

**AGENDA**  
REGULAR MEETING OF THE CULTURAL COMMITTEE  
BOWEN PARK COMPLEX CONFERENCE ROOM  
WEDNESDAY, 2013-JAN-08, COMMENCING AT 4:00 P.M.

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CHAIR: COMMISSIONER FRED PATTJE

1. **CALL MEETING TO ORDER:**

2. **INTRODUCTION OF LATE ITEMS:**

3. **ADOPTION OF AGENDA:**

*(Motion required to adopt the agenda)*

4. **ADOPTION OF MEETING NOTES:**

- (a) Notes of the Regular Cultural Committee Meeting held Wednesday, 2013-NOV-06 at 4:00 p.m., in the Bowen Park Complex Conference Room. *Pg. 3-5*
- (b) Minutes of the Special Cultural Committee Meeting held Tuesday, 2013-NOV-26 at 2:35 p.m., in the Bowen Park Complex Conference Room. *Pg. 6-7*
- (c) Minutes of the Special Cultural Committee Meeting held Friday, 2013-DEC-06 at 8:36 a.m., in the Bowen Park Complex Conference Room. *Pg. 8-10*
  - Clarification of motions – 2 (c) and 2 (d)

*(Motion required to adopt the meeting notes)*

5. **CHAIR'S REPORT:**

6. **COMMISSION REPORT: *(Commissioner Houle)***

7. **REPORTS OF PROJECT COMMITTEES:**

- (a) **Cultural Award Committee**
- (b) **Art in Public Places Project Committee**
- (c) **Cultural Forum Project Committee**

8. **STAFF REPORTS:**

(a) **Cultural Plan – Verbal Update**  
**S. Samborski, Senior Manager, Culture & Heritage**

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Staff Recommendation: That the Cultural Committee receive for information.

Correspondence:

1. Letter dated 2013-DEC-02 from Camela Tang, President, CVI Centre for the Arts Nanaimo, regarding the Cultural Plan for a Creative Nanaimo. Pg. 11-13

9. **CORRESPONDENCE:** (not related to a report to the Cultural Committee)

- (a) Final Report – Arts and Cultural Festivals and Events Grant 2013 – In Other Words – Muse. Pg. 14-20

*(Motion required to receive all correspondence)*

10. **NOTICE OF MOTION:**

11. **OTHER BUSINESS:**

*(Motion required if there is other business.)*

12. **QUESTION PERIOD:** *(Agenda Items Only)*

13. **ADJOURNMENT:**

**NOTES**  
**REGULAR MEETING OF THE CULTURAL COMMITTEE**  
**HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM**  
**WEDNESDAY, 2013-NOV-06, COMMENCING AT 4:00 P.M.**

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PRESENT: Commissioner Fred Pattje, Chair

Members: Commissioner Howard Houle  
Commissioner Alec McPherson  
Ms. Julie Bevan  
Ms. Gerda Hofman  
Ms. Geraldine Manson (arrived at 4:15 p.m.)  
Ms. Marianne Turley

Regrets: Commissioner Donald Rinald  
Ms. Wendy Smitka  
Mr. Kim Smythe

Guests: Commissioner Diana Johnstone

Staff: S. Samborski, Senior Manager, Recreation and Culture Services  
B. Kuhn, Manager, Recreation and Culture Services  
J. Farrell, recording

1. CALL THE OPEN MEETING TO ORDER:

The Regular Meeting of the Cultural Committee was called to order at 4:00 p.m.

2. ADOPTION OF AGENDA:

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

3. ADOPTION OF MEETING NOTES:

It was moved and seconded that the Meeting Notes of the Regular Cultural Committee Meeting of Wednesday, 2013-OCT-02 at 4:00 p.m., at the Bowen Park Complex Conference Room be adopted as circulated. The motion carried unanimously.

4. CHAIR'S REPORT:

The Chair, Councillor Fred Pattje, provided a verbal report on the following topics:

- The donation of tickets to two performances by the Malaspina Choir.

- We need four members to volunteer for the Outdoor Art Selection Panel. Howard Houle, Alec McPherson, Marianne Turley and Gerda Hofman will volunteer.

5. COMMISSION REPORT:

Commissioner Pattje provided a verbal report on the following topics:

- The Friends of Nanaimo Jazz Society played a musical number for the Commission to thank them for the grant.
- The Key Date Calendar for 2014 was adopted.

6. REPORTS OF PROJECT COMMITTEES:

(a) Cultural Awards Committee

Meeting will take place shortly to select the 2014 recipients.

(b) Art in Public Places Committee

Nothing to report at this time.

(c) Cultural Forum Committee

Nothing to report at this time.

7. STAFF REPORTS:

(a) Grants Review Process  
B. Kuhn, Manager, Recreation and Culture Services

- B. Kuhn gave a verbal update on the Grants Review Process. Melinda Mollinueaux has been hired to conduct a review and will return with a final report in February 2014.

8. CORRESPONDENCE: (not related to a Report to the Cultural Committee)

- (a) Final Report – Arts Cultural and Festival Events Grant 2013 – City of Nanaimo Canada Day.
- (b) Final Report – Cultural Operating Grant 2013 – TheatreOne – 2012-2013 Season.
- (c) Final Report – Arts Cultural and Festival Events Grant 2013 – Nanaimo Ballroom Society – 2013 Island Fantasy Ball.
- (d) Final Report – Cultural Grants 2013 – Crimson Coast Dance Society – InFrinGinG Dance Festival.

- (e) Final Report – Cultural Grants 2013 – L'Association des francophones de Nanaimo – 2013 Maple Sugar Festival du Sucre d'Érable.
- (f) Final Report – Arts Cultural and Festival Events Grant 2013 – Friends of Nanaimo Jazz Society – Jazz Affair L.A. 2013.

It was moved and seconded that the Correspondence be received. The motion carried unanimously.

9. ADJOURNMENT:

It was moved and seconded at 4:26 p.m. that the meeting adjourn. The motion carried unanimously.

10. PROCEDURAL MOTION:

It was moved and seconded that the meeting be closed to the public in order to deal with agenda items under the Community Charter Section 90(1):

- (b) personal information about an identifiable individual who is being considered for a municipal award or honour, or who has offered to provide a gift to the municipality on condition of anonymity;

The motion carried unanimously.

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Fred Pattje  
CHAIR  
CULTURAL COMMITTEE

CERTIFIED CORRECT:



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Suzanne Samborski  
SENIOR MANAGER  
RECREATION AND CULTURE SERVICES

APPROVED FOR DISTRIBUTION:



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Richard Harding  
DIRECTOR  
PARKS, RECREATION AND CULTURE

**MINUTES**  
**SPECIAL MEETING OF THE CULTURAL COMMITTEE**  
**HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM**  
**TUESDAY, 2013-NOV-26, COMMENCING AT 4:00 P.M.**

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**PRESENT:** Commissioner Fred Pattje, Chair

**Members:** Commissioner Howard Houle  
Commissioner Alec McPherson  
Ms. Gerda Hofman  
Ms. Geraldine Manson  
Ms. Wendy Smitka  
Ms. Marianne Turley

**Regrets:** Commissioner Donald Rinald  
Ms. Julie Bevan  
Mr. Kim Smythe

**Staff:** S. Samborski, Senior Manager, Recreation and Culture Services  
B. Kuhn, Manager, Recreation and Culture Services  
H. Richardson, recording

**1. CALL THE OPEN MEETING TO ORDER:**

The Special Meeting of the Cultural Committee was called to order at 2:35 p.m.

**2. CULTURAL OPERATING GRANT REVIEWS:**

20 Cultural Operating Grant applications were reviewed and discussed.

(a) The Cultural Committee recommends that interviews be conducted with the following groups at the next meeting of the Cultural Committee:

- Heart of the Island
- L'Association des francophones de Nanaimo
- Wordstorm Society of the Arts

**3. ARTS AND CULTURAL FESTIVALS AND EVENTS GRANT REVIEWS:**

16 Arts and Cultural Festivals and Events Grant applications were reviewed and discussed.

4. ADJOURNMENT:

It was moved and seconded at 4:30 p.m. that the meeting adjourn. The motion carried unanimously.

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Fred Pattje  
CHAIR  
CULTURAL COMMITTEE

CERTIFIED CORRECT:

APPROVED FOR DISTRIBUTION:

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S. Samborski  
SENIOR MANAGER  
RECREATION AND CULTURE SERVICES

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Richard Harding  
DIRECTOR  
PARKS, RECREATION AND CULTURE

2013-DEC-17  
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**MINUTES**  
**SPECIAL GRANT REVIEW MEETING OF THE CULTURAL COMMITTEE**  
**HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM**  
**FRIDAY, 2013-DEC-06, COMMENCING AT 8:30 A.M.**

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**PRESENT:** Commissioner Fred Pattje, Chair

**Members:** Commissioner Howard Houle  
Commissioner Alec McPherson  
Ms. Geraldine Manson  
Ms. Gerda Hofman  
Ms. Wendy Smitka  
Ms. Marianne Turley

**Regrets:** Commissioner Donald Rinald  
Ms. Julie Bevan  
Mr. Kim Smythe

**Staff:** B. Kuhn, Manager, Recreation and Culture Services  
N. Tiwana, recording

1. **CALL THE OPEN MEETING TO ORDER:**

The Special Meeting of the Cultural Committee was called to order at 8:36 a.m.

2. **CULTURAL GRANT ALLOCATIONS:**

(a) **Arts and Cultural Festivals and Events Grant Allocations**

It was moved and seconded that that the Cultural Committee recommend that the Parks, Recreation and Culture Commission recommend that Council approve the Arts and Cultural Festivals and Events Grant recommendations in the total amount of \$27,573 as follows:

| <b>2014 ARTS CULTURAL AND FESTIVAL<br/>EVENTS GRANTS</b> | <b>2014<br/>REQUESTED</b> | <b>2014<br/>RECOMMENDED</b> |
|--|---------------------------|-----------------------------|
| African Heritage Society                                 | 15,000                    | 1,150                       |
| Art Gallery Festival of Banners                          | 2,000                     | 2,000                       |
| Arts Council   | 1,500                     | 1,300                       |
| Ballroom Dance Society                                   | 2,600                     | 1,500                       |
| Blues Festival Society                                   | 11,500                    | 2,300                       |
| Conservatory of Music                                    | 5,000                     | 2,300                       |
| Crimson Coast Dance Festival                             | 7,000                     | 3,400                       |
| Friends of Nanaimo Jazz Society                          | 3,800                     | 1,900                       |
| Harbour City Jazz Society                                | 1,200                     | 1,000                       |
| In Other Words "InToLeRant"                              | 3,000                     | 0                           |
| In Other Words "Ray and Wodahs"                          | 750                       | 750                         |
| Francophone Association                                  | 5,000                     | 2,700                       |



|                             |               |               |
|-----------------------------|---------------|---------------|
| Mens Resource Center        | 4,173         | 1,250         |
| Pacific Coast Stage Co.     | 1,900         | 1,700         |
| V.I Symphony in the Park    | 5,000         | 2,333         |
| V.I Symphony Community Days | 4,000         | 1,990         |
| <b>TOTALS:</b>              | <b>73,423</b> | <b>27,573</b> |

The motion carried unanimously.

(b) Cultural Operating Grants Allocations

It was moved and seconded that the Cultural Committee recommend that the Parks, Recreation and Culture Commission recommend that Council approve the Cultural Operating Grant recommendations in the total amount of \$209,098 as follows:

| <b>2014 CULTURAL<br/>OPERATING GRANTS</b> | <b>2014<br/>REQUESTED</b> | <b>2014<br/>RECOMMENDED</b> |
|---|---------------------------|-----------------------------|
| A Capella Plus Choir Society              | 2,000                     | 1,750                       |
| African Heritage Society                  | 15,000                    | 1,900                       |
| Arts Alive                                | 2,000                     | 2,000                       |
| Arts Council                              | 15,000                    | 11,650                      |
| Ballroom Dance Society                    | 1,600                     | 1,150                       |
| Blues Festival Society                    | 3,500                     | 3,300                       |
| BC Boys Choir                             | 2,500                     | 2,200                       |
| Centre for the Arts                       | 14,900                    | 11,350                      |
| Chamber Orchestra                         | 4,800                     | 3,700                       |
| Concert Band                              | 11,000                    | 6,400                       |
| Conservatory of Music                     | 14,500                    | 12,098                      |
| Crimson Coast Dance Society               | 25,000                    | 15,000                      |
| Heart of the Island                       | 2,000                     | 1,350                       |
| Island Consort Chamber Choir              | 1,000                     | 750                         |
| Francophone Association                   | 12,000                    | 9,000                       |
| Pacific Coast Stage Co.                   | 4,800                     | 4,100                       |
| Pacific Institute of Bagpiping            | 3,500                     | 2,500                       |
| Tidesmen Barbershop Chorus                | 2,000                     | 1,900                       |
| Wordstorm Society                         | 6,000                     | 4,000                       |
| Theatre One                               | 28,000                    | 28,000                      |
| Vancouver Island Symphony                 | 85,000                    | 85,000                      |
| <b>TOTALS:</b>                            | <b>256,100</b>            | <b>209,098</b>              |

The motion carried unanimously.

(c) BC Boys Choir Application

It was moved and seconded that the Cultural Committee recommend that the BC Boys Choir application be awarded an Arts and Cultural Festivals and Events Grant. The motion carried unanimously.

(d) Wordstorm Society of the Arts Application

It was moved and seconded that the Cultural Committee recommend that the Wordstorm Society of the Arts application be awarded an Arts and Cultural Festivals and Events Grant. The motion carried unanimously.

3. ADJOURNMENT:

It was moved and seconded at 10:24 a.m. that the meeting adjourn. The motion carried unanimously.

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Fred Pattje  
CHAIR  
CULTURAL COMMITTEE

CERTIFIED CORRECT:

APPROVED FOR DISTRIBUTION:

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Suzanne Samborski  
SENIOR MANAGER  
RECREATION AND CULTURE SERVICES

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Richard Harding  
DIRECTOR  
PARKS, RECREATION AND CULTURE

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CVI CENTRE FOR THE ARTS – NANAIMO P: 250.714.0050 ▪ WWW.CENTREFOR THEARTSNANAIMO.ORG

NANAIMO CENTRE STAGE – 25 VICTORIA ROAD, NANAIMO, BC V9R 4N9 ▪ WWW.NANAIMOCENTRESTAGE.ORG

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DEC 03 2013

DEPARTMENT OF  
PARKS RECREATION AND CULTURE

December 2, 2013

Mr. Bob Kuhn,  
Manager of Recreation and Culture,  
Parks, Recreation & Culture Department,  
City of Nanaimo

Dear Bob,

**Subject: Prelude: A Cultural Plan for a Creative Nanaimo 2013 – 2020**

I write this letter not only as the President of CVI Centre for the Arts – Nanaimo, the organization with the Licence to operate Nanaimo Centre Stage at 25 Victoria Road, but also as a proud resident of Nanaimo.

It has been a privilege to be a resident of Nanaimo for almost 30 years and to have been involved in many facets of the community, with Arts & Culture having a very special place in my heart. I have also had the opportunity to volunteer for 29.5 of those years in the Arts & Culture community, working at many levels to help Nanaimo recognize the economic and social importance of the arts and be recognized for our achievements and future goals in that sector. I have also worked on many plans and strategies to promote and expand Arts & Culture through the Department of Parks, Recreation & Culture and with the creation of the Arts District through the Downtown revitalization efforts.

Nanaimo made a progressive and courageous decision to develop a Cultural Plan for Nanaimo with a high input from residents and cultural organizations, and overall, this *Prelude: A Cultural Plan for a Creative Nanaimo 2013 – 2020* is commendable.

However, I am surprised and disappointed by several blaring changes in the latest draft Cultural Plan released November 8, 2013. Compared to the previous versions of the Cultural Plan any mention of *Nanaimo Centre Stage* or *25 Victoria Road* has been removed from the Prelude through its seven sections.

Throughout the Cultural Plan there is mention of the need for small, affordable performance space and (5.4) Action (b) is to “Provide small venues that are accessible (affordable) to emerging artists and small shows.” which is exactly what Nanaimo Centre Stage provides.

However, in the Appendices where there are numerous comments and statements about the need for affordable, small theatre space, Nanaimo Centre Stage is often named.

In the earlier Cultural Plans, Nanaimo Centre Stage or 25 Victoria Road was named e.g.

- Both the Prelude and 2.3 Key Findings read – *“Need for a small theatre performance space in Nanaimo – such as 25 Victoria Road or an alternative location”*

The Prelude now reads – *“Need for small theatre performance spaces in Nanaimo”*

2.3 Key Findings now reads – *“Need for theatre performance spaces in Nanaimo”*

- 5.5 Capital Asset Priority Plan – Cultural Facilities:

- 2.3 – *Options for other small performance spaces, including Nanaimo Centre Stage (25 Victoria Road) be investigated.*

This now reads:

*Options for other small performance space be supported.*

During the Cultural Plan process other board members and I participated through discussion and the survey and we also attended one of the sessions facilitated by Gord Hume, when we witnessed over 15 minutes of sometimes heated discussion about the importance and need for Nanaimo Centre Stage, even with the possibility of small performance & rehearsal spaces being built at the Port Theatre.

Now any mention of Nanaimo Centre Stage only occurs in the Appendices, which we all know is very rarely read, especially when looking at implementation of the plans and with the media.

This was obvious in the front page article of the Daily News on Nov.13, 2013 when it stated:

*“The plan highlights certain capital projects, including expanding and renovating the downtown Nanaimo Art Gallery and supporting additional rehearsal and small performance space at the Port Theatre.”*

My question is why, why was any mention of Nanaimo Centre Stage (NCS) removed from this latest draft of the Cultural Plan? Is there an ulterior motive here?

Some have suggested that it may be for ‘political’ reasons, that NCS has been such a hot political button over the past months that it had to be removed to get past City council.

So my other question is: This Plan was developed with broad consultation through public forums, public workshops, stakeholder meetings and surveys, and if it must now be altered because of ‘political heat’, where is the integrity, where is the validity?

It is noted under: *5.5 Cultural Assets Priority Plan*

*As identified by the community through the engagement process*

*Cultural Facilities:*

Support is given for the Nanaimo Art Gallery expansion at 150 Commercial Street, which has already been achieved.

It is stated again that: *"Through the consultation process, the community endorsed the need for affordable, purpose-built, small performance space and rehearsal spaces"*

and this flowed directly to: *"The Port Theatre's plan for building an addition of a purpose-built small performance space and rehearsal spaces be supported."*

Could the linkage be any more obvious....although the word 'affordable' is not mentioned?

But there was no support for the existing small performance and rehearsal space at Nanaimo Centre Stage. These three buildings are all owned by the City of Nanaimo, why name and support these two buildings and not the other?

The facility at 25 Victoria Road was purchased over 5 years ago to provide small, affordable performance and rehearsal spaces, it was not purpose-built, but it serves those purposes well. It is not right that some lack of support at another level cause the deliberate exclusion of Nanaimo Centre Stage from the main Cultural Plan, although it is named and supported by the community in the consultation process, as evidenced in the Appendices.

I acknowledge that there is political pressure on NCS at this present point in time, but this Cultural Plan is for 2013 – 2020, and so the role of Nanaimo Centre Stage, now and in the future, must be recognized.

I thank you for the opportunity to express my real concern and ask for your serious re-consideration and **inclusion** of Nanaimo Centre Stage in the *Prelude: A Cultural Plan for a Creative Nanaimo 2013 – 2020*.

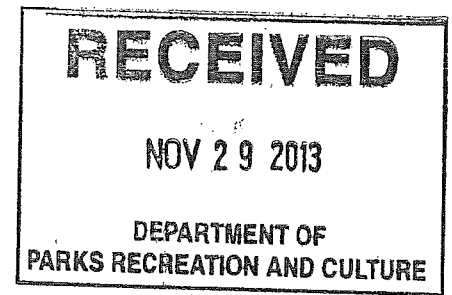
Yours Sincerely,

Camela Tang  
President

c.c. Richard Harding, Director, Parks, Recreation & Culture Dept.

c.c. Suzanne Samborski, Senior Manager of Recreation and Culture, Parks, Recreation & Culture Dept.

## MUSE Final Report



### A: COMPANY OVERVIEW

#### Company

In Other Words Theatre (IOWT) is a registered non-profit society founded by Artistic Director Barbra French in April of 2012. The company specializes in devised theatre, multidisciplinary, alternative approaches to storytelling, and artistic collaboration and co-creation. IOWT's mission is to bring a fresh, innovative style to the Nanaimo theatre scene; to inspire artists and audiences to embrace alternative performance styles; to help build and support a dynamic, emerging theatre community in Nanaimo; and to mentor young artists, particularly in the downtown core and through Vancouver Island University. The company rents venue space for events at the Nanaimo Centre Stage. For more information, please visit [inotherwordstheatre.ca](http://inotherwordstheatre.ca).

#### The 2013-14 Season

Originally, IOWT was to launch with *Ray and Wodahs* in March of 2012. Two municipal grants were written last November: one for *Ray and Wodahs* and another for the following fall production of *intoleRANT*. A \$1000 grant was awarded for both/either projects. Our plan was to use the money on our first production in the spring. However, due to a family emergency, Barbra was caring for an elderly relative in Winnipeg most of the winter, and did not return in time to create the show in March. The decision was made to launch the company the following fall. Due to the schedules of actors and two key designers, however, a new project was chosen for our debut: *MUSE*. Bob Kuhn green-lighted the changes during a quick phone call, and Barbra set to work on the scaffold (rough storyline).

Our revised plan for the first season now included one fall production, a winter fundraiser and a spring Emerging Arts Festival. *MUSE* successfully ran from October 10 – 26, 2013 at Nanaimo Centre Stage. As IOWT's debut production, our goal with *MUSE* was to introduce the company and its artistic vision to the Nanaimo theatre scene, to encourage and inspire other theatre artists to embrace innovation, and to begin to build an audience and volunteer base.

### B: PROJECT OVERVIEW

#### Production Schedule

*MUSE* successfully ran at Nanaimo Centre Stage on the following dates:

October 10-12 8:00 pm

October 17-19 2:00 pm

October 24-26 8:00 pm

#### Marketing and Promotion

Indiegogo: The promotion for *MUSE* really began with our Indiegogo campaign (fundraising for design and media fees). Email and social media promotion helped us raise awareness of the upcoming production, and a trailer shot at NCS helped to give shape to our ideas and offer a peek

into the possible storyline and design potential. Finally, a spot on *go! Island* brought attention to the campaign.

**Video:** Once the new media designer arrived and we had some actual video for the show, we created a preview trailer which we posted on YouTube, Facebook, and our website.

**Social Media/Blog posts:** Social media was a big part of our campaign, and Barbra posted/shared newspaper articles, audience feedback, and promptings of one kind and another almost every day during the run. She also came up with the idea of writing creation blogs—recounting the creation process—on the IOWT website, and these were posted on social media, as well.

**Tweet Seats:** We experimented with a brand new trend that's popped up in a few larger cities: tweet seats. To gain some twitter-friendly audience members, we offered 4 back row seats for those who would quietly tweet during the show. We didn't get any takers, but it was an interesting promotion.

**Radio:** Barbra, an actor and the new media designer did a radio interview with CHYL.

**Newspaper:** We had a preview write up and interview with Barbra French (during the run) in the Nanaimo News Bulletin and were listed in events pages of both papers.

**Posters:** A visually arresting poster was created and posted around town.

**Show cards:** We shrunk the poster down to business card size and put some audience feedback on the back. Almost 500 of these cards were handed out to anyone we met over the course of the run.

## **C: IMPACT OVERVIEW**

### **The Nanaimo Theatre Scene**

Clearly, audience members were moved (see Artistic Evaluation) and impressed with the visuals and storytelling approach, and fellow actors, designers and Artistic Directors said they were inspired by the piece. Several went up to the booth afterwards to check out the software and ask our technician questions. Barbra had quite a number of discussions with her peers about the storytelling and design potentials of *Isadora*, and people remarked that they were eager to see where this new way of telling stories would take theatre in the future. We believe we've made a permanent impression with this show, and left our unique mark on the arts scene. Our next show will take this strong start and build on it, really using *Isadora* and its capabilities with video, sound and integration with actor movements.

### **Economic Benefits**

Despite its clear artistic success, *MUSE* did not fare well at the box office. However, production costs did result in business for a local printer, hardware store, carpet cleaner, paint store, grocery store, stationary store and a big box store. Audience and cast members often went out after the show to a downtown pub and/or late night coffee shop, and several said they had dinner out before the show. In addition, approximately one third of our audience came from out of town: Ladysmith, Duncan, Sidney and Kelowna, resulting in business (that would not otherwise be generated) for the Coast Bastion and several Commercial Street restaurants. Finally, Nanaimo Centre Stage will receive rental and online ticketing income.

Coast Bastion and several Commercial Street restaurants. Finally, Nanaimo Centre Stage will receive rental and online ticketing income.

## **D: EVALUATION**

### **Artistic Evaluation**

*MUSE* clearly hit a home run artistically. We kept our standards high and produced top notch, innovative theatre unlike anything anyone had seen here before. The show received a great deal of audience feedback—considering the numbers of attendees—and people were eager to chat with us at the end of the show, post things on facebook or message us. Barbra was still receiving glowing remarks in person, weeks later; we could not be more pleased with the response. As mentioned early, our fellow artists were truly inspired by the show, and several people have contacted us and insisted that they have to be involved with our next show as volunteers. The company has begun to build its reputation (unique, cutting-edge high quality theatre), its audience base (word is getting out, even after the show) and its volunteer base. We are very pleased with our debut as artists and as founders of this new company. Below are samples of audience and artist feedback.

"Went to see "Muse" tonight directed by Barbra French and it was a fantastic piece of theatre!! If you are in Nanaimo and you can make it out this weekend, you should! I laughed and cried and was, frankly, super impressed with the quality of the show. One great piece of theatre. We are lucky to have Barbra here doing this kind of work." Kathleen Darby

"This was a beautiful piece of art...a titillating sensory experience inside a woman's head. I feel as though I took a part of Grace home with me that night. Open. Honest. Brave. I laughed. I cried. I sang! This is what theatre is about." Jennifer Hodi

"I thought Muse was a brave and beautifully crafted piece of original theatre. Very thought provoking with talented actors and a great sound and light design. The audience participation was magical." Bonnie Catterson

"This project really pushes the boundaries of conventional theatre and asks the audience to risk something with the actors - to feel and understand Grace's pain, happiness and overall state of mind. I cannot stress on how much I recommend you see this play, and take advantage of truly beautiful storytelling, acting, stage tech, and music. Thank you to everybody involved in MUSE for inspiring me tonight." Jeff Monson

"I have been thinking a lot about the show last night. It has really stuck with me. Congratulations on an artistic success." Dean Chadwick

"MUSE was a beautiful and wonderfully realized show. Thanks to you and your fellow artists for making it for us." Frank Moher

"Nanaimoites- do yourself a favour and go out and see live theatre. Nanaimo Centre Stage, In Other Words theatre company is currently presenting a new work, directed by Barbara French entitled MUSE. Simple, well played, grounded theatre. Playing this weekend and next. Go on, go out and play!" Joelle Rabu

"I was blown away by this show. I've never seen anything like it. The video, the audience participation, the acting...I can't say enough about it!" Tricia Barnes



Unfortunately, audience numbers were disappointing. While we did expect a conservative turnout due to being a new and relatively unknown company, we were frankly shocked at the box office sales. However, we have begun, and we will attract more and more people for each show. The word is out and will spread more quickly now that we have launched our company. These numbers are simply birthing pains.

|                   |                                     |
|-------------------|-------------------------------------|
| Tickets sold:     | 35                                  |
| Comps:            | 30 (includes concession volunteers) |
| Total attendance: | 65                                  |

We believe that several factors resulted in low audience turn out:

- 1) As a new company, people simply did not know we were there, and if they had heard about us, they did not know anything about the kind of work that we did. Taking a chance on a new, unknown company is not easy when entertainment budgets are limited. But our social media page following is growing, and we will continue to raise our profile in the community with fundraisers, blog posts, ads in other company's programs, etc.
- 2) The person sending out the press releases used a list generated from online contact information for each source (newspapers, radio, etc.) A week or so later, after not hearing back from anyone, Barbra began calling reporters, and they told her they had not received the release. While we did interviews and personally invited journalists to come and review the show, the articles came out late in the run. This increased audience numbers for the last few nights, but it came too late in the game. Clearly, press releases have to get directly to the individual reporters, and not to the contacts listed online. Lesson learned, and Barbra will handle this herself for the next show.
- 2) A complete lack of published reviews. This is a problem with Nanaimo media, and while it may not hurt established companies as much, it had a huge impact on us. When Barbra invited reporters to the show, the response went something like "Gee, I dunno...I have a couple of kids and I'm pretty busy..." This was shocking to her, frankly, as she wondered how arts and culture reporters could do their job without seeing arts and culture. Reviews are the life blood of theatre productions; they get bums in seats. So this is an issue which needs to be resolved, likely a bit at a time, and hopefully things here will change for the better. In the meantime, we will continue to get the word out in as many ways as we can.

## **Financial Evaluation**

Please find the attached production budget.

Because we did not receive funding from the BCAC and tickets sales were far below budget, we were forced to scrimp and save wherever we could. We worked off our rehearsal time by painting the theatre and cleaning the carpets, and most artists and technical people generously volunteered their time. Happily, the University of British Columbia Okanagan has hired us to bring the show to Kelowna, so we will be able to partially fill the coffers and pay the artists from this tour. The rest of the shortfall will be made up through fundraising, donations and sponsorships.

We are confident that this somewhat rough beginning will bear fruit, and IOWT will continue to grow and inspire the artistic community. The temporary red ink is minimal, and this company is

definitely here to stay. There are several new, exciting things coming into focus within the arts community as we speak (which IOWT is heavily involved with), and we feel strongly that next year will be a catalyst for the vibrant theatre scene that is emerging in Nanaimo. It is so important to fund this expansion as the city grows, and In Other Words wishes to express its appreciation for the City's generous grant for our debut production of *MUSE*. We know this is just the beginning for our company, and that we will grow and emerge as an arts and cultural leader in the coming years. Thank you for your encouragement and your support.

In Other Words Theatre

**MUSE Production Budget**

**Revenue**

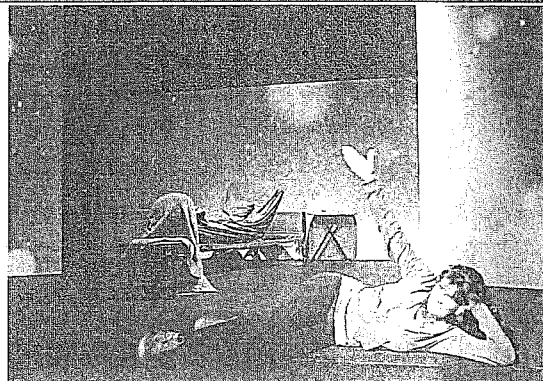
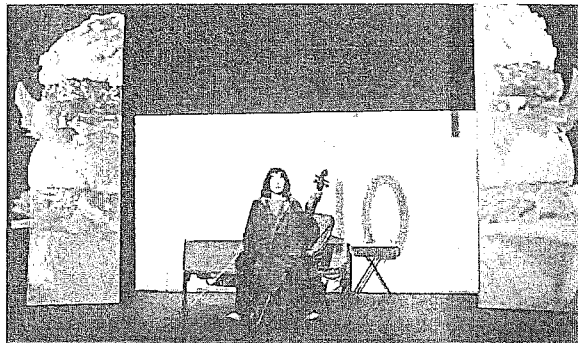
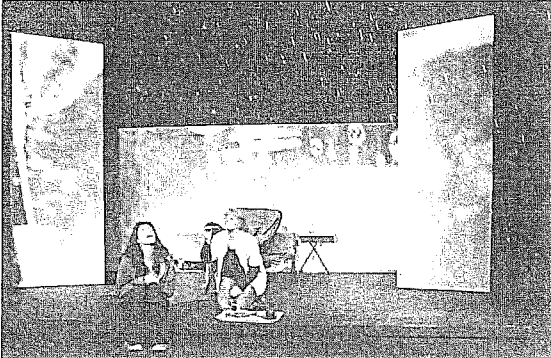
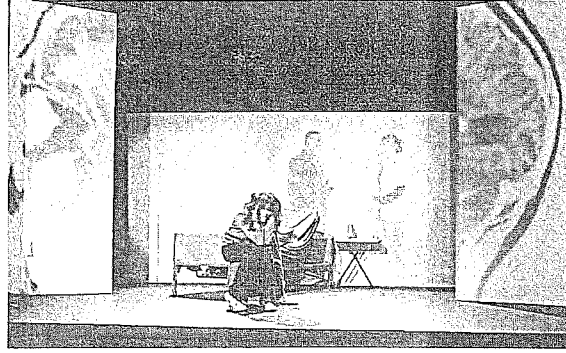
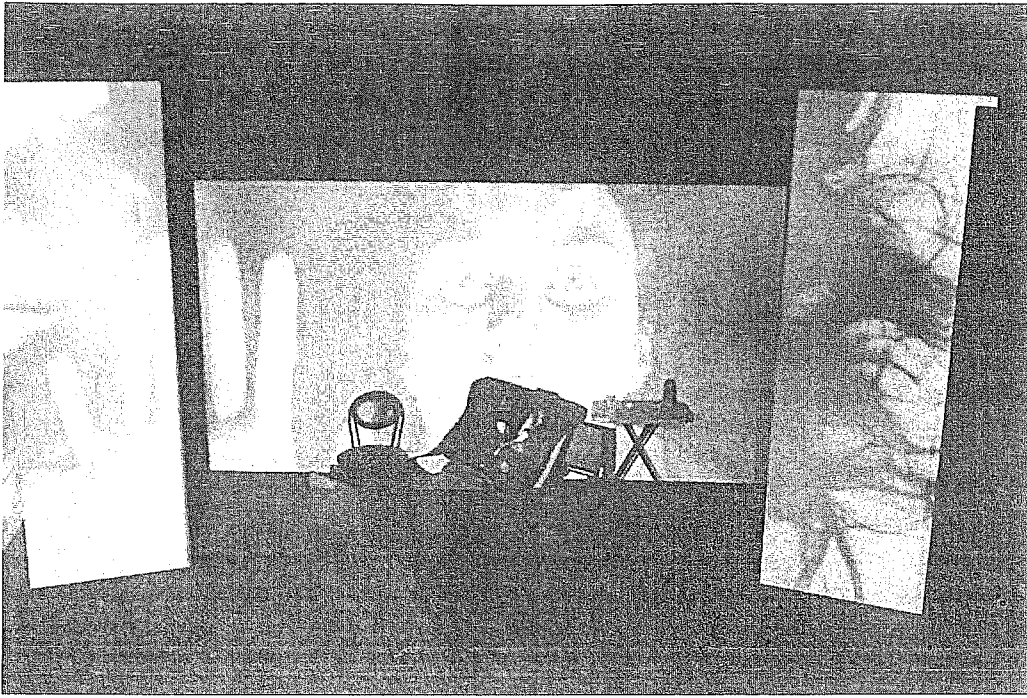
|                       | Projected     | Actual       |
|-----------------------|---------------|--------------|
| Ticket sales          | 3,800         | 895          |
| Fundraising           | 1,000         | 1,400        |
| Sponsorship           | 1,000         | 200          |
| Program Ads           | 100           | -            |
| Grants                | 9,000         | 1,000        |
| Donations             | 100           | 120          |
| In Kind               |               | 1,135        |
| <b>Total Revenues</b> | <b>15,000</b> | <b>4,750</b> |

**Expenses**

|  |               |              |
|--|---------------|--------------|
| Artist fees                                | 10,400        | 1,400        |
| Technician                                 | 1,200         | -            |
| Venue rental (performance)                 | 1,400         | 1,480        |
| Venue rental (rehearsal)                   | 800           | 1,671        |
| NCS improvement (barter rehearsal space)   | not budgeted  | 536          |
| Insurance                                  | not budgeted  | 200          |
| Set  | 600           | 230          |
| Props                                      |               | 24           |
| Costumes                                   |               | -            |
| Lights                                     |               | -            |
| Sound                                      |               | -            |
| Video                                      |               | 28           |
| Misc.                                      |               | 98           |
| Promotion (posters, cards, programs, etc.) | 500           | 200          |
| Other                                      |               |              |
| <b>Total Expenses</b>                      | <b>15,000</b> | <b>5,867</b> |

**Net**

|  |         |
|--|---------|
|  | - 1,117 |
|--|---------|



Some scenes from *MUSE* that show the ability of video mapping to create locations, memories, dreams and moods.