



ADMINISTRATIVE REPORT

Report Date: March 24, 2009
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Meeting Date: April 7, 2009

TO: Vancouver City Council
FROM: Director of Cultural Services, Grants, Support and Awards Programs
SUBJECT: 2009 Theatre Rental Project Grants Recommendations

RECOMMENDATION

THAT Council approve two (2) Theatre Rental Projects Grants totalling \$13,465 as outlined in Table 1 of this report for uses of the Civic Theatres in 2009; source of funds to be the 2009 Theatre Rental Projects Grant budget.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services recommends approval of the foregoing.

COUNCIL POLICY

Approval of grants requires eight affirmative votes.

PURPOSE

This report presents recommendations for two (2) Theatre Rental Projects Grants received in response to the March 2, 2009 application deadline.

BACKGROUND

In 1979 City Council approved the establishment of a program to off-set costs of rental of the Civic Theatres to established local arts and cultural organizations: Grants Equal to Theatre Rental. Regular users were assigned annual “base level” uses. This program continues as the Theatre Rental Operating Grants program.

Until the spring of 2005, occasional users were able to access the Civic Theatres through a similar program, the Alexander Baxter Grant program, which had been established through the Vancouver Foundation and administered by the City through the Office of Cultural Affairs. This program was wound up when all funds were disbursed as intended in 2005. On July 13, 2006, Council approved the establishment of the Theatre Rental Projects Grant program to replace the former Alexander Baxter Grant program and designed to assist occasional, new and diverse non-profit arts and cultural organizations access to Vancouver’s Civic Theatres.

The purpose of the program is to offer financial assistance to non-profit arts and cultural organizations that occasionally present events in one of the Civic Theatres (the Orpheum, Vancouver Playhouse, or Queen Elizabeth Theatre). The program is intended to ensure accessibility to the theatres for emerging and/or diverse arts and cultural organizations. It aims to support groups that have the capacity to attract large audiences and can benefit from the experience of performing in a centrally located and well-equipped theatre by contributing to their artistic development, increasing their profile, and helping them expand their audiences.

In 2007 a Cultural Grants Review was undertaken to assess the effectiveness of all the City’s cultural grant programs and make recommendations for change based on current trends, needs, best practices in the arts and cultural community, and in the context of available resources to deliver such programs. When the review was completed in 2008, a number of recommendations were made to respond to the needs of the community and increase efficiency in the grant programs. Changes to all cultural grants programs will be implemented from 2008 - 2010. One of the recommendations is to streamline the grants programs and integrate several distinct programs into one common program. In 2010 the Theatre Rental Projects grant program will be a component of a larger Cultural Grants program. A report with the final recommendations for the full implementation of the changes to the Cultural Grants programs will be presented to City Council in June 2009. The deadline will change but the objectives of the program will remain the same.

DISCUSSION

For the March 2, 2009 deadline, two grant requests were received for a total request of \$13,465. The applications were reviewed and assessed by a Staff Committee against program objectives and criteria. Grant requests and recommendations are listed in **Table 1**, and program information can be found in **Appendix A**.

Table 1
Recommendations
2009 Theatre Rental Projects Grants

Organization	Activity	Requested	Recommended
Caravan World Rhythms	Ravi Shankar, Anoushka Shankar, accompanied by Tanmoy Bose at the Orpheum, May 16, 2009.	\$10,650	\$10,650
Vancouver Cantonese Opera	Goddess of the Lo River - a Cantonese Opera presented at the Playhouse Theatre, June 13, 2009.	\$2,815	\$2,815
TOTAL		\$13,465	\$13,465

FINANCIAL IMPLICATIONS

The total 2009 budget for Theatre Rental Project Grants is \$20,800. Approval of these two grant requests at a total amount of \$13,465 will leave an unallocated balance of \$7,335 in the Theatre Rental Project Grants budget.

CONCLUSION

Approval of these grants will bring some very highly acclaimed and diverse artists to Vancouver audiences. It will also provide important opportunities for both these organizations to present work in a centrally located and well-equipped theatre which will have a positive impact on the creative development and capacity of the organizations.

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Deadline: March 2, 2009
FOR EVENTS PLANNED BETWEEN APRIL AND DECEMBER 31, 2009

PROGRAM DESCRIPTION

The 2009 Theatre Rental (Projects) Grants program offers financial assistance to non-profit arts and cultural organizations that occasionally present events in one of the Civic Theatres (the Orpheum, Vancouver Playhouse, or Queen Elizabeth Theatre).

PROGRAM OBJECTIVES

The program is intended to ensure accessibility to the Civic Theatres for new and emerging arts and cultural organizations. It seeks to support groups that have the capacity to attract large audiences and can benefit from the experience of performing in a centrally located and well-equipped theatre by contributing to their artistic development, increasing their profile, and helping them expand their audiences.

ELIGIBLE AND INELIGIBLE EXPENSES

Theatre Rental (Projects) grants can be used to cover some or all of a recipient's Civic Theatre rental expenses only. They do **NOT** fund rehearsal expenses or any additional costs, for example:

- ◆ Administrative Charges (GST, insurance, licenses, etc.)
- ◆ Technical Services Charges (stage crew wages, dance floor installation, use of video for projection or recording, piano tuning, etc.)
- ◆ Audience Services Charges (labour for pre and/or post show events and receptions, merchandising licensing and commission, additional security, etc.)

For a detailed list of cost related to these items and others, please refer to the Vancouver Civic Theatre's website at vancouver.ca/theatres

We also strongly recommend that you call the Civic Theatres to discuss your proposed event and related charges (604-665-3028).

APPLICANT ELIGIBILITY

To qualify for a grant, an applicant must be:

- ◆ a registered non-profit society in British Columbia for at least 6 months as of the application deadline
- ◆ have a mandate to present cultural events
- ◆ based and active in the city of Vancouver
- ◆ actively promoting its event to a city-wide audience
- ◆ presenting an event between April and December 31, 2009

2009 Theatre Rental (Project) Grants

The following are ineligible for Theatre Rental (Projects) Grants:

- ◆ non-profit arts organizations currently receiving an annual civic Theatre Rental Grant (Operating)
- ◆ competitions; and
- ◆ events whose prime purpose is fundraising for a third party

**Please note that applicants meeting the eligibility requirements
will NOT automatically receive a grant.**

HOW TO APPLY

Please follow these steps if you are interested in applying for a Theatre Rental (Projects) Grant.

1. Call 604-871-6434 to discuss your plans with staff at Cultural Services to confirm your eligibility.
2. Reserve a date at the Civic Theatres by calling the Booking Coordinator at 604-665-3028. If you have never held an event at the Civic Theatres, we recommend that you arrange to meet with Civic Theatres staff to discuss your plans and determine all expenses.
3. Once you have a confirmed date with the Civic Theatres, contact staff at Cultural Services to obtain an application form.
4. Complete and return the original with two (2) copies of the application form, together with one original and two copies of the required documents listed on the signatures page to:

Courier (site) address:

Cultural Services
City of Vancouver
Suite 310 - 555 West 12th Avenue
East Tower, City Square Mall
Vancouver, BC V5Z 4A8

Mailing address:

Cultural Services
City of Vancouver
453 West 12th Avenue
Vancouver, BC V5Y 1V4

Telephone:

604-871-6434

Email:

oca@vancouver.ca

DEADLINE - March 2, 2009

For events proposed between April and December 31, 2009. You should apply after you have confirmed a booking with the Civic Theatres office (604-665-3028).