

# CURRICULUM VITAE

**JOHN SELKIRK**

[www.capitalfestival.com](http://www.capitalfestival.com)

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## **Overview:**

Managing | Contracting | Production | Marketing | Promoting | Performing

John is recognized as a talented and creative performing arts professional and entertainment consultant with expertise in marketing initiatives. John created Capital Festival Productions (CFP) to further expand his working relationships in the Arts and Cultural industry and to create meaningful entertainment initiatives for Victoria and around BC.

He has drawn on this experience to collaborate with various industry professionals in advancing artistic initiatives and entertainment events to an ever-increasing number of attendees. John is passionate in his artistic pursuits and has worked successfully with team members in the advancement of arts, culture, and entertainment events ... most recently, the creation of “BC Day Celebrations” outdoor summer weekend music and art festival in Victoria, combining youth programs with family-friendly entertainment.

John has performed and collaborated with many international and local artists bringing to audiences stirring and thoughtful programming. As an entertainment consultant, John has developed many new and exciting arts and cultural events for Victoria, enjoyed by many visitors to our province. John secured his position as Principal Trumpet with Victoria Symphony at the age of 21 from National auditions and is the longest standing Principal Trumpet performer in a Canadian Symphony Orchestra.

## **Education:**

- Full scholarship, graduate studies, Northwestern University, Chicago, Illinois
- Full scholarship Performance degree, University of Toronto
- National Youth Orchestra and The Banff School of Fine Arts

As with so many Canadian musicians and artist professionals, John was a full scholarship recipient at the National Youth Orchestra spanning five summer seasons. He studied at The Banff School with Canada Council support and later worked as a Faculty Director. John's first performance experience began at the age of 16 with the Toronto Symphony.

## **Experience:**

- A professional classical musician and performer
- Founder/CEO Capital Festival Productions & Capital Festival Orchestra Society.
- Established Capital Arts Guild, an on-line comprehensive database/artist registry.
- Principal Trumpet, Victoria Symphony, for over 20 years
- Musical contractor and artistic programmer for cultural events
- Developed many initiatives for musical outreach and support of young artists
- Innovative Marketer and Sponsorship Director
- Developed BC Day Festival at St Ann's Academy, drawing thousands of attendees for the past 3 years, offering BC Emerging Artists the opportunity to participate on the festival stage. Artistic Direction, event production, management, marketing, artistic programming.
- Invited to discuss CFP's business model with BC Minister of Tourism, Arts & Culture
- CFP featured in government publications, showcasing exemplary arts organizations with proven success during difficult economic times.
- Developed strong ties with the business community, cultural arts organizations, and youth groups, working with municipal and provincial governments.
- Collaborated with many local and cross-Canada ensembles, bringing audiences stirring and thoughtful programming.
- Butchart Gardens: Founded Christmas Festive Brass, Produced Choreographed Summer Stage Show
- Founded musical tours of vineyards, Southern Vancouver Island
- Brought back Cathedral Summer Festival, Christ Church Cathedral, in 2003. Responsible for all operations: programming, contracting, scheduling, developing new sponsorship and funding initiatives. Spearheaded re-branding of the Festival into Capital Festival, creating a resurgence of support; provided year-round entertainment events. Presentations for community cultural stakeholders.

### **Creative & Collaborative:**

- Capital Festival Productions: Christmas Celebration of Kindness, BC Day Celebrations, and world-wide webcast of BC Emerging Artists
- Adjudicator of Festivals and Music Competitions province-wide
- Founded Cathedral Summer Festival and Capital Festival Orchestra
- Founded concert series and musical tours of Vineyards, Southern Van. Island
- Created Annual “Festive Brass” Christmas show and presented Summer Stage Show-“Musical Walking Tour” of the Butchart Gardens.

**Capital Festival Event Summary Reports and Video can be viewed at:**

<http://www.capitalfestival.com/resources>

### **Personal Statement:**

Community outreach is an integral component of a performing arts and entertainment organization. Building energetic, collaborative partnerships is essential in producing high quality entertainment events. CFP’s strategic marketing initiatives and music festival events are designed to promote Victoria as a cultural destination. I personally believe that advancement of our Artistic and Cultural communities will only be realized by supporting talented youth and our BC emerging artists. Besides producing ticketed concert events collaborations supported by corporate governance that can recognize directly the benefit of free events based on value added recognition through my extensive marketing experience and expertise. I take great pride in producing free special events and festival productions with a goal that all attendees can enjoy for free talented artists performing on Signature performance stages.

### **Volunteer Work:**

- Assembled music components for Rick Hanson’s Wheel in Motion
- Produced symphony fundraisers for tsunami relief
- Initiated symphony benefit concert event in support of Victoria Hospice.
- Produced and contracted events featuring young performers.

### **References:**

Available upon request