

TO: MUNICIPAL MANAGER  
FROM: DIRECTOR RECREATION & CULTURAL SERVICES  
RE: BURNABY ARTS CENTRE CAPITAL CAMPAIGN COMMITTEE

PURPOSE: To inform Council of the purpose, activities and status of the special committee established to assist in raising funds from the community to be applied to the construction costs of the proposed expanded Burnaby Arts Centre.

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RECOMMENDATION:

1. THAT this report be received for information purposes.

REPORT

BACKGROUND:

On 1991 October 21, a report was submitted to Council regarding the establishment of a special committee to assist in the raising of funds from the community in support of the construction of the proposed expanded Burnaby Arts Centre. Subsequently, Council approved an expenditure of \$213,000 from the Stabilization Fund for this special committee.

PURPOSE:

The Corporation's present plans are to construct the first three phases of the Arts Centre addition with opening planned in 1994.

These first three phases specifically consist of studio space for dance, drama and music.

The fourth phase which is the replacement of the James Cowan Theatre will be placed in some future year as yet unspecified.

The Fundraising Committee's purpose is to raise funds initially for the first three phases of this program. Any funds specifically donated for the future theatre will be held in trust until the future construction date is determined.

Any funds raised at this time and not required for the first three phases, would also be placed in trust as a contribution to the construction of the theatre at a future unspecified time.

THE COMMITTEE:

The Committee, a sub-committee of the Parks and Recreation Commission, is Chaired by Commissioner Merrill Gordon. The main Campaign Committee consists of the following citizen volunteers: Karen Lee, Norm Kelsey, Susan Reimer, Margaret Franz, Don Jantzen and Municipal Council liaison, Alderman Doug Evans. Staff advisors to the Committee are Denise Campbell, Phil Sanderson and Denis Nokony. Other sub-committees are in place for: corporate asking campaign and media. Two temporary staff members have been working with the Committee and will be in place until the projected end of the campaign on 1992 December 31.

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**THE OBJECTIVE:**

The Capital Campaign Committee has accepted the challenge given to the Parks and Recreation Commission to raise additional substantial funds toward the construction of the Arts Centre to complement the funds placed in the Capital Budget by Council for this purpose. The Committee has set an initial goal of \$1.4 million towards the first three phases with the option of later proceeding to a further \$2.1 million for the future phase if appropriate. The Committee is approaching community organizations, labour unions, small business, major corporations and other levels of government as well as individual donors for support.

**FUNDING CONSTRAINTS:**

The Corporation is presently faced with a number of capital construction priorities which include roads, firehalls, rinks, recreation centres, etc. Of these, the Arts Centre is a high priority component. However, with this financial climate in mind, Council is moving carefully on such items, including the Arts Centre.

It was to face this challenge that the Parks and Recreation Commission took on the task of raising a portion of capital costs. With the elimination of the Provincial Government's GO B.C. Grant Program and the uncertainty of Federal contributions, it may be some time before we are informed of what, if any, assistance senior governments will provide.

The Commission is therefore aware that much depends on the successful conclusion of the Fundraising Program and that construction starts will have to be geared toward the successful completion of the first \$1.4 million target. The Commission is also committed to emphasizing public and corporate contributions towards these first three phases for construction/completion by 1994. Only then will efforts be directed towards any future phases for which development dates have not yet been set (e.g. a new theatre).

The Fundraising Committee has raised approximately one-half of its \$1.4 million target and continues to work vigorously on the remaining \$730,000.

**SUCCESS TO DATE:**

The Burnaby Arts Centre Capital Campaign (BACCC) has established its offices in the Burnaby Arts Centre at 6450 Deer Lake Avenue, and with its approved budget, has commenced the campaign. To date almost \$700,000 has been raised towards the first three phases.

The following donations have been received:

<u>Donor</u>	<u>Amount</u>
Phases 1, 2 & 3 (Music, Dance and Drama Studios)	
Trans Mountain Pipe Line	\$250,000
B.C. Tel	300,000
B.C. Hydro	50,000
G. Biely	10,000
Artscape 1992	20,000
Larkspur Foundation	10,000
Rotary Club of Burnaby	10,000
Apollo Sheet Metal Ltd.	5,000
Chalifour Bros. Construction Ltd.	5,000
E. & L. Palmer	1,000
Jack Shadbolt	1,000
A. & A. Plumbing and Heating Ltd.	1,000
Prism Systems Inc.	5,000
Individual Donations	2,430
<b>Total (Phases 1, 2 &amp; 3)</b>	<b>\$670,430</b>

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Phase 4 (Future Theatre)

B.C. Hydro

50,000

**GRAND TOTAL**

**\$720,430**  
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In addition, the Campaign Committee has estimated the values of donated goods or services in aid of the production of the promotional video, the "Corporate Asking" brochure and other promotion to be \$180,000.

The agencies involved in these donations are: Simon Fraser University for computer animation services; Emily Carr College of Art and Design for computer animation services; G. Karabotsos Design for graphic design services; Hemlock Printers for printing; J. Average for art services; F. Baulk for voice for animated character; Burnaby Now/Burnaby News for printed advertising; B.C. Tel for loan of mall display units.

In addition to these are the valuable donated services of Michael J. Fox for his appearance on and narration of the video.

**OTHER ACTIVITIES:**

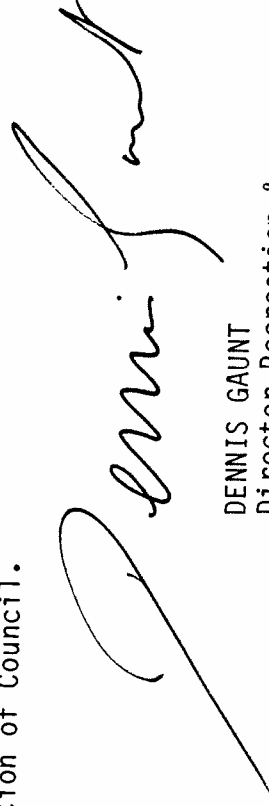
Mr. Gary Santini, President of the Burnaby firm Parkland Homes, will contact the major developers in Burnaby. Mr. Pat McNeill of Rotary Burnaby is coordinating the input and support of Burnaby service clubs and legions.

Burnaby Arts Council member groups have agreed to run casinos over the next 2 years and to donate 50% to the campaign. To date, several arts organizations have submitted applications for casino licenses, with plans for part of the proceeds to be donated to the Burnaby Arts Centre Capital Campaign. It is expected that over \$125,000 could be raised in this way.

The major "Corporate-Asking" campaign is now in full swing with the use of the video and the brochure helping the Committee members make effective approaches to over 1,000 Burnaby-based businesses.

Consultation with various Provincial Government officials, MLA's and Ministers is continuing in order to secure provincial funding. An application for Government of Canada contribution has also been submitted.

Submitted for the information of Council.



DENNIS GAUNT  
Director Recreation &  
Cultural Services

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(D/Casp2/35)

