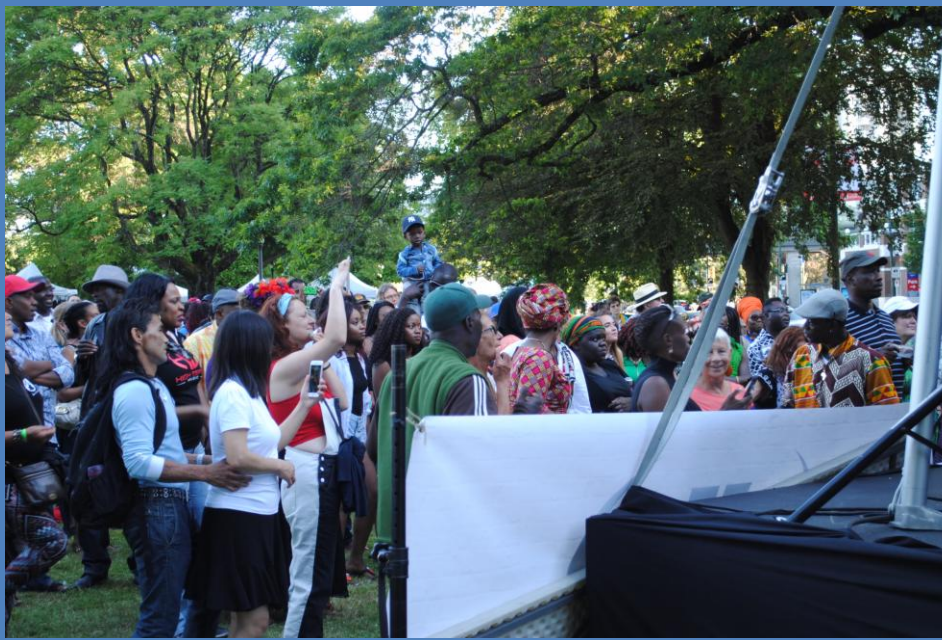
CREATIVITY

We innovate, advocate arts and culture and public engagement of our community, we search and present, multicultural talents, we believe in creativity, innovation and are and cultural expression through live music presentation.

INLUSSIVE AND DIVERSITY

We advocate the multicultural community, inclusive, accessible for all. We recognise and advocate the heritage for people of African Descent Hogan's Alley, Black Strathcona, Vancouver and British Columbia since 1858.

We appreciate all communities.



AFRICAN DESCENT FESTIVAL REPORT 2017.

The African Descent Festival promotes arts and cultural heritage of people of African Descent through live music, dance and dialogue. For two days, ADF presented about a hundred musicians and several artist and dancing workshop live at the park and Vancouver City Hall dialogue and live performance.

VENOM KETCH, is an Afro Canadian of Jamaican Heritage Afro beat singer, dancer and the only trainer for Afro beat dance. Venom has an Afro beat dance studio at the Scotia Bank in Vancouver Downtown.



NDIDI CASCADE AND TONY.

Known for their dual debut affirmative, present great music.



Great funs of African Descent Festival enjoying live music dance.

SPECIAL EVENT PRODUCTION

Event production is a long process start concept design to execution of final event to your audience at the final day.

It is a great idea is a systematic process requires a very careful planning and public or municipal involvement in the

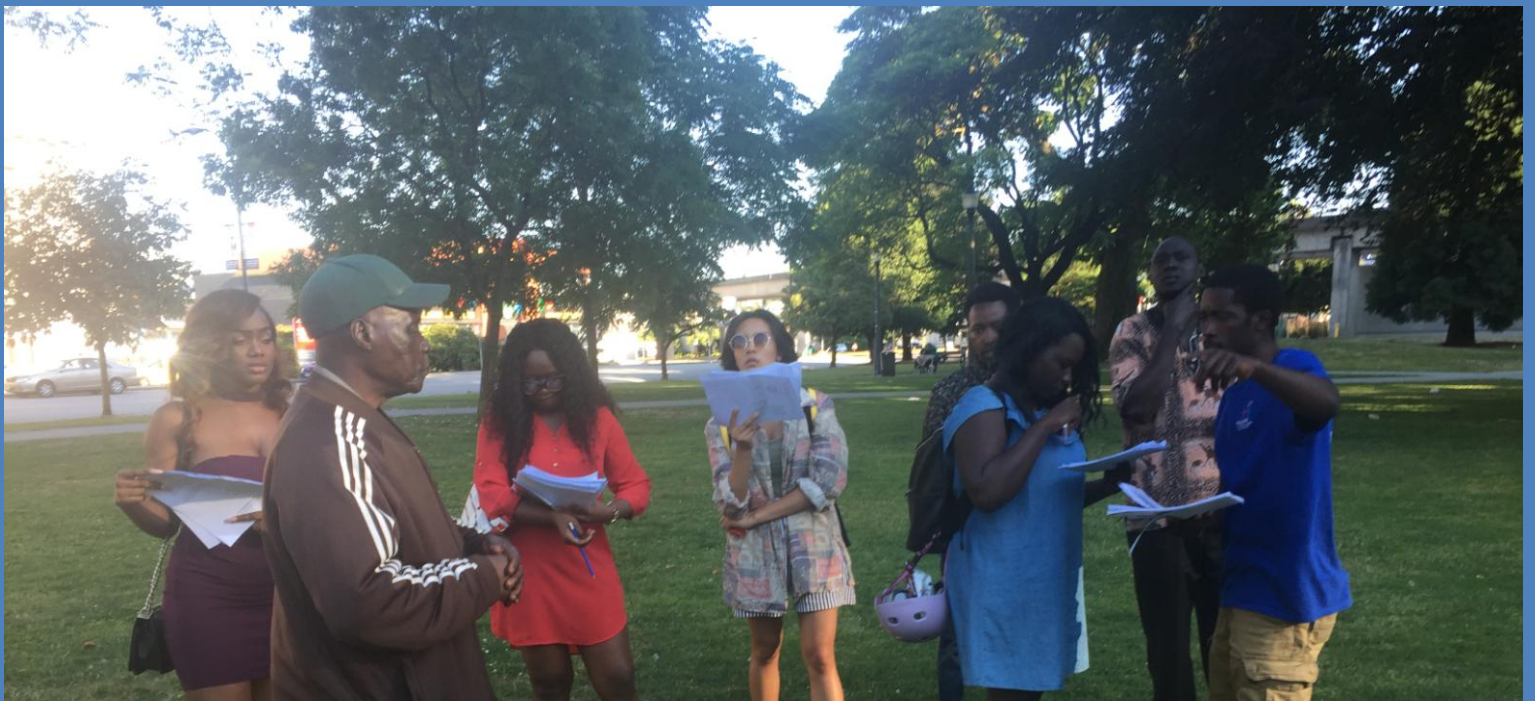
Planning process and negotiation process. A master plan of the event production required with a risk assessment to produce a special event. This process include, negotiation, planning, design, logistics, entertainment, community engagement, outreach, security and many other aspects needed to integrate into a master plan.

PLANNING.

Upon the City parks board confirmation of our project, we proceed to the whole process of planning process for the whole event. African Descent Society/ADF believes that a successful event does not happen for the single night. It is a systematic planning. Month of planning, weeks of careful planning, assembling and mobilising resources both financial and human resources. We begun with careful exploring of the potential site space, proposal of concept design and meetings of actually what we learned from the previous events and how we can improve or make more systematic progress and this requires systematic brainstorming ideas, event theme, activities, promotion and marketing plan and strategies, communication plan, community engagements, finance and fund mobilisation and budget and planning operations and all technical logistics needs for the successful event.

THE PRODUCTION AND EXECUTION PHASE.

This requires a long term monthly discussions, municipal negotiations, floor plan design, production planning come into effective life and analysis. In this process, the team of executive director/producer of the event directly collaborate with contractors, designers and local community and outreach team as well as many stakeholders, local, international partners agencies , community leaders to gain their interest involvement, artists/musicians, police and security agencies are all required to present a successful event and I thank all the African Descent production team and dedicated volunteers to make this plan such amazing success for 2017. Thanks so much those mentioned above in the planning and production operation and thanks indeed for the African Descent board of Directors and our operational team for amazing work and dedicated time to present such wonderful special event for 2017 African Descent Festival. Here a photo of some of our planning and production team plus while at Thornton Park planning:





WHY VOLUNTEER WITH US

The achievement of the goals of ADF is best served by the active participation of citizens of the community. To this end, the organization extends appreciation to dedicated volunteers outstanding services without delay. The involvement of volunteers at all levels in the festival and within all appropriate programs and activities. All staff and board members are strongly encouraged to continue support our community for self-determination.

MEET PETER WANYENYA (PhD) UBC OUR LOVELY MC FOR AFRICAN DESCENT FESTIVAL



BELLO MAJID AMONYE JUNIOR ONE OF THE SECURITY COMMAND POST LONG TIME OFFICER.



FEEDING AND CARING ABOUT OUR VOLUNTEERING IS ONE OUR MAJOR GOALS

Feeding and taking care of our volunteer is our major priority goal to ensure health and recognition. Cynthia and Natasha enjoying food at African Descent festival.



MANY OF OUR VOLUNTEERS LOVE DANCING.

Melodie Cowan one of the planning team.



PEOPLE OF AFRICAN DESCENT HISTORIC EXHIBITION PROUDLY PRESENTS THE:

HOGAN'S ALLEY AND VANCOUVER PEOPLE OF AFRICAN DESCENT HISTORY EXHIBITION.



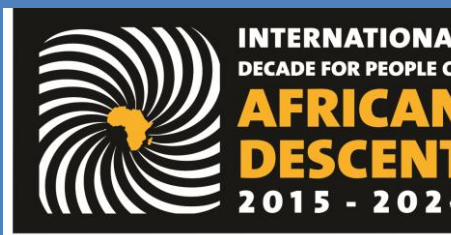
King Solomon Kabagambe, sitting down explains the History and experience of people of African Descent (PAD). This was proclaimed by United Nations as 2015-2024, International Decade for people of African Descent based on; recognise, Justice and Development 2015-2024.



People of African Descent BC and Vancouver Hogan's Alley/Vancouver African Descent Historic Exhibition: Yasin founder and



"I was totally not aware anything about the History and contribution of people of African Descent in Vancouver but the festival opened my mind to know more". She said while sitting in wheelchair.

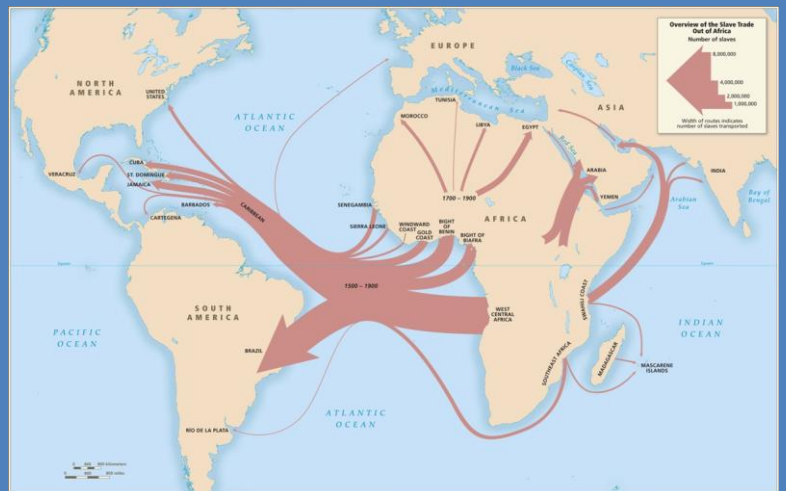


BLACK STRATHCONA/HOGAN'S ALLEY PARADE TOUR.

Black Strathcona/Hogan's Alley African Descent heritage walk tour will be integrated into African Descent Parade 2018, is an integral part of African Descent Festival and parade vision involving all community partners and stakeholders in the parade. Here members of Vancouver community march and touring Hogan's Alley historic Black community heritage in Vancouver.



UN INTERNATIONAL DECADE FOR PEOPLE OF AFRICAN DESCENT SLAVE ROUTES.



The UN General Assembly proclaimed 2015-2024 as International Decade for people of African Descent special resolution 68/237, recognise, justice and

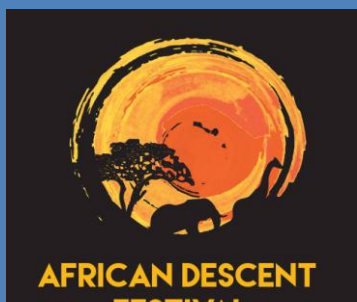
HISTORY AND TRIBUTE FOR AFRICAN DESCENT FESTIVAL.

This festival is a tribute to the historic memories of people of African Descent Black Strathcona/Hogan's Alley and the historic memories of people of African Descent which was once a thriving community in Vancouver Downtown Eastside and many notable people of African Descent communities in during the 19th Century.

This is a arts and cultural festival with soul purpose to promotes arts and culture for people of African Descent in BC. The festival was created as a tribute to the historic People of African Descent community that thrived in Vancouver Downtown Eastside for nearly over six decade; producing world class musicians, community builders, Human Rights activists and many famous restaurants and other notable businesses. The festival pay tributes to entire People of African Descent in Greater Vancouver through designed historic exhibition. The festival aims to create a platform to bring awareness of arts, culture, heritage and historic memories of Black Strathcona neighbourhood beautification and attracting Black community to come back to Vancouver using arts and culture events while creating economic and tourism impact.

AFRICAN DESCENT AND ENTIRE CARIBBEAN IMMIGRANTS.

This festival aim to promotes arts and culture for people of African Descent through live music. We present over hundred musicians who performs for the three or two days. We are the best African Descent live performance and live music festive with the best live act entertainment.



WHY THORNTON PARK SIGNIFICANT HOME FOR AFRICAN DESCENT FESTIVAL.

Every place has a story and every story play a significant role in the lives of an individual social well being and his community.

When Yasin received the news from University of British Columbia about scholarship and resettlement to Canada, the news came with a package which I still have. I opened the envelope which read, "welcome to Canada and you will be settled to Vancouver the most beautiful City. Inside the envelope there was another letter about important tourist attraction sites in Vancouver Downtown East side and the rest but as soon as I landed in Vancouver, I picked out my letter for tourist sites and I took bus 99 BLine from UBC to Downtown Vancouver and a stranger took me to some of the tourist sites in Downtown Eastside started from Main Street Skytrain or Main and Terminal. There, we explored Thornton Park the first time and of course the CPR or Central Pacific Railway. As I stand around, I noticed a coloured Women I came to know by the name Vanessa Richards and she gave contact of well some people of African Descent and she took us to Hogan's Alley. There, I learnt so many hidden history that Hogan's Alley was once the first and last community for people of African Descent back in 19th Century. My first dream was to organise a non for Profit organisation and festival through support of senior residences and Hogan's Alley Boulevard was seen as my first choice but when I approached City of Vancouver Parks board Mr. Clark Rick and Dave Rieberger. I proposed to organise event festival at Hogan's Alley and they said, the space might be small and also difficult for closer transportation and bicycle lane. I went ahead to look for potential park and my interest went back to Thornton Park and while I was standing there, Chinese stranger, connected me to Terry Hunter a senior residence in Strathcona and Vincent Fodera who later narrated stories that Thornton Park until who areas Hogan's Alley and Strathcona was once People of African Descent Neighbourhood and was destroyed by the City Council of Vancouver back in authoritarian urban renewal policies. I was emotional shocked feel pleasure to restore my community and I continued to learn, writing and research about the area even when I was at UBC. By 2013, African Descent Society opened and officially registered in 2014 and new organisation to restore People of African Descent with focuses Hogan's Alley. At Thornton Park, it is already known that area around Thornton Park was once the first concentrated place for many People of African Descent known as Black sleeping car porters and many worked in the railways building below as George Pullman porters. So, with such history discover, I thought a festival was urgently needed to bring our people back or new comers to cerebrate our heritage and rebuild it together through live music festival at Thornton Park .



AFRICAN DESCENT FESTIVAL PRESENTS BEST FASHION SHOW EVERY YEAR.

Great appreciation and congratulation from CEO Mawogan Fashion show design Mr. Zeus Mohammed for the greatest fashion show presentation and promoting amazing fashion shows with joy and excitement. Fashion is ways we as People of African Descent can tell our roots, culture, creativity, history, heritage and joy to attract other multicultural to learn more about the other side of African Descents, there by promote inter-cultural understanding and business investments.



MAWOGAN FASHION DESIGNER

AFRICAN DESCENT FESTIVAL PRESENT HUNDRED ARTISTS FROM DIFFERENT BANDS IN GREAT VACOUVER, BC AND INTERNATIONAL.

Here is Karaka Afrobeat Band live performance on Stage.



BLUE TONES, JAMES COWAN AND FRIEND ROCK BAND AT ADF 2017.



**African
Descent
Society**
British Columbia



The picture above indicates what exactly happened at African Descent Festival when thousands of an expected audience covered the whole park. According to the 2017, audience development, there was a sharp significant increase in terms of audience development and general overview of the festival. This includes, general artists presentations, stage, performances, vendors and financial fundraising as well as increased festival expenses. The festival showed a very significant increase in terms of all people of African Descent, Caribbean shown up in very high number, Audience Figures

Total

1 2016 African descent Festival Attendance 3,500

Male

42.40%

Female

58.60%

2 Transit Commuters

25%

3 Lower Mainland

84.60%

4 Vancouver Island and Nanaimo

1.20%

5 Other British Columbia

2.70%

6 Canada First Nation

2.20%

7 Canada other Provinces

1.40%

8 Other U.S.

2.30%

9 Outside visitors Canada and USA

1.40%

Age Breakdown

1 Children 5 - 10 yrs

8.00%

2 18 or under

5.00%

3 19 - 24 years

15.00%

4 25 - 34 years

30.00%

5 35 - 44 years

15.00%

6 45 - 54 years

20.00%

7 55 and over

10.00%



In the above pictures left and right, people of African Descent and the other multicultural groups got together to celebrate the African Descent Festival 2017. It was an amazing event to see thousands of men and women from all over Canada traveled to Vancouver to be part of the historic event. With about 15000 people for two days, this number indicated strong needs and desire for people of African Descent to come together with other communities to celebrate their history, arts and culture and the decade for people of African Descent through live music presentations.

Below is Vancouver reknown master drum master Kasseke Yeo. Is profession dancer, song writer, performer, drum instructor with his band West Meets West band which play multiple genre from reggae, dance hall, drumming, acrobats, and acting. Kasseke won multiple international Awards and won Ivory coast Drum and dancer Artist before settled in beautiful Vancouver.



ARTS CRAFT, FOOD AND VENDORS ENJOYED
AFRICAN DESCENT FESTIVAL.

GREAT THANKS UBC AFRICAN AWARENESS.



AFRO CARIBBEAN FOOD



AFRICAN ETHIOPIAN FOODS



REHMA NAHMANA AFRICAN ART CRAFT



INTERNATIONAL CULTUREAL EXCHANGE BETWEEN KAMPALA AND VANCOUVER CITY COUNCIL WAS HIGHLY APPRECIATED VISIT.



On the right hand side, Pastor Sam Kabyemera a resident from Strathcona, Uganda-Kampala Lord Mayor Erias Lukwago, Deputy Lord Mayor Clr. Steve Stone, Deputy Lord Mayor Kampala Hajat Sarah Kanyike and Ugandan Consulate in BC, Mr. John Hallan.



THANKS KAMPALA CITY COUNCIL AND VANCOUVER CITY COUNCIL CULTURAL EXCHANGE.

It was the first time relationship Kampala City and Vancouver sharing ideas instrumental to make Cities diverse, multiculturalism and inclusive and understanding values and culture development. We will be happy to see this relationship grow for both Cities as a diplomatic relations to benefit both Cities

CARIBBEAN AFRO RESTAURANT





ADSBBC PRESIDENT. MR. KEBEDE ABATE EXCHANGE CULTURAL AWARDS TO UGANDAN LORD MAYOR ERIAS LUKWAGO AND DEPUTY LORD MAYOR HAJAT SARA KANYIKE AND RAGGAE STAR NKULEE DUBE.

Mr. Kebede presented such beautiful Canada Flag, and so many Canada Arts, cup and cultural gift with the Lord Mayor from Kampala along side, Deputy Lord Mayor Hajat Sarah Kanyike and Nkulee Dubee on stage. Culture is uniting us and promote intercultural understandings.



SPECIA CULTURAL AWARDS PRESENT TO VANCOUVER DEPUTY MAYOR STEVE STONE

It was great honor for Ugandan Lord Mayor Erias Lukwago handed one of the cultural gifts to Vancouver Deputy Lord Mayor.

Lord Mayor Erias Lukwago cultural perspective of Kampala City



CULTURAL EXCHANGE GIFT FROM VANCOUVER DEPUTY MAYOR CLR. STEVE STONE.

The Lord Mayor Kampala City received a cultural Exchange gift from the City of Vancouver Deputy Mayor Tim Stevenson ,besides, Kampala Deputy Lord Mayor Sarah Kanyike and Ugandan Consulate Mr. John Halan.

PROMOTE MUSIC, ARTS AND CULTURAL RESPONSIBILITY FOR PEOPLE OF AFRICAN DESCENT.

African Descent Festival is local and international in nature, mandate and mission. We create music and we mean variety of music and we explore ideas, cultural perspective and dialogue around the themes of choice.

We are the leading African Descent in Vancouver with best live acts and live music according to post event survey and the best festival in presenting history, heritage of African descent in BC with no any festival presents cultural heritage history. This makes us unique and understands the concept of inter-cultural understanding what it means to African Descent and local indigenous societies.

We are proud of bring all people of African Descent together every year for multiple music genre which ranges from Asian Africans Descent, Latin Americans, Africans, African American plus other multicultural communities play guitar together and this can be seen in all our live band photos full of mixed colours and Africans all play together.



COLLABORATE WITH UNITED NATIONS OFFICE OF IDPAD AND UN COMMISSIONER FOR HUMAN RIGHTS AND EXPERT WORKING GROUP ON PEOPLE OF AFRICAN DESCENT.

Only African Descent Society BC and it's child project African Descent Festival enjoyed the developing relationship and partnership with United Nations Office of Public Affairs in charge of International Decade for people of African Descent (IDPAD) . We are so proud that 2016-2017 we have been and still receive education and promotional materials for the decade for people of African descent to continue with awareness campaigns. Also great thanks from UNESCO Canada Council on UNESCO International coalition of artists for general history of Africa through artists connections and stakeholders support. Thanks indeed Mr. Mathias and members of UNESCO GHAP.

FESTIVAL MAJOR FOCUS ON PROMOTING LOCAL ARTISTS MUSIC.

African Descent Festival play a major pivotal role in representing

- afro world music with hundred live performance acts locally.
- Raggae, Afro beat, Dance Hall, African Drums, parade, dialogue, Afro pop, dialogue, afro jazz, and rock music all with African vibes.
- We do local focussed with international promotions of African descent music, arts and culture.
- International cultural exchange.
- Accessible and inclusive events through international stars come to Vancouver.
- Social responsibility and education opportunities.
- African Descent for urban Youth and adults who are eager to explore their heritage.
- Talent, dance, search, development and promote brand of our artist increase their visibility and income
- Partnership and collaborated with major public, corporate, businesses, public enterprise, local, national and international companies, to promote how art and music impact our communities.



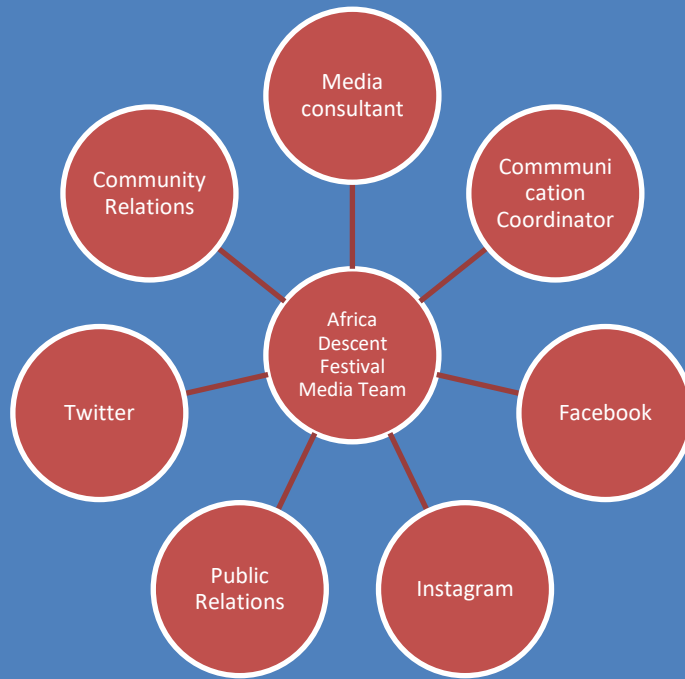
AFRICAN DESCENT FESTIVAL IN THE PRESS AND MEDIA.

“It was the best festival I have not seen in the Vancouver ever” Cocasian fun.

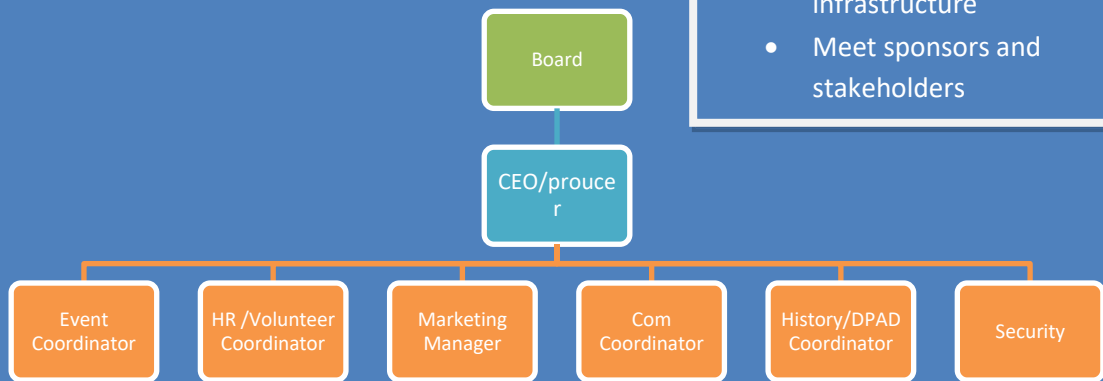
ADF used media team with expertise in traditional and digital marketing made the event great.

- Printed 5000 posters
- Print 7000 post cards
- Radio station Airplay and interviews
- Contracted a PR company
- Press releases sent to thousands of network and target audiences
- Door to door knocking
- Community partnerships
- MOU of Understandings with partners
- TV, announcements
- Radio interviews
- Word of mouth
- Hash tags into other networks
- Face book fees
- All events in Cities
- Famous Vancouver Bloggers
- Local News agency twitters
- Daily Hive twitters
- News 1130
- CBC Media
- Bell Media group
- Instagrams
- Limo TV

ADF MEDIA RELATIONS TEAM



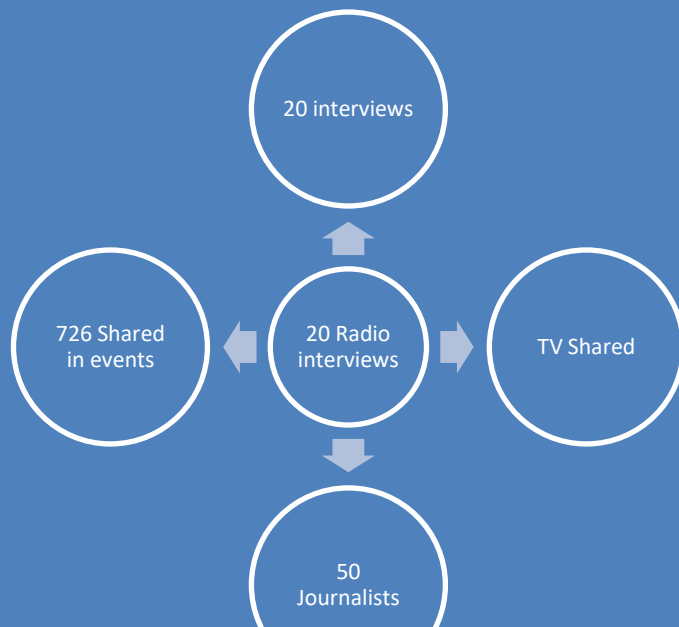
AFRICAN DESCENT FESTIVAL COMMAND STRUCTURE FOR 2017



RECOMMENDATIONS

Organising a festival require countless days and nights starting with planning, organising including resources and productions for a successful event.

- ADSBC need to soliciting fund to meet the budget for event.
- Screening and select more volunteers for capacity building
- ADSBC need more investment in Volunteers, and ensure strong resources to support volunteer work including recognition, after party, awards, and motivation
- Resources and budget for media team volunteers
- Strong Budget for media infrastructure
- Meet sponsors and stakeholders



GREAT THANKS TO SPECIAL SPONSORS

Every success events there are dedicated sponsors and local investors. On behalf of the ADSBC Board and my own behalf, we kindly appreciate for all those who spent in whatever capacity to make ADF very success. Our support dedicated to African Descent Kids and youth to get inspired for future.

