

ACES Business Plan

2013

www.artscentreforedson.ca

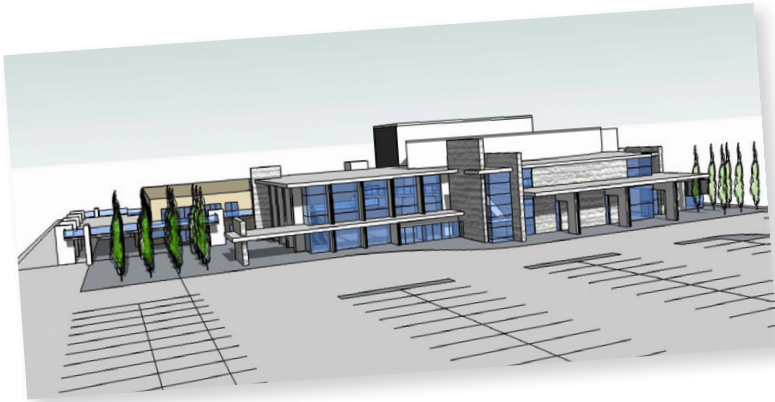


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EXECUTIVE SUMMARY

The Arts Centre for Edson Society (ACES) is a group of Town of Edson and Yellowhead County citizens who have come together to:



- *advocate for the arts and culture community of Edson and area;*
- *to develop a new cultural multiuse facility for the community.*

ACES was founded in October 2007 and incorporated as a society in September 2009. Its hardworking volunteers strive toward these goals.

The advocacy work conducted by ACES resulted in it being approached by the Town of Edson to work together on the outdoor Pavilion recently completed in Centennial Park. This is one recent example of success, but hopefully only one of many, that ACES can achieve with its partners.

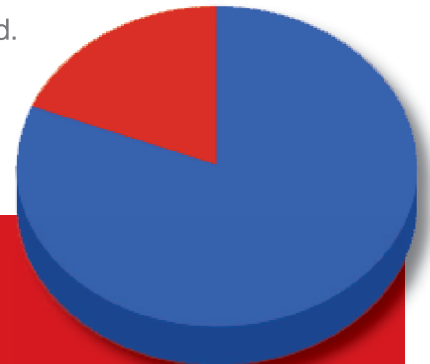
Plans to develop a new cultural facility are well underway. A promising opportunity has come about with the possibility of attaching this facility to the existing Edson and District Recreation Complex. After surveying the community and listening to their needs, ACES is proposing a number of fine arts amenities within the facility.

ACES feels this facility will be an asset to the community and will be enthusiastically received.

Local residents and stopping tourists will be pleased with the architecturally-attractive Centre for the Arts location and the events that will be held within it. We hope this building will be a great addition to the greater community: a solid testament of who we are, what we value, and show we define ourselves as proud members of an arts community.

For most of us, home is our first place, work is our second place and the attractions and amenities in our communities are our third place. It is these places though, that make our communities better to live and work in. Our vision is for the Centre for the Arts to become a place to gather to tell our stories, share our experiences and nurture ideas. Indeed, the Centre for the Arts can be the catalyst for all to get involved, take action, and continue improving quality of life within our community.

Edson and Yellowhead County abounds with talent and more can be developed. This facility can appropriately showcase and nurture it. Many social, ethnic, and educational groups will find use and benefit from such a facility. In addition to the cultural benefits, this facility will economically enhance Edson and Yellowhead County while bringing new life to the existing Recreation Complex.



According to the Alberta Foundation for the Arts, "81% of Albertans attend at least one arts event per year and 53% of Albertans participate directly in an art form in their home or community"

OBJECTIVE

The objective of this plan is to showcase the vision of a multi-use facility in the Town of Edson. This vision will take the current facility of the Edson and District Recreation Complex and renovate it, and add a major cultural component that would include a theatre, visual arts gallery, and visual arts centre.

FEATURES

The proposed facility, in response to a deep community desire for a multi-use facility, was based on input from many groups and community members.

This facility will be attached to the Edson and District Recreation Complex and house the following components:

- Performing arts theatre
 - o Large backstage area
 - o Cyclorama
 - o Seating for 500, including balcony
 - o Accessible technical booth for lighting and sound
 - o Lighting grid
 - o In-house sound system
 - o Cable and satellite hook-up
- Lobby
 - o Visual arts gallery & gift shop
 - o Coat check
 - o Washrooms
- Administration offices
- Visual arts centre
 - o Visual arts studios
 - o Pottery kilns

Community members and groups are excited about the day when crews will begin constructing this brand new centre for the arts.

APPROACH

ACES is proposing to work with the Town of Edson and Yellowhead County community to build a facility whose primary purpose that will be to act as a community gathering place and performing arts space for local artists and performers, as well as visiting performers alike.

** Note: In defining the requirements for an effective performing arts facility for the Edson and Yellowhead County area, serious consideration has been given to the potential for additional uses of the facility for the benefit of the community.*

Based on market research performed by ACES since 2007, the Business Plan will:

- Demonstrate the need for a large community gathering space and Arts Centre facility in Edson and Yellowhead County
- Demonstrate community support for such a facility
- Define potential users of the facility
- Provide a preliminary building requirements description
- Provide a preliminary description of the interior space requirements
- Outline a time line, capital costs and financing strategies
- Detail the Arts Centre's potential operational revenue and expenses
- Outline a contingency plan

BENEFITS

“A strong arts presence is a contributing factor in maintain the health of community – attracting both resident and tourists.”

Ripples across the Province www.afta.ab.ca

Many social groups and educational organizations will benefit from a new facility. The building will be accessible people of all ages and socioeconomic backgrounds. These groups include aboriginal community members, persons with disabilities, recreation users, seniors, Yellowhead County residents and youth organizations.

Aboriginal Benefits

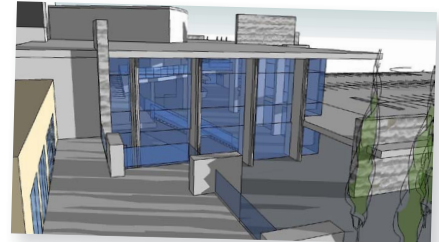
- By hosting Aboriginal cultural events this venue may then encourage and see the expression of Aboriginal art flourish, the freedom of Aboriginal pride expand in all members of our community, and the growth of Aboriginal awareness break down barriers of discrimination and stereotypes.
- This venue would be suitable for partnerships with other artists and organizations in the community.
- This facility will allow drama groups or artists in Edson to present and reenact Aboriginal history through plays and art shows.
- Aboriginal tourism: this venue would be an ideal place to attract tourists into our region for Aboriginal events and productions.
- Many travellers have displayed strong interest in Canadian Aboriginal culture.

- Response composed and submitted by Carmen Hockett, April 11, 2011

Persons with Disabilities Benefits

I feel the new cultural facility would enrich SCOPE's lives by:

- Offering employment opportunities.
- Culturally enriching the residents' minds.
- Giving another community place for the residents to go.
- Giving access to the residents who can sing, draw and paint, and for them to share their talent in a safe non-judgemental environment.
- Perhaps having classes/workshops/events offered for a nominal fee that the residents could partake in.



SCOPE could benefit from a new cultural facility by:

- Gaining employment at the facility, which would be an observable factor to society that people with disabilities are employable.
- Having the residents seen more often in the community and become 'a part of the community'.
- Promoting respect and understanding in the community of people with disabilities.
- Being a part of classes/workshops/events would assist society in seeing the individual as a contributing part of society.

*-Composed and submitted by Laura McGuire,
Supporting Choices of People Edson (SCOPE), October 5, 2011*

Senior Benefits

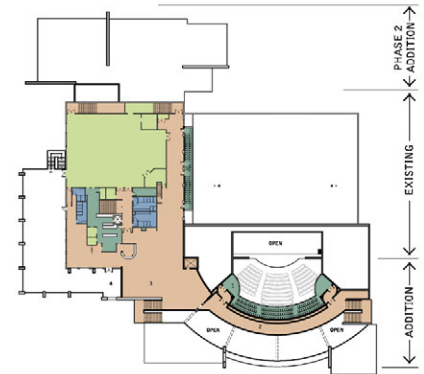
Seniors will attend the many productions, concerts, and festivals that will be presented at a new facility. Accommodations will be made for those seniors unable to travel distance to get to the facility, perhaps arranging special bussing or working with the Edson Seniors Transportation Society.

BENEFITS

Recreational Benefits

- As a Recreation Coordinator, the chairperson of Youth Interagency and a board member on the Community Learning Society a major part of my job is to organize events and opportunities to engage our community. A new arts and cultural facility would open up many opportunities for Edson.
- A new arts and cultural facility in Edson would allow me to bring in keynote speakers, host youth forums and special events in one central location. The facility would provide a space for local artists and performers to showcase their talent.
- A huge advantage to having the facility in Edson would be showcase larger performances in a proper venue allowing all spectators to see the stage. Edson has shown it can host large performances and by hosting them in a proper venue only makes the experience more enjoyable.

-Response composed and submitted by Andrea Longman, Recreation Coordinator, Town of Edson, May 10, 2011



Yellowhead County Benefits

- Building this facility will have a positive impact on Yellowhead County residents. These residents already use Edson as a main service area, whether they are working there, purchasing groceries or home materials, or taking part in leisure activities, these residents are connected to Edson.
- Like so many families from Yellowhead County, all of my children have or are currently attending school in Edson, and have done so since kindergarten. Two of my children were heavily involved in their school's drama program, and after seeing first-hand the current facilities built for performing arts, they deserve much better. Our youth need a larger space so that they can perform their artistic talents to the best of their abilities. A new facility has this potential.
- A facility that is supported by both the Town of Edson and Yellowhead County can only lead to a more positive relationship between the two municipalities. Working together to build something that can further enrich our arts and culture community will undoubtedly demonstrate that we see our area as one community united to provide the best programs and services for its residents.

-Response composed and submitted by Jill DePee, Yellowhead County resident, September 30, 2011

Youth Benefits

- A new arts and cultural facility would open up many opportunities for Edson youth.
- Youth interagency would be able to offer different programs including drama camps, pottery workshops, and performing arts classes. If youth are already involved in the arts then the facility could showcase their talents. An Arts and Cultural Centre could also be used for youth leadership workshops and conferences. The facility would have the ability to bring in performances that youth may not have an opportunity to witness if they were not brought to Edson. Youth Interagency could secure a block of tickets for youth so they would have the opportunity to attend relevant performances.

-Response composed and submitted by Andrea Longman, Chairperson, Youth Interagency, January 28, 2011

For more health and wellness benefits, see Appendix F: The Arts and Individual Well-Being in Canada

COMMUNITY ECONOMIC

“\$378 million in economic activity is generated annually through activities associated with Alberta’s Arts sector.

Revenues generated through arts programming have consistently exceeded expenditures.”



Ripples across the Province www.afta.ab.ca

Having a fully functional performing arts facility in the entire Yellowhead region will have a significant positive economic impact on local businesses including:

- Chamber of Commerce membership
- Hotels and other accommodation providers
- Restaurants, cafés, bars and pubs, etc.
- Retailers
- Local attractions (e.g. Galloway Station Museum, Red Brick Arts Centre and Museum, etc.)
- Marketing tool for attracting future residents

Local Business Benefits

The Rotary club is composed of not only people in business but worldly and community conscious citizens. A new cultural facility, if it drew new people to live in Edson, would positively impact local businesses.

I would also suggest that cultural events that drew people to the community would have a spin off effect for the hospitality businesses.

We would expect that local businesses would in various fashions support fundraising efforts for a new cultural facility. We think local business would in principle support any significant community enhancement.

*-Response composed and submitted by Dr. Mark Sloan,
Rotary Member, April 1, 2011*

SPINOFFS

FACT:

Events scheduled for the Edson area were moved to other venues in a different community.

FACT:

The proposed facility could be used for conferences, retreats, weddings & receptions and more.

FACT:

Every event that was lost to another community is revenue not gained by local businesses.



THE NEED FOR AN ARTS CENTRE IN THE EDSON AREA

There is an identified need for performing arts and conference facilities in the Yellowhead region. In 2010, Alberta Culture and Community Spirit released the Minister's Dialogue with the Arts Sector, one of two reports on the state of the arts sector across Alberta. The report found that there is a strong need for funding of the arts, and arts organizations across the province are experiencing a shortage of facilities for performance and practice. One finding that is noteworthy in the report was the absence of any arts facilities in the Yellowhead region as identified by Alberta Culture and Community Spirit. It is in the context of this distinction that we propose the development of an arts centre in Edson.

Growing Population

Having a vibrant arts community is a key factor in attracting and retaining knowledge-based and skilled workers: the arts encourages employees and their families to stay."

Ripples across the Province www.affta.ab.ca

From 2001 - 2006, the permanent population of Edson has grown from 7,585 to 8,365, a 10.3% increase.

The permanent population of Yellowhead County has grown from 9,881 in 2001 to 10,045 in 2006, a 1.7% increase.

The provincial average from 2001 – 2006 is 10.6%.

Based on long-term population estimates by Alberta Finance and Enterprise, the regional population is projected to be stable within -2.0% to +2.0% of the current population.

Looking at the Town population figures combined with the surrounding Yellowhead County area that uses Edson as a service area, the population is approximately 16,000.

As the population in Edson and Yellowhead County grows, both communities will need to address the growing demand for programs, services and facilities.

Groups as Supporters

Over 20 local community groups stepped forward to offer their support for a new cultural facility.

See Appendix A: Groups as Supporters

Individuals as Supporters

Individuals from both Edson and Yellowhead County are very supportive of a new cultural arts facility in Edson. From people joining the ACES Facebook page (created in June 2011), to discussion with the community at events such as the Edson and District Trade Show, to letters of support, to community facilitated discussion, the community is demonstrating its desire to proceed with this project.

As of November 2013, 220 people have joined the Arts Centre for Edson Society Facebook page.

Current Facilities

In the past, a number of locations in the Edson and Yellowhead County area have been used for community assembly and performance. However, many venues have significant limitations regarding access, availability, production values and technical considerations. The list below details some of the challenges faced in producing public events and performances in some or all of the existing venues:

- Larger venue space is not available in the Edson and Yellowhead County community.
- Stages must be custom-built, lighting and sound consoles must be set up and subsequently removed after each performance to ensure availability of the space in its entirety for the next user group.
- Seating must also be removed after each performance.
- A lack of rehearsal space in the venue or limited access for rehearsal means that dress rehearsals are often the first opportunity to work in the space – an unnerving situation for performers.
- As the spaces are not designed for artistic performances, there are ongoing problems with restricted electrical supply, building support beams in the way, venue acoustics, and other structural issues.
- Lack of proper acoustics is an ongoing problem in every performance space.
- Blacking out windows adds to the complexity of mounting professional quality productions.
- Some locations are not properly ventilated.
- Large numbers of volunteers required to set up the event(s) is a challenge.
- Certain venues have designated operating hours that limit evening and weekend performances.
- Limited stage size throughout the community.

The communities of the Town of Edson and Yellowhead County have voiced their need for a new performing arts theatre in recent surveys.

The Indoor Facility Study of 2006, the 2008 Alberta Recreation Survey, and the Peers Regional Community Facility Feasibility Needs Assessment of 2010 all indicated a high emphasis on performing arts.

STUDIES

Indoor Facility Study

The Indoor Facility Study, which was prepared by Paul Conrad & Associates, had participants respond to the survey question that asked ‘what would be the most important recreation and cultural indoor facility the community should develop in the next five years?’

Two of the top five responses were:

- The creation of a ‘multi-use facility’.
- The building of a ‘350+ seat theatre’.

These needs can be met within the proposed new facility in Edson.

Alberta Recreation Study

The 2008 Alberta Recreation Survey identified a number of activities undertaken by Alberta households. Two of the top nine activities were listed as:

- Attending a fair or festival.
- Attending a museum or gallery.

Both of these activities can be achieved within the proposed new facility in Edson.

The Peers Regional Community Facility Feasibility Needs Assessment

The Peers Regional Community Facility Feasibility Needs Assessment, which was prepared by RC Strategies, gathered information from community members about facilities that are needed in the Peers region.

Three of the top six choices were:

- Larger capacity for banquet / events / parties / etc.
- Performing arts space / theatre.
- Arts & crafts space.

These needs can be met within the proposed new facility in Edson.



POTENTIAL USERS

Through detailed research of events that took place in the Edson and Yellowhead County community, it is evident that a broad range of groups and individuals will make use of a facility designed for performances, community gatherings and a variety of other uses.

Edson-based Performers and Presentations

In the Edson and Yellowhead County arts and culture community alone, there are a total of 37 active community groups likely to take advantage of a designated performance facility.

In the period between January 2009 and January 2011, there were more than **140 performances** and other events offered in Edson involving hundreds of volunteers, support staff and performers.

Total attendance for the same period amounted to approximately **35,000** (a low estimate) - this equates to each Edson resident attending four events per year.

See Appendix B: Potential Users from the Edson Area

As well as the current schedule of events that take place year-round, it is also expected that the following event types will be accommodated:

- Corporate training and retreat events
- Group meetings and rehearsal space
- Community exhibition space
- Art exhibitions: 3D art, sculptures, oversize installations, etc.

* Note: During this time frame, the Edson and Yellowhead County area did not have adequate facilities for numerous large events and conferences.

These events were booked into facilities in other municipalities. The Edson and Yellowhead County area would have benefited from a proper performance space with better acoustics and seating for larger audiences.

Regional Performers and Presentations

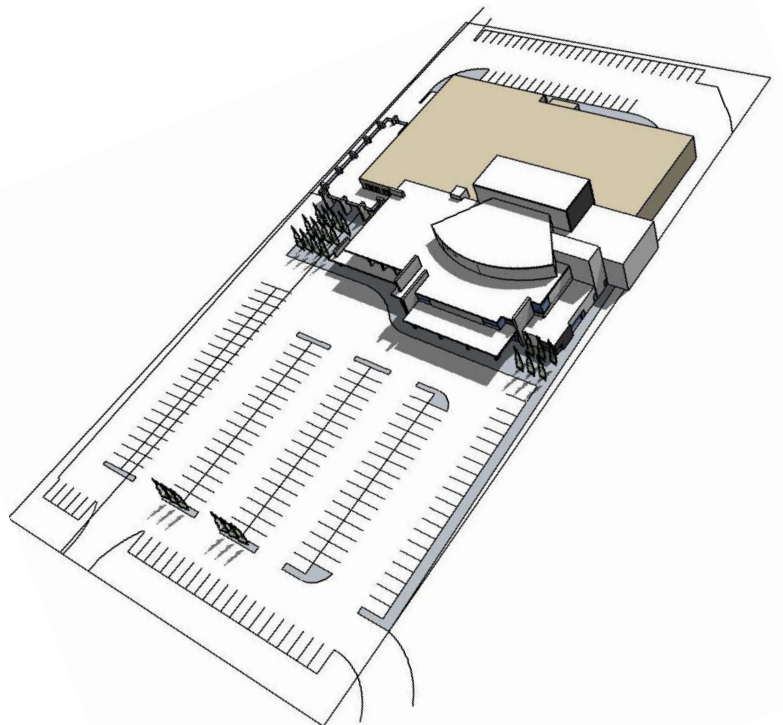
In the centre of the West Yellowhead region, Edson is a desirable location for a performing arts/conference facility. Edson's proximity to Drayton Valley, Hinton, and Whitecourt, as well as its position between Edmonton and Jasper, make it accessible to performers and audience members alike. Current local facilities are ill-equipped or unsuited to handle both larger acts that require more complex (technical) set-ups, and performances for larger audiences.

General Community Use

A performing arts facility in Edson would open up a wide variety of uses for the general community.

With this in mind, the facility will be flexible enough to accommodate a wide range of events including:

- Community /public meetings
- Community exhibitions
- Performance events for adult and youth audiences such as theatre, music, spoken word, and dance
- Fairs and festivals
- Cinematic events
- Conference centre
- Art gallery and exhibitions
- Weddings and other celebrations
- Funerals & memorial services
- Guest speakers
- Election & public forums



CONCEPT

ACES has completed a vast amount of research to determine what the perfect cultural performing arts facility will look like in Edson. After consulting different organizations around Edson and Yellowhead County and examining a variety of theatres and theatre concepts from across Alberta, ACES believes it has created the perfect facility that will meet the needs of the community.

Comparable Communities

After researching various communities around Alberta, it was discovered that numerous communities, some larger and some smaller than the Town of Edson, have a large performing arts centres.

Of the 15 Alberta communities that were surveyed, all of them had a cultural facility that contained more than 141 seats, which is the number of seats in the Red Brick Arts Centre. Thirteen of these facilities were mixed/multiuse facilities, and two were stand-alone facilities. Six of these centres had smaller populations than Edson, and eight of the communities had a full time Arts/Culture Staff Member.

See Appendix C: Comparable Communities

Location

This facility will be attached to the Edson and District Recreation Complex, #1 Golf Course Road Highway 16 in Edson.

The current size of the facility, which was constructed in 1982, is as follows:

- Upper Floor: 3,040 Sq. M
- Lower Floor: 1,303 Sq. M
- Total Area: 4,343 Sq. M. (46,749 sq. ft.)

The current facility houses the following:

- 8 sheet curling rink
- Golf pro shop
- Administration offices
- 2 large banquet rooms (Weyerhaeuser Room & Sundance Room)
- Kitchen area
- 1 meeting room (Talisman Room)
- Parking lot with 204 stalls

Facility Information

In August 2008 and August 2009, ACES members, armed with research collected in 2007, travelled to ten communities around Alberta researching and examining a variety of cultural facilities.



These communities ranged in size, but all had excellent information to offer to the future construction of a new facility. These communities included Athabasca, Drayton Valley, Fort Saskatchewan, Leduc, Rosebud, Sherwood Park, Spruce Grove, St. Albert, Sundre, and Westlock.

In addition, two community brainstorming sessions were held in Edson in May 2008 and September 2009 to hear what the community saw as needs in the new facility.

With this information in hand, ACES decided on the following concept:

- A large performing arts facility that would include a large backstage area
- Storage area underneath the seating area for the theatre
- An art gallery
- Administration offices
- Outside beautification areas
- Visual arts centre

Facility Upgrades and Renovations

Performing Arts Theatre (Phase I)

- Seating for 500: 379 on main floor, 121 in the balcony
- Large wing and backstage area
- Lobby that includes art gallery, coat check and washrooms
- Administration offices

Visual Arts Galley (Phase I)

- Gallery and gift shop located in lobby of theatre

Visual Arts Centre (Phase II)

- Pottery centre with two rooms – 1 for studio space and 1 for kiln space

Current Facility Renovations (Phase I)

- Reduce ice sheeting from 8 to 6
- Renovate Weyerhaeuser Room
- Expand deck area
- Insulate curling rink
- New ice plant machine
- Seating in the curling rink

See Appendix D: Architectural Drawings, prepared by Gregory McClung of McClung Architects, Edmonton, AB, June 2011

ACTION PLAN

As stated before, ACES was created as a grass roots organization from members of fine arts groups in Edson and Yellowhead County. It was created in October 2007, and was incorporated as a society in September 2009.

It has completed provincial and community research by contacting and visiting various municipalities across Alberta, and surveyed community groups and individuals for input into the process.

Through the Town of Edson, ACES was able to hire an architect to complete conceptual drawings of the proposed attached theatre and visual arts centre to the Edson and District Recreation Complex.

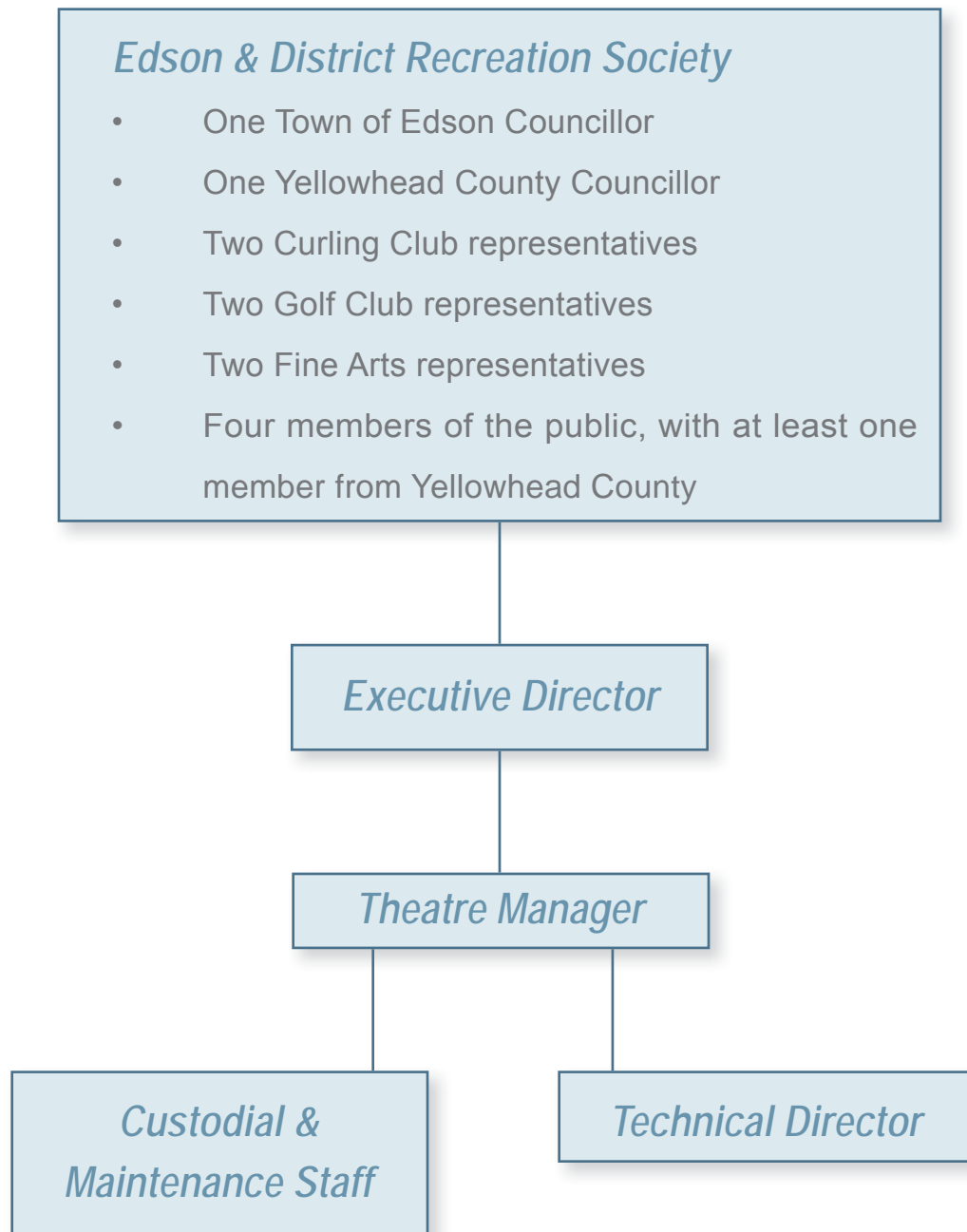
In June and August 2011, ACES presented these drawings and cost estimates to the Edson Town Council and Yellowhead County Council. Edson Town Council then approved the concept in principle.



Dates	Action Plan
Fall 2014:	Receive Phase 1 project approval from Town of Edson & Yellowhead County Meet with provincial and federal levels to begin fundraising. Perform updated cost assessment of project.
Spring 2015:	Solicit corporate, group and individual support Finalize schematic design and budget for Phase 1
Summer 2015:	Complete all working drawings and construction documents for Phase 1
Fall 2015:	Tender and award contract for construction of Phase 1
Spring 2016:	Construction of Phase 1
Fall 2017:	Complete construction of Phase 1
Spring 2025:	Begin discussions regarding Phase 2 concept

PROPOSED OWNERSHIP

The proposed ownership agreement would see an alteration of the current Edson and District Recreation Society, which currently governs the Edson and District Recreation Complex, to include members of the fine arts community.



MARKETING PLAN

With any new performing arts facility that is constructed, it is highly recommended that the marketing plan that will emphasize the following points:

- 1. Target the market audience.*
- 2. Create a pricing strategy.*
- 3. Create an advertising and promotions plan.*

Target Market Audience

As the facility will be primarily for performing arts, it will be the goal of the staff to target user groups from the Edson and Yellowhead County area.

These groups alone have the potential to use between 51-67 days for performing arts events (Appendix D: Potential User Groups from Edson and Yellowhead County).

These days do not cover the rehearsal or preparation time, which would easily bring the number uses of the facility to over 120 days. Creating an annual booking plan will be instrumental in organizing annual events that the community will be well aware of many months in advance.

After the needs of the local community are met, it will be the goal of staff to bring in user groups from outside the Yellowhead region. These groups will include performing arts groups, musicians, bands, speakers, festivals and conferences.

The staff will also target user groups that are not members of the performing arts community. Potential groups are listed under Section 3, General Community Use.

Pricing Strategy

In the initial years of operating, the facility will need to create a competitive price strategy for two reasons:

- Compete with other theatres close in size from outside the Yellowhead region to bring in outside entertainers;
- To not “price out” local community groups that wish to use the facility.

It is here that ACES proposes a schedule of fees and rental rates.

Appendix E: Proposed Schedule of Fees & Rental Rates

Advertising & Promotion

Seeing the potential of the facility for user groups from outside the Edson area, promotional brochures and networking will be created.

Potential clients will include:

- Regional and provincial dance/music/drama festivals
- Bands & musicians
- Speakers
- Banquet facilities for major sporting events

A number of strategies will also be used to attract viewers to the new facility.

Such strategies will include:

- Promotional brochures
- Active and up-to-date website
- Social networking sites
- Media press releases and advertising
- Signage
- Creating a season of performances that list all upcoming events at the facility.

PROJECTED CAPITAL COSTS

The square footage cost of an adequate performing arts facility is much higher than for standard community use or residential buildings because of enhanced structural demands for lighting grids, soundproofing, ventilation, heating, electrical infrastructure, and acoustic engineering.

PHASE I: New Theatre & Renovation to Existing Recreation Complex

Facility Section	Areas Included	Area Summary Sqft.	Price per Sqft.	Estimated Construction Cost \$
West Addition: Performing Arts Theatre				
Main Floor	Lobby and special events space, including Gallery, foyer, stairwells, coat check	8,180	\$312	\$2,552,160
	Theatre (379 seats), c/w sloped floor	6,770	\$378	\$2,559,060
	Stage and back of house (dressing rooms, storage, shop, green room)	3,310	\$170	\$562,700
	Public washrooms	1,200	\$170	\$204,000
	Theatre Administration (box office, vestibule, etc.)	1,288	\$288	\$370,944
Total		20,748		\$6,248,864
Second Floor	Theatre balcony seating, foyer catwalk, stairs, etc.	3,740	\$378	\$1,413,720
	Lounge area expansion	2,506	\$220	\$551,320
	New elevator			\$180,000
Total		6,246		\$2,145,040
Total New Facility		26,272		\$8,393,904.00

FACILITY CONSTRUCTION COSTS

The projected construction costs of this facility reflect the full cost of all necessary structures and on-site infrastructure for the desired operations of the facility as a conference centre and performing arts theatre, as well as renovations to current Edson and District Recreation Complex.

The following cost estimate does not include:

- Site services upgrades to existing water line, gas, power, etc.
- Interior furniture and equipment to administration, lounge area, studio spaces, etc. (see next section for details)
- Basement level
- GST rebates vary according to corporate, nonprofit, or municipal ownership of the facility
- Contingencies

These cost estimates were prepared by Gregory McClung of McClung Architects in Edmonton, AB, June 2011

Facility Section	Areas Included	Area Summary Sqft.	Price per Sqft.	Estimated Construction Cost
Renovations & Site Work				
Renovations to existing building	Interior and exterior renovations			\$240,000
Site work	Site grading & concrete walks, landscaping, relocation of transformer, development of east end parking lot			\$200,000
Total New Facility		\$26,272		\$8,393,904
Total Phase I Construction Cost				\$8,833,904 (2015)

FURNITURE, FIXTURES AND EQUIPMENT COSTS

Examining the renovations to the existing structure, combined with the specific needs of the performing arts theatre, the anticipated costs related to furniture, fixtures to be as follows:

Using information from the Shell Theatre in Fort Saskatchewan, which was constructed in 2004, and Horizon Stage in Spruce Grove, which was renovated in 2008, and estimating an increase of costs due to inflation, the following costs are associated with furniture, fixtures and equipment in relation to the performing arts theatre.

Section	Shell Theatre, Fort Saskatchewan, 2004 Cost	Inflation Increase	ACES Project
Sound	\$129,956	20%	\$155,947.20
Communications	\$37,466	20%	\$44,959.20
Video	\$47,435	20%	\$56,922.00
Stage Lighting	\$141,778.85	20%	\$170,134.62
Drapery	\$61,398	20%	\$73,677.60
Total	\$409,153.85		\$501,640.62
	Horizon Stage, Spruce Grove, 2008		ACES
Seating	66,144.00 (\$208/seat x 318 seats)	10%	\$114,400.00
GRAND TOTAL			\$616,040.62

OTHER FITTING & EQUIPMENT

After examining this list associated with building a theatre, and taking into account other facilities of this size, and additional \$600,000.00 would be needed to complete all fittings and equipment.

This brings the overall total to approximately \$1.22 million for furniture, fixings and equipment costs, and the total cost for Phase I would be \$10.02 million.

PHASE II: East End Visual Arts Centre Addition

Facility Section	Areas Included	Area Summary Sqft.	Price per Sqft.	Estimated Construction Cost \$
East Addition: Visual Arts Centre				
Main Floor	Visual arts centre (studios, foyer, storage, etc.)	7,484	\$240	\$1,796,160
Renovation of building				\$200,000
Site work	Site grading and concrete walks, landscaping			\$100,000
Total Phase II Construction				\$1,976,160 (2020)

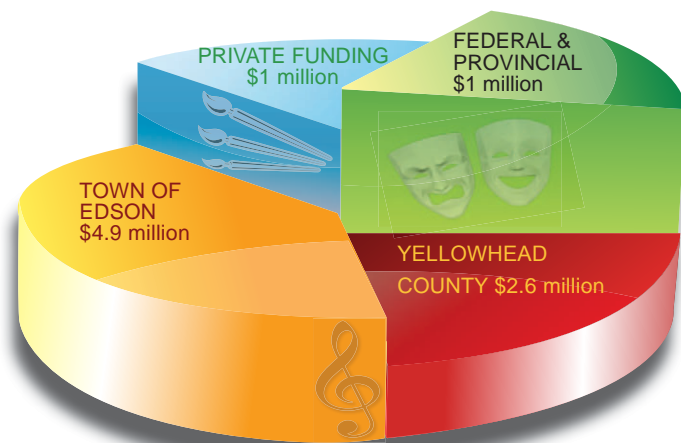
FINANCIAL PLAN

The capital financing plan is based on raising funds through private donations, both individual and corporate, as well as public monies generated through municipal funding, provincial grants, and federal grants.

Levels of Support

The fundraising plan for the capital cost of the new facility and upgrades to the current facility will see the following breakdown:

Individuals/Community Organizations:
\$50,000
Corporate Sponsors
\$800,000
Municipal: Town of Edson
\$5,000,000
Municipal: Yellowhead County
\$2,680,000
Provincial Funding & Grants
\$750,000
Federal Funding & Grants
\$750,000



Prospective Fundraising Sources

A fundraising plan will include specific levels of donor support, with appropriate recognition given to each level of donation.

We expect a “key donor” to contribute upwards of \$500,000 and be recognized through naming of the facility.

Diamond and Platinum donors in the range of \$100,000 to \$250,000 would be recognized through room names, theatre names, or other appropriate acknowledgement. Donors at these levels are expected to be corporate donors or granting agencies. According to the Indoor Facility Study in 2006 businesses in the Edson and Yellowhead County area that would be likely to contribute to an arts and culture facility include:

- Alberta Treasury Branch Financial
- Bank of Nova Scotia
- EnCana
- Royal Bank of Canada
- Talisman Energy Inc.
- Telus Communications Inc.
- Weyerhaeuser Company Ltd.

Other organizations listed in the study that could contribute funds include:

- Alberta Foundation for the Arts
- Allard Foundation Ltd.
- FK Morrow Foundation
- Jim Pattison Group

FINANCIAL PLAN

Other individual and community organizations are expected to donate funds. These funds will be recognized by either a name on a donor board in entry way or on a seat in the theatre.

The major portion of support will come from municipal funding, which will use the cost sharing formula of 65% funding from the Town of Edson and 35% funding from Yellowhead County. These funds will be collected through tax dollars, perhaps generated from a borrowing bylaw. Both governments will see their names included on the donor wall as major contributors. Provincial and federal funding will be essential to the capital cost. These funds will be collected through grants and special projects that benefit arts and culture initiatives. All levels of government will see their support be included on the donor wall.

Individual, Community Organization and Corporate Recognition

Donors	Amount	Recognition
Key Donor	\$500,000	Facility named for donor & name on donor board
Diamond Donor	\$250,000	Theatre named for donor & name on donor board
Platinum Donor	\$50,000 to \$100,000	Visual Arts Centre named for donor - \$100,000
Gold Donor	\$10,000 to \$49,999.99	Name on donor board
Silver Donor	\$5,000 to \$9,999.99	Name on donor board
Bronze Donor	\$1,000 to \$4,999.99	Name on donor board
Patron	\$401 to \$999.99	Name on donor board
Friend of the Arts Centre	\$100	Name on donor board

Other naming rights to various rooms within the facility can become available as ACES pursues its fundraising campaign.

OPERATIONAL COSTS

The operating budget will be reviewed annually and will be subject to change.

Administrative staff of the Edson and District Recreation Complex will develop an annual capital budget for infrastructure and ongoing maintenance requirements.

Staffing	Year One Cost	Year Two Cost	Year Three Cost	Expansion Wage/Year
Executive Director	\$7,000	\$7,210	\$7,426	1 FTE @ \$67,000.00
Theatre Manager	\$60,000	\$61,800	\$63,654	1 FTE @ \$60,000.00
Technical Director	\$50,000	\$51,500	\$53,045	1 FTE @ \$50,000.00
Custodial Staff	\$12,000	\$12,360	\$12,730	2 FTE @ \$24,000.00
Benefits	\$32,250	\$33,217.50	\$34,214.03	FTE wages x 25%
Total Staffing	\$161,250	\$166,087	\$171,069.33	Assumption of 3% increase per year due to inflation
Other Expenses	Year One Cost	Year Two Cost	Year Three Cost	Expansion
Town Utilities	\$1,800	\$1,854	\$1,909.62	Based on current Budget
***Gas	\$15,000	\$15,450	15,913.50	Based on current Budget
***Electricity	\$12,000	\$12,360	\$12,730.80	Based on current Budget

Operational Costs Continued

Other Expenses	Year One Cost	Year Two Cost	Year Three Cost	Expansion
Phone	\$1,000	\$1,030	\$1,060	Based on theatre of similar size*
Repairs/ Maintenance	\$6,500	\$6,695	\$6,895.85	Based on theatre of similar size*
Office Supplies	\$1,000	\$1,030	\$1,060.90	Based on theatre of similar size*
Professional Fees & Talent fees	\$50,000	\$51,500	\$53,045	Based on theatre of similar size*
Advertising & Promotions	\$20,000	\$20,600	\$21,218	Based on theatre of similar size*
Insurance	0.00	0.00	0.00	Covered by the Town of Edson
Professional Development & Travel	\$8,000	\$8,240	\$8,487.20	Based on theatre of similar size*
Property Tax	\$1,500	\$1,545	\$1,591.35	Based on extension of current taxes
Miscellaneous	\$11,680	\$12,030.40	\$12,391.31	10% of operational expenses
Total Other Expenses	\$128,480	\$132,334.40	\$136,304.43	Assumption of 3% increase per year
TOTAL EXPENSES	\$289,730	\$298,421.90	\$307,373.76	

Revenue

Staffing	Year One Cost	Year Two Cost	Year Three Cost	Expansion
Rentals	\$70,000	\$73,500	\$79,012.50	Based on Rental Fees Schedule
Box Office	\$85,000	\$98,250	\$105,618.75	Based on Rental Fees Schedule
Government Grants	\$15,000	\$15,000	\$15,000	Annual arts grants from provincial and federal government
Other Grants	\$5,000	\$5,000	\$5,000	Annual grants from other art-focussed organizations
Sponsorship	\$8,000	\$8,400	\$9,030	FTE wages x 25%
Bar & Merchandise Sales	\$5,000	\$5,250	\$5,643.75	Based on theatre of similar size*
Total Revenue	\$188,000	\$205,400	\$219,305	Based on a 5% increase in Year 1, 7.5% increase in Year 2
NET PROFIT/LOSS	(-101,730)	(-93,021.90)	(-88,068.76)	

*Based on the 2010 Shell Theatre in Fort Saskatchewan Budget

**Based on Rental Fees Schedule, Appendix E: Proposed Schedule of Fees & Rental Rates

***In addition to the cost of these services, there would be a potential cost savings to the overall complex as the curling rink would decrease in size by 25%, and would also be insulated. These renovations would save money to current services that the facility already pays.

COST TO RESIDENTS & BUSINESSES

A portion of the operational funding for the new facility will include funding from the Town of Edson and Yellowhead County. According the Indoor Facility Study in 2006, 40% of respondents would be willing to pay \$25 to \$75 annually more taxes; while 36% said they would be willing to pay \$100 to \$150 more taxes annually. According to the same survey, a majority of respondents thought the best way to pay for a new facility would be with a combination of user fees and public taxes. These respondents indicated that a 50%-50% split of taxes and user fees was the most preferred method.

The following figures are based on the 2011 taxation year and are for Town of Edson only.

Assumptions:

- \$5,000,000 debenture over 25 years at 5%
- \$100,000 operating deficit

Assessment Value	Increased Taxes Per Month		Increased Taxes Per Year	
	Residential	Residential	Non-Residential	Non-Residential
\$100,000	\$2.35	\$28.25	\$7.01	\$84.12
\$200,000	\$4.70	\$56.50	\$14.02	\$168.24
\$300,000	\$7.06	\$84.75	\$21.03	\$252.36
\$400,000	\$9.42	\$113.00	\$28.04	\$336.48
\$500,000	\$11.77	\$141.25	\$35.05	\$420.60
\$600,000	\$14.13	\$169.50	\$42.06	\$504.72
\$700,000	\$16.48	\$197.75	\$49.07	\$588.84
\$800,000	\$18.83	\$226.00	\$56.08	\$672.96
\$900,000	\$21.19	\$254.25	\$63.09	\$757.08
\$1,000,000	\$23.54	\$282.50	\$70.10	\$841.20

*Per year figures calculated and submitted by Sarah Bittner, Director of Finance, Town of Edson, October 11, 2011
With this information, ACES would ask for a 5% increase in taxes to Town of Edson residents and businesses to cover the cost of the debenture and the operating loss.

RISK ASSESSMENT

As with any major capital project, there are a number of potential risks, as well as the possibility that the operational plan might run into difficulties during implementation.

External and Internal Risks

ACES has examined the initial potential weaknesses of the project and addressed them below.

- Lack of municipal funding and/or resources.

ACES recognizes there may be limited municipal funding available for this project and has plans to form an offshoot of the society (Friends of the Arts Centre for Edson Society – FACES) whose specific purpose of FACES would be to leverage funding from provincial and federal grants, corporate sponsors and other individual and community organizations to help ensure this project is successful.

- Perceived competition with current Edson and area projects.

It is an exciting time in the Edson area with many projects being spearheaded. All of these projects not only help grow the already strong community spirit in the Edson and Yellowhead County, but they also encourage visitors to stay and play in our area. An arts centre will complement these facilities, not compete with them. The ACES timeline (shovel in the ground by early 2014 and completed by 2015) is a realistic and attainable timeline that will not compete with the proposed action plans of other facilities and could, in fact, keep the level of excitement and support for new facilities in the area elevated.

- Perceived competition with existing Edson and area facilities.

The proposed performing arts centre will be filling an identified need for performing arts and conference facilities in the Yellowhead region (see Section 2). There is no existing facility in the Edson area that provides the space, equipment and audience seating as proposed by this project. In fact, many speakers and performers have been lost to venues in other municipalities due to lack of adequate facilities in the Edson area.

Contingency Plan

In the event that once the project is operational, it suddenly becomes unfeasible and fails, ACES has developed a contingency plan.

According to Article 10 of the Lease Agreement between the Town of Edson and the Edson and District Recreation Society signed in 1991, if the governing society goes bankrupt or becomes unable to fulfil its agreements listed within the lease, the Town of Edson will take over governing the building.

If at a later date the governing society re-establishes and reorganizes itself, the Town of Edson would transfer the lease back to the society.

This agreement is similar to many agreements between other community facilities and the Town of Edson.

CONCLUSION

ACES firmly believes the construction of a new cultural facility in Edson is a need; it will undoubtedly help to make our community *exceptional*.

Studies have shown that “communities with vibrant arts sectors are more likely to have a connected, engaged population. Diverse groups share common experience, hear new perspectives, and may understand each other better. “

Ripples across the Province www.afta.ab.ca

The current proposal has the dedicated support of the Edson and District Recreation Society and was agreed to in principle by the Town of Edson Council on June 21, 2011. This proposal is a way to take one of our community buildings, revitalize it and increase its usage. This new facility will also become home to the arts and culture community giving them a state-of-the-art facility to showcase their fine arts skills. It is a way for our generation to build on the legacy that has been left to us.

There are a number of large capital projects underway or planned for the near future. ACES also sees the number of private buildings that are changing hands and the new owners making significant upgrades that contribute to the beautification of our community. Such things impact how our community is perceived by others; also these changes affect how we see ourselves.

When viewed in this way ACES believes this project is a significant asset that will make the Edson and Yellowhead County area exceptional. Apart from providing high calibre entertainment opportunities for everyone, it will impact employee recruitment, employee retention, and opportunities for our young people. Furthermore, this new cultural facility will result in an overall increase in the quality of life for our community.

ACES also understands that a new cultural facility is not essential to the Town of Edson and Yellowhead County in the same manner as roads, water and sewer lines. However, its importance lies in how significantly it improves our community, and how it takes the name or the brand of Edson and Yellowhead County far beyond our borders. Essential services are necessary to be able to live in a community, but arts-related opportunities make people want to live in a community. The current facilities in Edson and Yellowhead County are too small and inadequate to appropriately meet the needs of the artists in Edson and Yellowhead County. A new facility will make Edson and Yellowhead County a more marketable community to residents and visitors alike.

The Arts Centre of Edson Society, along with the Edson and District Recreation Society, wishes to emphasize that this proposal is helping to work toward making Edson and Yellowhead County an exceptional area. This project will motivate people to move here, stay here, work here, raise their children here, retire and grow old here.

This project will make Edson and Yellowhead County home.



APPENDICES

APPENDIX A: GROUPS AS SUPPORTERS

These community groups and organizations have submitted letters of support to ACES and their mandate.

- A.H. Dakin School
- Chautauqua Edson Arts Council
- Choral Chaos
- Community Arts Network of Edson
- Creative Campus
- Double Feature Theatre
- Ecole Pine Grove Middle School
- Ecole Westhaven School
- Edson Craft Centre
- Edson Creative Arts Society
- Edson Public Library
- Edson Recreational Dance Society
- Edson Veselka Dancers
- Edson Ukrainian Cultural Society
- Friends of the Edson Public Library Society
- Girl Guides, Heatherwood District #35
- Grande Yellowhead Public School Division
- Kinette Club of Edson
- Holy Redeemer Catholic Jr/Sr High School
- Living Waters Catholic Regional School Division #42
- Pandora Players
- Parkland Composite High School
- Vanier Community Catholic School
- Yellowhead Rotary Arts Festival

APPENDIX B: POTENTIAL USERS FROM THE EDSON AREA

The following community groups hold events in Edson and the surrounding Yellowhead County area on an annual basis.

Group	Activity	# of Past Performances, Workshops, etc.	Current Venue	Potential Number of Uses
A.H. Dakin School	Christmas Concert	1	A.H. Dakin School	1
Community Futures	Meetings / Workshops, Gala Event	3	Hinton	1-2
Chautauqua Edson Arts Council	Musical Groups, Plays	4-6	Red Brick, Ernie Os	4
Creative Campus	Arts Days, Speakers	2-3	Red Brick, Library	2-3
Double Feature Theatre	Performing Arts	2-3	Red Brick, Rosevear Hall	2-3
Edson & District Chamber of Commerce	Small Business Awards, Tradeshow, Christmas Party	5	Recreation Complex, Legion	1-2
Edson Craft Centre (Potters)	Classes / Workshops, Art Shows	15-18 Workshops, 2 art shows	Library	2-4
Edson Creative Arts Society	Classes / Workshops, Art Shows	5-7 Workshops, 2 art shows	Library	2-4
Edson Kinsmen Club	Kin Comedy Night	1	Legion	1
Edson Minor Hockey	AGM / Awards Night, Hockey Tournament Dinner	2	Legion	1-2
Edson Recreational Dance	Dance classes, performances	2	Red Brick	1-2

APPENDIX B: POTENTIAL USERS FROM THE EDSON AREA

Group	Activity	# of Past Performances, Workshops, etc.	Current Venue	Potential Number of Uses
Edson Royal Canadian Mounted Police		1	A.H. Dakin School	1
RCMP Ball		1	Legion	1
Edson Velselka Dancers	Dance classes, performances	1-2	Red Brick	1-2
Essence Dance	Classes, Attends Dance Festivals	2-3	Red Brick	1-2 (hosting Festival)
Evergreen School	Christmas Concert	1-2	Red Brick	1-2
Evergreen School		1	Evergreen School	1
Federation of North American Wild Sheep		1	Legion	1
Grande Alberta Economic Region	Regional Celebration of Success		Best Western Highroad Inn	1
Heatherwood Fall Festival	Performance	1-2	Red Brick	1-2
Holy Redeemer High School	Graduation, one-act plays, fall play, Drama Festival	7	Recreation Complex, Red Brick, Holy Redeemer	7-10
International Womens Day Edson	Dinner Entertainment	1	Recreation Complex	1

APPENDIX B: POTENTIAL USERS FROM THE EDSON AREA

Group	Activity	# of Past Performances, Workshops, etc.	Current Venue	Potential Number of Uses
Local Choir	Concerts	2	Various churches in area	1-2
McMann Youth, Family and Community Services Association	Octoberfest	1	Recreation Complex Legion	1
Parkland Composite High School	Graduation, One-Act Plays, Spring Play	2-4	Recreation Complex, Red Brick	2-4
Pandora Players	Plays	2-3	Legion, Recreation Complex, Red Brick	2-3
Pine Grove School	Play, One-Act Plays, Christmas Concert	3-4	Red Brick Pine Grove	3-4
Reflections Speaker Series	Dinner / Speaker	1	Recreation Complex	1
Rotary Club	Special Performance	1	Recreation Complex	1
Supporting Choices for People, Edson	Dinner / Speaker	1	Recreation Complex	1
Town of Edson	Mayors Black Tie Gala, Christmas Party	2	Recreation Complex	2
Ukrainian Cultural Society, Edson	Performances, Year-End Perogy Dinner	4	Various	1

APPENDIX B: POTENTIAL USERS FROM THE EDSON AREA

Group	Activity	# of Past Performances, Workshops, etc.	Current Venue	Potential Number of Uses
Vanier School	Christmas Concert	1	Vanier School	1
Vocal Variations	Performances	1	Legion	1
Westhaven School	Christmas Concert	1	Westhaven School	1
West Yellowhead Music Society	Special Performances	1-2	Recreation Complex	1-2
Write Nite	Workshop / Showcase	1	Legion	1
Yellowhead Rotary Arts Festival	YRAF Festival & Performances	2-3	Hinton, Red Brick, Library, Legion	1-2

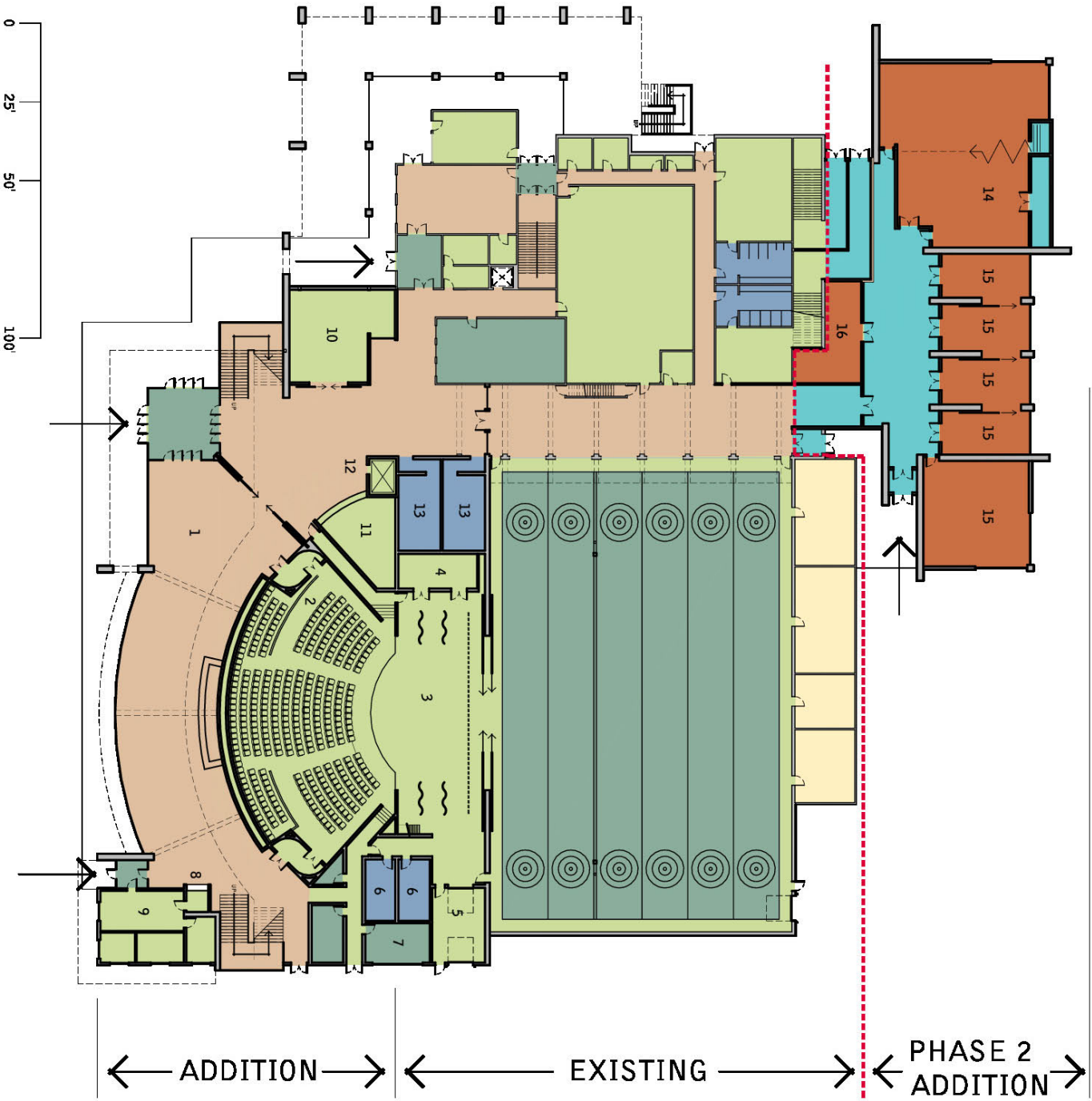
APPENDIX C: COMPARABLE COMMUNITIES

Community	Pop. <8098	Pop. >8098	Full Time Arts & Culture Coordinator	Stand Alone Facility	Mixed or Attached Facility	>141 seats
Athabasca	X		X		X	X
Drayton Valley	X			X	X	X
Fort Saskatchewan		X	X	X	X	X
*Hinton		X	X		X	X
Jasper	X			X		X
Leduc		X	X		X	X
Medicine Hat		X	X	X		X
Sherwood Park		X	X		X	X
Spruce Grove		X	X		X	X
St. Albert		X	X		X	X
Sundre	X			X	X	X
Trochu	X				X	X
Westlock	X				X	X
Whitecourt		X			X	X

*theatre burned down in July 2009

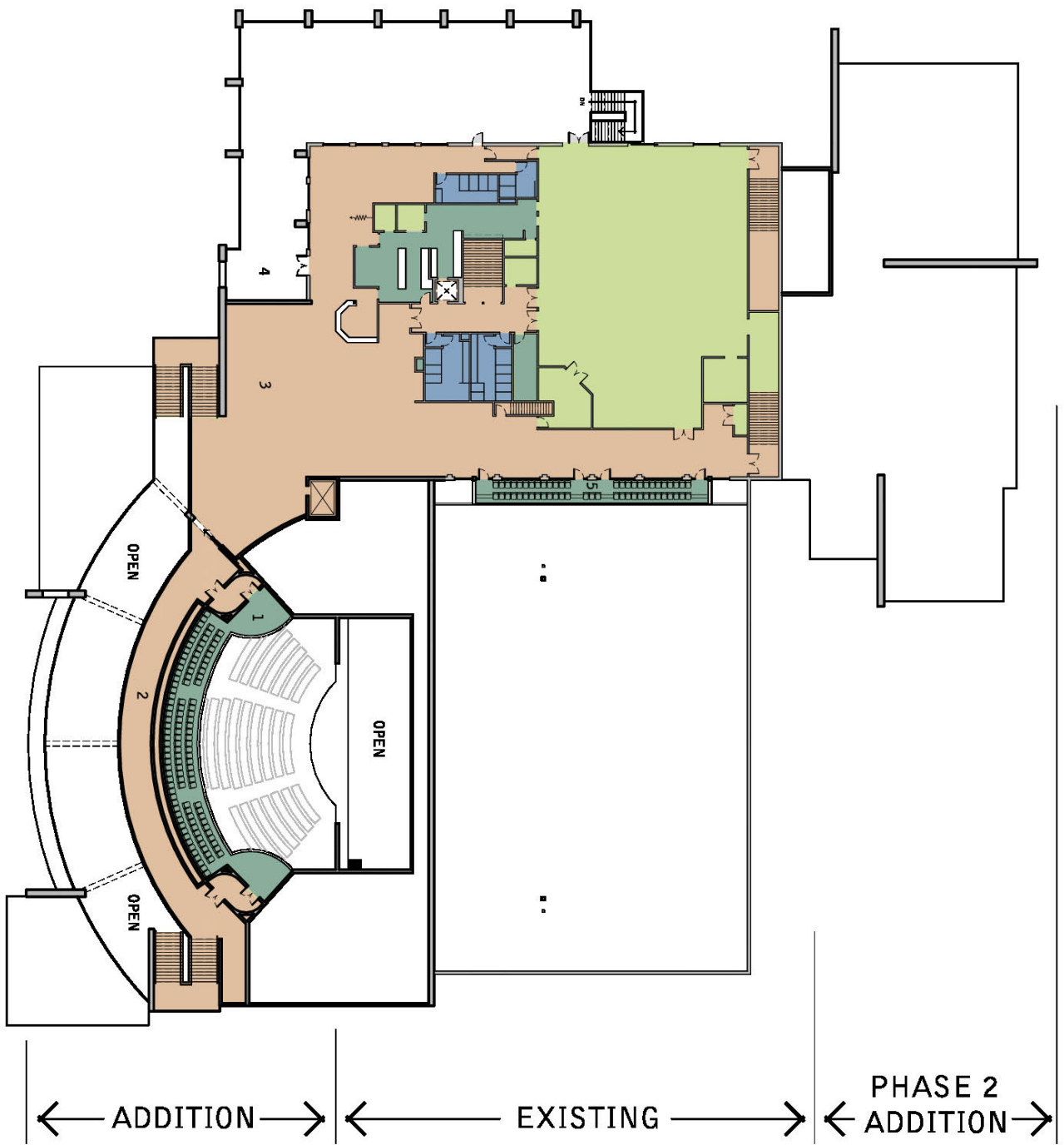
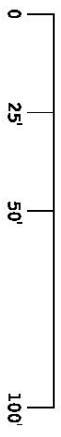
APPENDIX D: ARCHITECTURAL DRAWINGS

Refer to attached architectural drawings currently in format.



← ADDITION → ← EXISTING → ← PHASE 2 ADDITION →

- 1 MAIN LOBBY AND EVENT SPACE
 - 2 THEATRE (379 SEATS)
 - 3 STAGE
 - 4 STORAGE
 - 5 SHOP / LOADING
 - 6 DRESSING ROOMS
 - 7 GREEN ROOM
 - 8 BOX OFFICE
 - 9 ADMINISTRATION
 - 10 GALLERY
 - 11 COATS
 - 12 ELEVATOR
 - 13 WASHROOMS
 - 14 STUDIO
 - 15 ARTIST STUDIOS
 - 16 STORAGE
- MAIN LEVEL



- 1 THEATRE BALCONY SEATING (115)
 - 2 CATWALK
 - 3 LOUNGE
 - 4 EXTERIOR BALCONY
 - 5 CURLING RING BALCONY SEATING
- SECOND LEVEL

← ADDITION → ← EXISTING → ← PHASE 2 ADDITION →

APPENDIX E: PROPOSED SCHEDULE OF FEES & RENTAL RATES

The following is a proposed schedule of fees / rental rates for the performing arts theatre, based on similar theatres of similar size and surrounding population..

Theatre		Non-Profit / Local Youth	Local Adult / Commercial	Non-Local Commercial
4 hour minimum	Rehearsal	\$200.00	\$280.00	\$480.00
4 hour minimum	Live Performance	\$260.00	\$380.00	\$560.00
Additional hours		\$50.00/hour	\$80.00/hour	\$100.00/hour
Additional Technician or Technician over 8 hours		\$30.00/hour	\$30.00/hour	\$30.00/hour
Visual Arts Gallery		Non-Profit / Local Youth	Local Adult / Commercial	Non-Local Commercial
1 Day		\$50.00	\$70.00	\$120.00
1 Week		\$200.00	\$250.00	\$300.00
Lobby		Non-Profit / Local Youth	Local Adult / Commercial	Non-Local Commercial
4 hour minimum	No Set Up	\$50.00	\$70.00	\$120.00
4 hour minimum	Set Up	\$80.00	\$100.00	\$150.00
Additional hours		\$10.00/hour	\$15.00/hour	\$20.00/hour
Additional Staff or Staff over 8 hours		\$20.00/hour	\$20.00/hour	\$20.00/hour

**All fees are GST applicable

APPENDIX E: PROPOSED SCHEDULE OF FEES & RENTAL RATES

Non-Profit / Local Youth

- All registered societies, associations or not-for-profit groups.
- All local youth community groups as by the Town of Edson and Yellowhead County.
- All public and separate schools within the Town of Edson and Yellowhead County.

Local Adult/Commercial

- All local adult community groups as listed by the Town of Edson or Yellowhead County.
- All licensed businesses within the Town of Edson or Yellowhead County.

Non-Local Commercial

- Any non-local business, individual or group not registered as an association or society within the Town of Edson and Yellowhead County.

Extra Costs

- Projector: \$25.00 unstaffed/day
- Front of House services include bar, concession, ticket taking, coat check and product sales: \$5.00 per volunteer per hour
- Merchandise: 15% of all sales

APPENDIX E: External Studies

Ripples Across the Province

How arts organizations benefit Alberta's communities

By the Alberta Foundation for the Arts (AFA) & the Alberta Government

- Study of 670 non-profit arts organizations across the Alberta, 2006-2011
 - Includes performing arts organizations, public art galleries, festivals, arts and craft clubs and societies, and arts service organizations
- Average of 26,000 art events are presented by AFA funded organizations in Alberta each year
- 184 (nearly 60%) of Alberta's municipalities are home to AFA funded arts organizations
- \$378 million in economic activity is generated annually through activities associated with Alberta's arts sector
 - Revenues generated through arts programming have consistently exceeded expenditures
- Arts organizations funded by the AFA had expenditures of \$188 million
- Non-profit arts sector is responsible for 1813 full-time equivalent jobs
 - For every \$1 million spent, the arts sector results in 22 full-time equivalent jobs
 - Having a vibrant arts community is a key factor in attracting and retaining knowledge-based and skilled workers; the arts encourages employees and their families to stay
- 81% of Albertans attend at least one arts event per year
- 53% of Albertans participate directly in an art form in their home or community
- Impacting communities
 - Where the arts are thriving, there is also likely to be a vibrant, thriving economy
 - A strong arts presence is a contributing factor in maintaining the health of communities – attracting both residents and tourists
 - Communities with vibrant arts sectors are more likely to have a connected, engaged population. Diverse groups share common experiences, hear new perspectives, and may understand each other better.
- The arts are accessible
 - 2006-07: 18,127 events – 3.2 million paid attendance; 2.9 unpaid attendance
 - 2007-08: 19,674 events – 3.0 million paid attendance; 3.3 unpaid attendance
 - 2008-09: 33,697 events – 4.0 million paid attendance; 3.6 unpaid attendance
 - 2009-10: 27,257 events – 4.7 million paid attendance; 3.6 unpaid attendance
 - 2010-11: 32,365 events – 4.4 million paid attendance; 3.3 unpaid attendance
- 20% of Albertans volunteer in the arts and culture industry each year

The Value of Presenting: A Study of Performing Arts Presentation in Canada 2011-2013

By Inga Petri, Strategic Moves

Commissioned by CAPACOA (Canadian Arts Presenting Association)

Key Findings

- Canadians value the performing arts, with 3 in 4 reporting attending a wide range of live events.
 - Professional performing arts reach across socio-economic differences with 2 in 3 who earn less than \$40,000 per year having attended a live performance.
 - Younger Canadians embrace live performing arts at high levels: 83% of the 18-34 age group attended a live performance compared to 70% of 55 plus.
- Canadians attend events predominantly in specialized performing arts facilities and outdoor venues, and most say these facilities are important to the quality of life in their communities.
 - Canadians believe that performing arts venues provide benefits such as improved quality of life (87% say moderate to high importance), fostering a sense of community pride (87%), contributing to economic development (88%), and greater community safety through increased activity at night (60%).
- Canadians are invested in performing arts presentation through ticket buying, volunteering and donating.
 - Canadians' spending on live performing arts (\$1.4 billion) was more than double their spending on live sports events (\$650 million) in 2008.
 - Canadians volunteered 100 million hours for arts and culture organizations in 2010.
 - For each paid staff member, there are 17 volunteers giving their time to performing arts presenting organizations.
- Media viewing of performing arts doesn't replace live attendance; it supplements it.
 - 86% of Canadians are accessing performing arts presentations via television, Internet or other media channels.
 - 94% of people who attend live performances also watch performances in media.
 - Canadians are twice as likely to ascribe a high importance to live performing arts attendance as to any media-based viewing.
- Performing arts benefits span many aspects of life.
 - Canadians believe that the presentation of performing arts equally benefits the individual who attends and the community as whole.
 - Canadians who attend performing arts events are first and foremost looking for a fun, entertaining experience (84%). They are also seeking emotional, intellectual or spiritual stimulation (58%), as well as the opportunity to experience or learn something new (57%).
 - For Canadians, the highest rated benefits of the performing arts in their communities are energy and vitality along with improved quality of life, and a more creative community.
 - The broader society also benefits from the spill-over effects of the performing arts on health, education, social cohesion and economic development.

- Performing arts presenters of all types plan an active role in communities across Canada.
 - There are more than 1400 presenting organizations of all types in Canada: volunteer presenters and professionally run organizations, based in a purpose-built theatre or operating in non-specialized venues, presenting festivals and series of performances, specialized in a single artistic form or presenting several disciplines such as music, theatre, dance, comedy and storytelling.
 - Nearly all presenters partner with other organizations, in areas such as education (78%), social services (37%), cultural diversity/immigration (33%), and health (29%). The main objective of these partnerships is the enrichment of the community (84%).

The Arts and Individual Well-Being in Canada

By Hill Strategies Research Inc.

Funded by the Department of Canadian Heritage, the Canadian Council for the Arts and the Ontario Arts Council

January 2013

Health & Well Being of Theatre, Classical Music, Pop Music, and Cultural Festival Attendees

- Theatre Attendees
 - 2010: 44.3% Canadians (12.4 million) 15+ attended a theatrical performance (drama, musical theatre, dinner theatre, comedy)
 - Theatre attendees, compared with non-theatre attendees are more likely:
 - To report they have excellent or very good health (58% vs. 46%)
 - To report they have excellent or very good mental health (67% vs. 57%)
 - To volunteer (50% vs. 28%)
 - To report very strong satisfaction with life (64% vs. 56%)
- Classical Music Attendees
 - 2010: 12.6% Canadians (3.5 million) 15+ attended a classical music performance
 - Classical music attendees, compared with non-classical music attendees are more likely:
 - To report they have excellent or very good health (58% vs. 51%)
 - To report they have excellent or very good mental health (67% vs. 61%)
 - To volunteer (55% vs. 35%)
 - To report very strong satisfaction with life (68% vs. 59%)
- Pop Music Attendees
 - 2010: 39.4% Canadians (11.1 million) 15+ attended a classical music performance (pop/rock, jazz, blues, folk, country and western)
 - Pop music attendees, compared with non-pop music attendees are more likely:
 - To report they have excellent or very good health (58% vs. 48%)
 - To report they have excellent or very good mental health (66% vs. 59%)
 - To volunteer (47% vs. 32%)
 - (Slightly more likely) To report very strong satisfaction with life (62% vs. 58%)
- Cultural Festival Attendees
 - 2010: 37.2% Canadians (10.4 million) 15+ attended a cultural or artistic festival (film, fringe, dance, jazz, folk, rock, buskers, comedy)
 - Cultural festival attendees, compared with non-cultural festival attendees are more likely:
 - To report they have excellent or very good health (56% vs. 49%)
 - (Somewhat more likely) To report they have excellent or very good mental health (64% vs. 60%)
 - To volunteer (48% vs. 32%)
 - (Relatively similar likelihood) To report very strong satisfaction with life (62% vs. 59%)

Investing in a Renewable Resource: Culture
2012 Pre-Budget submission by the Canadian Conference of the Arts to the Standing Committee on Finance

- Arts and culture represent over \$46 billion in the Canadian economy and provide direct employment to over 64,000 jobs in the Canadian economy.
 - Three times the numbers in Canada's insurance industry.
 - Twice the numbers in Canada's forest industry.
- 2007: cultural sector contributed \$84.6 billion to the gross domestic product.
- Generally, in Canada, private sector funding follows public sector investment. –*Creative Capital Gains: An Action Plan for Toronto* by former Industry Minister Jim Prentice