

COMMITTEE REPORT

ITEM: #2

DATE: 1992 NOVEMBER 04

29-Oct-1992

TO : PARKS & RECREATION COMMISSION

FROM: HERRILL GORDON, Chair BACCC
Burnaby Arts Centre Capital Campaign (BACCC)

RE : EXTENSION OF BACCC MANDATE UNTIL DEC 31, 1993

RECOMMENDATIONS:

1. THAT the Commission request the Council through the Executive Committee to extend the Burnaby Arts Centre Capital Campaign until December 31, 1993 and
2. THAT Commission request the Council to supply funds in the amount of \$152,800 for this purpose.

REPORT

BACKGROUND:

The BACCC was set up as Committee of the Commission by motion of Council in October of 1991. The Committee includes a cross section of professional citizens as well as municipal staff. The BACCC had as its objective the raising of \$3.5 million. The Committee was funded until December 31, 1992 and there was an expectation that their mandate would terminate at that time.

THE CAMPAIGN:

The Campaign has been successful and to date has raised \$1 million largely from the Corporate community. In addition it is expected that significant contributions from the Province of B.C., the Federal Government, Corporations and the community at large will raise funds in excess of the \$3.5 million goal. However, to assure these funds, as well as the success of further funding initiatives, the BACCC is requesting this extension.

THE BACCC:

The Committee discussed in detail the options available and identified a number of compelling reasons for continuing the Campaign, these include:

1. Capital Campaigns of this magnitude are normally planned for a three year period.
2. The Committee estimated that if the Committee were disbanded on December 31, 1992 donations would total \$1.9 million. With a one year extension the expectation is conservatively estimated at \$4.7 million.
3. Mr. Lynn Patterson, V.P. for B.C. Telephone and the Chair of the Corporate Campaign has expressed a desire to continue during 1993 so that his goal of raising \$2.1 million can be achieved.
4. The profile of the Campaign and the awareness in the community is very high and is likely to continue.
5. The Committee estimates that there would be an expense to the City of \$152,720, a small percentage in context of potential income.
6. Cessation of the Committee could be interpreted by major contributors as an unwillingness to continue partnerships which have been and are being established.

BUDGET:

In order to fund this extension the Committee has prepared a budget covering the 12 month period commencing in 1991. The total cost is \$152,000. The budget will be utilized for a fundraising staff, Consultants, Office Support, promotions and marketing as follows:

1. Salaries/labour/benifits	\$ 82,910
2. Auxilary/Consultants, etc.	9,500
3. Committee Expenses/Transportation	3,000
4. Office Support, Suppies,Telephone	13,500
5. Promotion/Marketing	<u>30,000</u>
	\$138,910
Contingency	<u>13,890</u>
TOTAL	\$152,800
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CONCLUSION:

We have a success. We have caught the imagination of the Lower Mainland and we have achieved a momentum that could exceed even the most optimistic projections of 1 year ago. In just 6 months from the time the Campaign was launched the awareness of the Arts in Burnaby has reached a plateau of International recognition. Air New Zealand are doing an in-flight video that will be shown to 3 million of their passengers and will describe the Burnaby Cultural Facilities on Deer Lake as B.C.'s best kept tourist secret. Dame Kiri Te Kanawa, arguably the leading female opera singer in the world, will perform at Deer Lake in July 1993.

To continue will cost little and gain much. To cease will cost little and gain nothing.