

**AGENDA**  
REGULAR MEETING OF THE CULTURAL COMMITTEE  
BOWEN PARK COMPLEX CONFERENCE ROOM  
WEDNESDAY, 2013-NOV-06, 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:**

Notes of the Regular Cultural Committee Meeting held Wednesday, 2013-OCT-02 at 4:00 p.m., in the Bowen Park Complex Conference Room. *Pg. 3-5*

*(Motion required to adopt the meeting notes)*

5. **PRESENTATIONS:**

6. **CHAIR'S REPORT:**

7. **COMMISSION REPORT: *(Commissioner Pattje)***

8. **REPORTS OF PROJECT COMMITTEES:**

(a) **Cultural Award Committee**

(b) **Art in Public Places Project Committee**

(c) **Cultural Forum Project Committee**

9. **STAFF REPORTS:**

(a) **Grants Review Process** *Pg. 6-7*  
**B. Kuhn, Manager, Recreation and Culture Services**

*Purpose: To update the Cultural Committee on the Cultural Grants Review Process.*

Staff Recommendation: That the Cultural Committee receive for information.

10. **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.                                      | Pg. 8     |
| (b) | Final Report – Cultural Operating Grant 2013 – TheatreOne – 2012-2013 Season.  | Pg. 9-12  |
| (c) | Final Report – Arts Cultural and Festival Events Grant 2013 – Nanaimo Ballroom Society – 2013 Island Fantasy Ball.             | Pg. 13-16 |
| (d) | Final Report – Cultural Grants 2013 – Crimson Coast Dance Society – InFrinGinG Dance Festival.                                 | Pg. 17-20 |
| (e) | Final Report – Cultural Grants 2013 – L'Association des francophones de Nanaimo – 2013 Maple Sugar Festival du Sucre d'Érable. | Pg. 21-32 |
| (f) | Final Report – Arts Cultural and Festival Events Grant 2013 – Friends of Nanaimo Jazz Society – Jazz Affair L.A. 2013.         | Pg. 33-35 |

*(Motion required to receive all Correspondence)*

11. **NOTICE OF MOTION:**

12. **OTHER BUSINESS:**

*(Motion required if there is other business)*

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

14. **ADJOURNMENT:**

**NOTES**  
REGULAR MEETING OF THE CULTURAL COMMITTEE  
HELD IN THE BOWEN PARK COMPLEX CONFERENCE ROOM  
WEDNESDAY, 2013-OCT-02, COMMENCING AT 4:00 P.M.

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PRESENT: Commissioner Fred Pattje, Chair

Members: Commissioner Howard Houle  
Commissioner Alec McPherson  
Commissioner Donald Rinald  
Ms. Julie Bevan  
Ms. Gerda Hofman  
Ms. Wendy Smitka  
Mr. Kim Smythe  
Ms. Marianne Turley

Regrets: Ms. Geraldine Manson

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-SEP-04 at 4:00 p.m., in the Bowen Park Complex Conference Room be adopted as circulated. The motion carried unanimously.

4. COMMISSION REPORT:

Commissioner Rinald provided a verbal report. The Commission travelled to Protection Island this month and toured the DIGS Community Gardens, the Museum & Archive building and the library addition at the Beacon House. The meeting included:

- Two delegations presenting on the Museum and Archive building and the proposed addition to Beacon House.
- The three motions from the Cultural Committee all passed.

5. REPORTS OF PROJECT COMMITTEES:

(a) Cultural Award Committee

The Chair, Gerda Hofman, reported on the meeting held 2013-OCT-02. The Committee has voted to create two new awards, the Lifetime Achievement Award and the Emerging Cultural Leader Award.

(b) Art in Public Places Project Committee

Nothing to report at this time.

(c) Cultural Forum Project Committee

Nothing to report at this time.

6. STAFF REPORTS:

(a) Grant Review Process – Verbal Update  
B. Kuhn, Manager, Recreation and Culture Services

It was moved and seconded that the Cultural Committee receive the verbal report for information. The motion carried unanimously.

(a) Culture Plan – Verbal Update  
B. Kuhn, Manager, Recreation and Culture Services

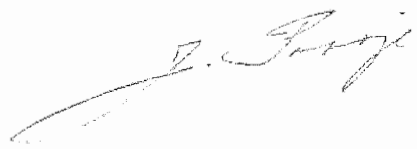
It was moved and seconded that the Cultural Committee receive the verbal report for information. The motion carried unanimously.

7. DELEGATIONS (not related to a Report to the Cultural Committee):

- (a) Chris Beaton, Executive Director of the Nanaimo Aboriginal Centre, and artist Joel Good, gave a presentation on the proposed art project for the Service and Resource Centre.

8. ADJOURNMENT:

It was moved and seconded at 4:45 p.m. that the meeting adjourn. 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

2013-OCT-03

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UNADOPTED

## City of Nanaimo

### REPORT TO THE CULTURAL COMMITTEE

DATE OF MEETING: 2013-NOV-06

AUTHORED BY: BOB KUHN, MANAGER  
RECREATION AND CULTURE SERVICES

RE: GRANTS REVIEW PROCESS

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#### STAFF RECOMMENDATION:

That the Cultural Committee receive for information.

#### PURPOSE:

To update the Cultural Committee on the Cultural Grants Review Process.

#### BACKGROUND:

Further to the discussion at the Cultural Committee meeting held 2013-MAR-06, a grant review subcommittee met to discuss potential changes to the granting process. Following this, Staff met with Melinda Mollineaux on 2013-JUL-12. Melinda has been a member of the Canada Council for the Arts Grant Review Committee. Melinda provided some comments and suggestions for consideration. Based on this feedback, some suggested changes to the grant forms have been made. These changes were approved by the Cultural Committee on 2013-SEP-04.

The grant review subcommittee met following the September meeting to confirm the process. At that time, it was determined to proceed with an external review of the grant process and a project scope of work was finalized.

Staff met with two potential service providers with Melinda Mollineaux selected to lead the process.

#### DISCUSSION:

Staff procured the services of Melinda Mollineaux to conduct the Cultural Grants Process Review beginning in November 2013 with a final report to be delivered mid-February, 2014.

As an arts funding program officer with over thirteen years experience in the management and review of national arts funding programs at the Canada Council for the Arts, Melinda brings relevant expertise and a solid foundation in public funding, strategic planning and cultural policy management. She has created and launched an international residencies program that spans five

countries; participated in the review, national consultations and launch of a major program of support for independent visual artists as well as a national Capacity Building program for arts organizations across all disciplines. Melinda has an excellent understanding of arts funding program policies and their relationship to organizational strategic objectives.

Currently, Melinda is an MBA candidate at Vancouver Island University in the completion stage of her studies. During her tenure in Nanaimo, Melinda has become familiar and engaged with the arts and business communities and has a good understanding of the local context.

Melinda will conduct an independent review of the City's cultural funding programs to align them with the new Cultural Plan and the City's stated strategic goals. Furthermore, streamlined and transparent assessment criteria and evaluation processes will be proposed. A final consultation step with key community stakeholders will facilitate feedback and a smooth transition to the launch of the renewed program. Recommendations for the renewed program will advance the impact of the City's investment in the arts and cultural sector; provide built-in mechanisms for accountability and articulate performance measures for future program evaluation.

#### STRATEGIC PLAN CONSIDERATIONS:

Taking Responsibility: Ensure that the cultural grants review process is in accordance with any provincial or municipal governance policies, structures and processes and that the process for allocating funds are fair, equitable and based on sound assessment criteria and grant review process.

Respectfully submitted,

Concurrence by:



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Bob Kuhn  
MANAGER, RECREATION AND CULTURE  
PARKS, RECREATION AND CULTURE



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Suzanne Samborski  
SENIOR MANAGER  
PARKS, RECREATION AND CULTURE

## Canada Day 2013 – Grant Summary

The Canada Day event went as planned, even though it was the warmest day of the summer. The crowds seemed to find shade and enjoyed watching the celebration of flags and opening ceremonies. Our entertainment was excellent and well received by the crowd. We had more interactive booths than in previous years and were surprised by the number of people calling a few days before the event wanting to place a food cart in the park. Our interactive booths provide free activities for families to enjoy.

Back this year was activity demonstrations by community groups including; Miss Nanaimo Welcome Centre, Taoist Tai Chi Nanaimo, Arts Alive, Chinese Professional Women Association of Vancouver Island, Council of Canadians, CJ Martial Arts, RCMP Community Policing, Nanaimo Astronomy, World Tae Kwon Do, Nanaimo Organization of the Vision impaired, Steve Marshall Ford, Team Water Smart (RDN), Central Vancouver Island Multicultural Society, The Nanaimo Fire Department, Nanaimo Recycling Exchange, Nanaimo Canoe and Kayak Club, Pacific Sport, African Heritage Society, Chinese Cultural Society, The Parks, Recreation and Culture Fun Zone, Nanaimo Downtown Farmers Group, Bouncy Castle and Giant Slide, Nanaimo Science and Sustainability Society.

Promotional initiatives – We created a photo shoot for the local free press. The photo shoot and article outlining the day's events were placed into the paper 2 days prior to Canada Day. The City of Nanaimo's marketing department created a poster which was distributed to local shops, malls and libraries. A smaller version of the poster was posted to the City of Nanaimo web site and Harbour City Living electronic newsletter. The committee received sponsorship from The Wave & Wolf radio stations. Several ads ran on both stations leading up to the event and The Wave was on site on July 1<sup>st</sup>.

Challenges encountered – Our event offers a variety of free activities for families. We work closely with city staff to secure the park and equipment as well as the services of their youth leadership program known as LIT and Quest. We had 60 volunteers assisting us with everything from event set up, crafts, face painting garbage pickup and clean up. We could not operate this event without the volume of volunteers supplied to us.

The format for the day appears to work well. Spectators enjoy the variety from opening ceremonies, musical acts, roving entertainment, free interactive booths and multi cultural food kiosks. The cost to operate the event remains our largest challenge.

<u>LOCATION</u>	<u>Estimated # Attending</u>
From within the Nanaimo Regional District	9,000
From other areas on Vancouver Island	900
From BC Mainland	100
From outside B.C.	
<b>TOTAL FROM ALL AREAS:</b>	<b>10,000</b>



# TheatreONE

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## TheatreOne: Final Report to the Cultural Committee on the 2012-2013 Season

TheatreOne was awarded \$28,000 from the City of Nanaimo Cultural Grant Fund for the 2012-2013 season. This grant was used for the following programs:

### MAINSTAGE: 29<sup>th</sup> Season

TheatreOne was delighted to present *"Ride the Cyclone"* in April 2013. With a cast of 12 it was the largest show that we have presented since our early days in the 80's of presenting Shakespearian works. Written by Jacob Richmond with help from Brooke Maxwell (Music) and Treena Stubel (Choreography), *Ride the Cyclone* features six young choir members from Uranium, Saskatchewan who perish while on an amusement park ride. A strange fortune-telling machine named Karnak offers a chance to return to life, but only for the one of the six who is most deserving. The nation-wide tour included Theatre Pass Muraille (Toronto), Manitoba Theatre Centre (Winnipeg), Citadel Theatre (Edmonton), Persephone Theatre (Saskatoon), The Arts Club (Vancouver) AND TheatreOne (Nanaimo). The show was a hit with Nanaimo audiences and we were very proud to be working alongside some of the biggest theatre companies nation-wide to bring the talents of this young and talented Victoria cast to the forefront of Canadian theatre.

### From a patron...

*"We attended last night's production of the 'Ride The Cyclone': THANK YOU!*

*To all 20 locals I'm 'bcc'ing' on this note of gratitude, this live music, singing, theatrical event is unique and really gratifying. It's 90 min. long, no intermissions, parking is only \$2.00 and tickets are online via the Port Ticket Centre. Catch it if you can.... The younger you are the more you'll enjoy it: keep in mind that 20 seems really really young to me. We left feeling full and so entertained. From the impacts of so many excellent voices, such compelling lyrics and insights and the great talent that delivered the production with such flair - from the writers and musicians to the production crew and the people on stage.*

*Theatre One, you continue to grace Nanaimo with exquisite live theatre that elevates and inspires. The VIU venue is intimate with not a poor seat in the house, while the production seems so much larger than one would have thought possible. Atomic Vaudeville & troupe, thank you for the imaginative 'trip' and the excellence with which it is delivered. We feel so grateful that a theatre company of your unique dedication and caliber is gaining such success from your roots in Victoria."*

### And another.....

*I think that was the best show we've seen since we moved here in '97. What a great energy....I'm so glad we were able to see it!"*

### EMERGING VOICES: 7th Season

**Emerging Voices: November 28, 29, & 30<sup>th</sup>, 2013**      *The Ginger Goodwin Story* by Michael Stephen.

The play is about a coal miner, pacifist and hero of the BC labour movement, killed by Dominion Police near Cumberland as he fled from Conscriptation in 1918. After a very intensive and successful development workshop for three days, we held a public reading of the (almost complete) first draft of *The Ginger Goodwin Story* at The Nanaimo Museum. We are very grateful to The Vancouver Foundation for financial support; and to the Nanaimo Museum for the use of their program room. The process was intense, and the five professional actors involved (Adrian Hough,

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Russell Kilde, Jessica Lowry, Joelle Rabu, and Matthew Walker) worked very hard, contributing many helpful insights to Michael's developing script. On board as an intern was Nanaimo film-maker, Jeanette de Santis, who has followed the Emerging Voices process for a few years now. There were at least 60 people who attended the public reading on Friday evening, and many stayed to give feedback. All in all, we felt the workshop, and development process has been very successful resulting in the achievement of a viable first draft which will help Michael set a course for the future of this play. This is our second workshop of the piece based on the story of Albert "Ginger" Goodwin.

Playwright Michael Stephen's email:

*I'm just home and settling in so I'm not quite ready to respond to everything that happened the last few days in detail, but I do want to say how enormously grateful I am to you not only for your faith in the project, your wonderful management of the process, and your support to myself personally. This experience has been something of a life-changer for me! I'll email you some thoughts about the project soon, but I think I need a few days to recuperate and consider where to go next.*

**EMERGING VOICES: January 16<sup>th</sup>, 2013**      ***Flow* by Robert Garfat.**

In the play, artistic inspiration, integrity and the balance between commerce and art are examined by a painter as she creates work for her career-capping international show. The play is a complex piece, the process was intense, and all involved (Norma Bowen, Catherine Caines, Adrian Hough, and Paul Tedeschini as cast, and Jessica Lowry as assistant director) contributed many suggestions and insights in response to Robert's intriguing script. Nanaimo film-maker, Jeanette de Santis, was again on board for the day. There were about 40 people who attended the reading almost all of whom stayed to give feedback. It was a very fruitful workshop for Robert who has expressed his gratitude for the opportunity. Here's a bit of what Robert had to say after the workshop in a couple of emails he sent:

*"The notes are wonderful, much food for thought. I find that I am turning over in my mind much of the input I received, both from the audience, yourself and the actors. Thanks again for this wonderful program and for inviting me to participate. Regards, Robert G.*

**EMERGING VOICES: February 13<sup>th</sup>, 2013**      ***I Have Seen Beautiful Jim Key* by Janet Munsil.**

In the early years of the 20th century, William "Doc" Key taught his horse, Beautiful Jim Key, to read, write, and calculate. They quickly rose to fame and Jim Key became the poster-horse for the earliest days of the humane and literacy movements. Millions of schoolchildren signed the Jim Key Pledge, promising always to be kind to animals, and the equine wonder became an inspiring role-model for children learning their letters and numbers. It was a pleasure to welcome Janet to Emerging Voices for the first time. Janet is the Artistic Director of Intrepid Theatre in Victoria, producers of the Victoria Fringe Festival and the UNO Festival, and a recognized dramaturge and playwright. Her adaptation of Jane Austen's *Pride and Prejudice* will be staged by Theatre Calgary and the National Arts Centre this fall. This was a lovely piece to work on for our last EV of the season; the play was very often a riff on the theme of learning, and relationships between people and each other, and with animals, and how much good the simple tenets of Patience and Kindness could bring to the world. Equity actors, Jessica Lowry and Samantha Currie did a great job of the reading, and Nicolle Nattrass as assistant director, offered some valuable insight to the process. Nanaimo film-

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maker, Jeanette de Santis, was also sitting in for the day. About 30 people attended the reading and all of them stayed to give feedback. Janet Munsil has been working on the piece for a number of years, and had this to say:

*"Thanks for the great day with Doc and Jim yesterday, I really appreciate the work and commitment you, Sam and Jess gave the script, (and the respect you gave my crazy line breaks!) I thought it was really useful and the feedback encouraged me to get this project rolling at last. Thanks so much for inviting me and for all the work you've put into Theatre One..."*

## JUST KIDDING CHILDREN'S ENTERTAINMENT SERIES: 19<sup>th</sup> Season

On November 17, 2012 TheatreOne presented the **Vancouver Opera's Production of *Naomi's Road***

Composed by Ramona Luengen, Libretto by Ann Hodges and based on the novel *Naomi's Road* by Joy Kogawa, ***Naomi's Road***, detailed a young Japanese-Canadian girl's experiences as her family is interned during World War II. The story is, at the same time, compelling, emotional and instructive; it is taken from one of our country's most painful and complex social periods, a time that for many years was not discussed in our schools. This touching, instructive opera, set during World War II told the dramatic story of nine-year old Naomi's journey, with her Japanese Canadian family, from Vancouver to an internment camp in the interior of B.C.

TheatreOne continued the series on February 2<sup>nd</sup> with Rick Scott's ***The Great Gazzoan***. *The Great Gazzoan* was co-written, produced and adapted for sound recording by his longtime partner Valley Hennell. The 4 CD music audio novel was recorded and mixed in 2010-11 in their home on Protection Island. **The cast of 25 actors, singers and musicians includes veterans singer/actors Joelle Rabu, Saffron Henderson and John Payne; renowned blues guitarist David Essig; Doug Edwards of CHILLIWACK on guitar and bass; Nico Rhodes on horns and piano; and human beatbox Kyle Shepard.** As always, when we present Rick Scott, the show sold out and the children were dancing in the aisles! Email from a patron after the show:

I have just dropped your name in my email to the Canada Council for the Arts. FYI:

*Having just seen Rick Scott's amazing 'The Great Gazzoan' and having purchased the CD production, I noted the role The Canada Council for the Arts has played in making this wonderful experience possible. It was a joy to see how Rick connects to children, returning them to their land of pretend and sounds and carefree expression (We 70 years-old folk loved the trip as well). Rick noted to us in the audience how important the Canada Council and Theatre One in Nanaimo is as it brings us "live" productions. I thank you both for the work you have done here.*

The last show in our Just Kidding series was Erehwon Theatre's production of ***The Velveteen Rabbit***. The beautiful tale by Margery Williams is a modern children's classic, in which a stuffed toy rabbit learns what it means to be REAL. This presentation, with its lovely masks, puppets and props was an excellent introduction to the world of theatre. Ten children played the parts of toys in the show. They were pre-selected and rehearsed their roles during the half hour before the performance began. They were delightful!

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## FRINGE FLICKS: 14<sup>th</sup> Season

Fringe Flicks continues to enthrall our Nanaimo/Lantzville/Gabriola/Parksville/Qualicum Beach/Ladysmith audience. We have a loyal audience base of over 6000 patrons annually and presented 10 films with four screenings each in 12/13.

"This was the first season I have seen the Fringe Flicks. It was wonderful. I so appreciated the opportunity to be entertained and enlightened." --- Fringe Flick subscriber 2012-2013 season

## FUNDRAISING:

This past season has found the Board of Directors working very hard at fundraising for TheatreOne, to much success. Along with the ever popular **Bite of Nanaimo** presented in October we also presented "**Christmas Wonderland FEATURING THE TIDEMEN BARBERSHOP CHORUS** and their quartets, with special guests **Joëlle Rabu and Shine**. Joining the forces of music and theatre, Christmas Wonderland was an evening of powerful voices joining to celebrate the beauty of the season. The show was presented in Nanaimo & Parksville.

Ending off the season this year, TheatreOne partnered with the **Rotary Club North** to present "**Same Time Next Year**" directed by Board member Leonie Gardner. This event was truly a Board fundraiser with the Board taking on all the aspects of producing and presenting a play.

## SUMMARY:

We are very pleased with all of our results this year and look forward to our 13/14 season in which we will present 3 Mainstage shows! This will be the first time since the 1999/2000 season that we will have presented 3 Mainstage shows. The end of our 12/13 season saw the retirement of **Gary Davey**, our Artistic Director. We are grateful for Garry's commitment to the company over many years. We welcome **David Mann**, our new Artistic Director. David comes to us from Vancouver where he is also the Program Manager at the Evergreen Cultural Centre. David brings with him 40 years of experience in professional theatre and was also our Artistic Director from 2000-2004. He is very connected to the community and we are delighted to have him return!

TheatreOne is pleased to inform the Cultural Committee that we have ended the 12/13 season with a surplus of \$10,167.93.

Thank you for your support.

Daurel Neve  
General Manager, TheatreOne

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## 2013 TOURNAMENT AND FESTIVAL FUND GRANTS EVALUATION FORM

NAME OF EVENT: 2013 Island Fantasy Ball ORGANIZATION: Nanaimo Ballroom Dance Society

Assistant Venue Coordinator: Stephen C. Gower PHONE: (250) 248 - 6867

E-MAIL ADDRESS: gowerthompson@shaw.ca

DATE & TIME HELD: April 20, 2013 – (10:00am to 11:30pm), April 21, 2013 – (10:00 am to 5:00 pm)

LOCATION/FACILITY: Beban Park Recreational Center, Nanaimo

ATTENDANCE: 2013 & 2012 (for reference)

PARTICIPANT INFORMATION – taken from Competitors List	Attendance 2012	Attendance 2013
Competitors from Mid Vancouver Island (from Duncan to Courtney)	32	26
Competitors from other areas of Van. Island	31	33
Competitors from BC Mainland	70	65
Competitors from outside B.C.	26	24
Competitors from outside Canada	2	16
<b>Total Competitors</b>	<b>161</b>	<b>164</b>
<b>Officials, Senior full time &amp; part time volunteers &amp; technicians</b>	<b>Not tracked</b>	<b>69</b>
<b>TOTAL PARTICIPANTS FROM ALL AREAS:</b>	<b>161</b>	<b>233</b>
SPECTATOR INFORMATION – where they are from - not tracked	Attendance 2012	Attendance 2012
From Mid Vancouver Island (from Duncan to Courtney)	Not tracked	Not tracked
From other areas of Van. Is. (north of Courtney, south of Duncan)	Not tracked	Not tracked
From BC Mainland	Not tracked	Not tracked
From outside B.C.	Not tracked	Not tracked
From outside Canada	Not tracked	Not tracked
<b>TOTAL SPECTATORS FROM ALL AREAS: From ticket sales</b>	<b>891</b>	<b>808</b>

1. Question - Did you think there was sufficient publicity for the event (i.e. posters, radio, display ads, etc.).

Answer – Yes, we have a new and improved website. We used extensive newspaper coverage with spectacular color photos. We gave away tickets on the radio in return for reduced costs of advertising. We reached out into the community and invited clients from Vancouver Island Senior centers (providing special seating areas and adequate access for wheel chairs). Caregivers from the centers were given much reduced rates to attend.

2. Question - Did you have enough materials and equipment to meet your needs?

Answer - No, we still have issues with the lights.

3. Question - Was the location appropriate for the event? If you used City property do you have any recommendations to improve the area for your event?

Answer - The location is appropriate to host our event. Parking is excellent. The newly renovated lobby is much improved and greatly enhances the gracious atmosphere we seek to provide to audience and competitors.

4. Question - Was the entertainment appropriate for event participants? Were there any unforeseen problems in entertainment arrangements?

Answer - Yes, having top competitors hosting a "Showcase of Champions" provides high audience satisfaction. This year we brought in junior and juvenile top competitors (as seen on Dancing with the Stars TV shows) to appeal to the younger members of the audience. The only unforeseen problem was the unexpected cancellations of many of our overseas championship level competitors.

5. Question - STAFF/VOLUNTEERS – How many staff and/or volunteers were used to make your event successful? Did you have enough?

Answer - Our event only requires two or three City Staff workers but requires 55 - 60 NBDS volunteer participants. Due to the complexity of our set up most of the duties are carried out by Society members. In total over 5000 volunteer hours are required for the event including 300 – 400 volunteer hours each by Vicki Linfitt and Nelson Wong.

6. Question - FUNDS - Were there sufficient funds? If not, in what area were funds lacking and by how much?

Answer – Yes there were sufficient funds this year resulting in a cash surplus of \$ 2,335 due to the last minute cancellations of guest dancers (reducing the cost of competitor support). If we had not had these savings our revenues and expenses would have been about the same. The grant from the City to reduce venue costs and provide competitor support is very important to us.

Surplus funds are invested by NBDS and provide liquidity to future IFB operating budgets, to pay for competitor support to local dancers and to invest in equipment to enhance both future competitions and social dancing in Nanaimo.

These retained earnings would also be employed in the event of losses to Nanaimo Ballroom Dance Society that resulted from an unexpected cancellation of the event (for example Loss of Venue or cancellation of ferry service from the Mainland).

7. Question - FACILITY - Was the facility appropriate for the event? If not, what were the problems? If your event was held on City property do you have any recommendations to improve that area for special events?

Answer - The facility is very appropriate to host a Ballroom Dance Competition. The presence of large washrooms containing many cubicles is extremely important to the competitors and audience.

*Each year we notice the chairs are worn and some are in need of repair. The chair backs often come loose during the event and the sharp ends of screws do cause a hazard*

*We also still had some issues with the heat in the practice rooms 19 – 21. Not being able to have staff adjust heating and air conditioning as needed continues to be a challenge to overcome.*

8. Question - SERVICES - Were the services provided by Parks & Recreation, Public Works, Police, Fire, and any other City Department adequate? If not, how could they be improved?

*Answer – The services provided by Parks & Recreation are generally adequate. A major challenge is to create the most advantageous air flow in the building. This does require assistance from the appropriate City staff members and each year must be arranged prior to the event.*

9. Question - EVENT STRENGTHS/WEAKNESSES

*Answer - Strengths – The IFB is a very prestigious event that enhances the Cultural Climate in Nanaimo. It is an internationally acknowledged DanceSport Ballroom Dance Competition and is one of only a handful of Canadian Ballroom dance competitions. Our event hosts the Provincial Championships and every year attracts one or more international Champions and some of the top Canadian dancers.*

*However our event doesn't just cater to world class competitors it also provides many events for juvenile youth, adult and senior participants and allows beginning dancers to experience competition without travelling to the Mainland. It also allows the people of Vancouver Island an opportunity to view some of the best Ballroom Dancers in the World.*

*Answer – Weaknesses – Viewing the competition from the second and third row tables is only allows limited viewing of the entire floor. More risers seating would solve the viewing problem and also allow more seats. One identifiable weakness continues to be overhead lighting in the Auditorium.*

*We also have the ongoing problem of overcoming the misconception that we are a senior's only dance competition.*

10. Question - FUTURE - Please outline your plans for continuing your event next year and beyond.

*Answer - The planning is already well underway for the 2014 Island Fantasy Ball. We expect this event to continue into the future as long as Nanaimo Ballroom Dance Society has the volunteers and the financial resources to make this possible and a suitable venue with a DanceSport BC approved floor is available...*

11. Please see page 5 of 10 of the NBDS Financial Statements for the financial report of all costs and expenditures.

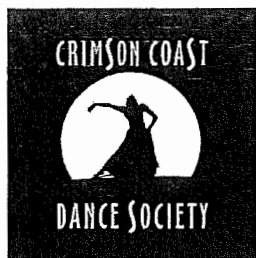
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**Evaluations returned to Elizabeth Williams, Manager of Sport Tourism and Outdoor Events at the Bowen Park Recreation Centre, 500 Bowen Road, Nanaimo, BC. V9R1Z7.**

Schedule A  
**Nanaimo Ballroom Dance Society**  
*Statement of Revenues & Expenses*  
**2013 Island Fantasy Ball**

	2013	2012
<b>Revenues:</b>		
Admission Tickets	\$ 37,516	\$ 40,527
Sponsorship	4,847	6,950
DanceSport Drop-in Fees	4,170	2,922
Entry Fees	2,950	1,644
Program Advertising	2,550	2,644
Beverage Sales	2,258	2,392
City of Nanaimo Grant	1,505	2,000
Program Sales	700	885
Vendors	300	300
Total	<u>\$ 56,795</u>	<u>\$ 60,263</u>
In-Kind Income:		
Labour	\$ 24,065	\$ 23,770
Materials	5,749	6,687
<b>Total Revenues</b>	<u>\$ 86,609</u>	<u>\$ 90,720</u>
<b>Expenses:</b>		
Catering	\$ 12,004	\$ 11,900
Judges & Officials	8,054	8,480
Ballroom, AV & Risers	6,184	5,204
Invited Competitors	5,851	4,603
DanceSport Hall Rental	5,720	4,999
Trophies, Medals & Flowers	3,647	2,897
Scholarships	2,600	2,600
Promotion & Advertizing	2,593	2,518
Ticket Sales	1,537	1,407
Beverage Supplies	1,262	1,386
Hall Decoration & Setup	1,208	1,388
Program, Graphic & Printing	1,012	1,059
Committee Meetings	669	550
Insurance, Licences & Sanction	575	550
Official & Volunteer Snacks	551	740
Competitors Support	402	754
Volunteers	371	485
Equipment	-	1,057
Refunds	-	70
Miscellaneous	220	186
Total	<u>\$ 54,460</u>	<u>\$ 52,832</u>
In-Kind Expenses:		
Labour	\$ 24,065	\$ 23,770
Materials	5,749	6,687
<b>Total Expenses</b>	<u>\$ 84,274</u>	<u>\$ 83,289</u>
<b>Operating Surplus/(Deficits)</b>	<u>\$ 2,335</u>	<u>\$ 7,431</u>





RECEIVED

SEP 17 2013

DEPARTMENT OF  
PARKS RECREATION AND CULTURE

Parks Recreation and Culture Commission  
City of Nanaimo  
500 Bowen Road  
Nanaimo, BC, V9R 1Z7

September 13, 2013

Dear Commissioners

**Cultural Event Grant 2013 – InFrinGinG Dance Festival**

I am pleased to enclose the final report for this event.

The Society is grateful to the City for their support.

Please let me know if you require any further information

Yours truly

A handwritten signature in black ink, appearing to read "Michael Wright", with a long, sweeping horizontal line extending to the right.

Michael Wright, General Manager

---

The Crimson Coast Dance Society  
CIBC Centre For The Arts Nanaimo  
150 Commercial Street, Nanaimo, B.C. V9R 5G6  
(250)-716-3230 [dance@crimsoncoast.org](mailto:dance@crimsoncoast.org)  
[www.crimsoncoastdance.org](http://www.crimsoncoastdance.org)

## CRIMSON COAST DANCE SOCIETY – EVENT GRANT 2013 - REPORT

The original intention was to present our four day InFrinGinG DanceFestival on dates and venues shared with Nanaimo Dragon Boat Festival (“Dancing in the Belly of the Dragon”), followed by a number of InFrinGinG Increments in August and September, as part of the Fringetastic Festival and Gabriola Poetry festival respectively. Because of the reduced amount of grant funding which was available, we were unable to proceed with the InFrinGinG Increments slated for September. However, with some minor adjustments from artists availability and to enable us to proceed within the available funds, the other elements of the Festival went ahead as planned.

### 13<sup>th</sup> Annual InFrinGinG Festival

**July 4 to 8 – DANCING IN THE BELLY OF THE DRAGON** in partnership with Nanaimo Dragon Boat Festival.

We presented our proposed programming and added an indoor show: *VooDoo Dave and Friends* in a celebration of African and Gypsy Dance. We were also able to produce three, rather than one, ticketed events. Crimson Coast Dance Society’s InFrinGinG Dance Festival was the only programming taking place on the two outdoor stages over this shared weekend.

This experiment proved to be a soaring success with rave reviews from the Dragon Boat Society as well as our artists and most importantly our community. The cultural dance genres we presented were the perfect choice for outdoor daylight shows.

Dragon Boat Festival Society learned the demands of dance presentation and the joy of audience members in the witnessing of it. We learned the difference in coming to agreements with professional companies vs. volunteer (which Dragon Boast Society is) and what that requires of us in the future as regards planning stages and authority for ‘final say’ in agreements. Though we both experienced bumps from misunderstandings, our professional crew acted quickly and any issues were not noticed by the public.

We were particularly thrilled to run our classes and Audience to Artist public dialogues from the main stage. This worked surprisingly well with the one lesson learned that, in Nanaimo, there is an expectation that events in our parks ‘should be’ free. Suggestions to pay for classes as audience stepped onto stage resulted in people frozen in motion and a wall of silence. It was immediately clear at the first workshop that we must ask for donations and invite anyone and everyone to participate.

Holding these two iconic Nanaimo festivals in a shared space and time was a fantastic partnership where the sharing of resources and effort was notable and produced an experience far beyond expectation for those wandering into the park for either InFrinGinG Dance Festival or The Dragon Boat Festival. We look forward to developing our relationship with Dragon Boat Society in Nanaimo.

**Performances were held at Vancouver Island Conference Centre (VICC) and at our stages in Maffeo Sutton Park (MSP)**

July 4 – First Nations' Dance with Snuneymuxw First Nation Dance Group and LeLaLa Dancers MSP

July 5 – Flamenco Rosario MSP;

July 5 - Voodoo Dave's Tribal Rhythms (VICC)

July 6 – Axe Capoeira;

July 6 - Near and Middle Eastern dance (Genya Bonfield);

July 6 - South Asian Dance (Shakti Dance);

July 6 - Francophone Folkloric Dance (Zogma) (all at MSP)

**Festival workshops and public dialogues and were held at VICC, MSP, and The Vault coffee house**

July 5 – Audience to Artist Dialogue and flamenco workshop (Flamenco Rosario) MSP

July 6 – Capoeira class, public dialogue and Roda (Axe Capoeira); Island rose dance class (Genya Bonfield) MSP. Bharata Natyam Class (Shakti Dance) VICC

July 7 - Francophone Folkloric Dance class and audience to artist dialogue (Zogma) MSP

**August 18, 19, 23 and 24, 2014 as part of Nanaimo Fringetastic Festival**

**InFrinGinG Increments**

**Performances:**

August 19 – Raven Spirit Dance (VI Conference Centre)

August 24 – Still Snowing (Genevieve Johnson) (VI CConference Centre)

**Outreach:**

August 18 – Audience Artist Dialogue (Holly Bright) Vault.

August 23 – Landscape Under Skin workshop (Genevieve Jophnson) Vault

These shows and Audience to Artist interactions were deeply touching. Unfortunately, the performance dates offered, a Monday night, and a 9pm show on the last night of the Fringe, affected our attendance.

We are pleased with the calibre of performances overall in both festivals. Fringetastic learned the requirements for the production of dance performances and the importance of discussing shortfalls or limitations in advance. They will be in a much better position to make decisions regarding producing dance or informing artists and collaborators in the future.

## **IMPACT**

### **▪ on dance as an art form,**

Our partnership with these two groups offered opportunities to share the protocol and requirements of presenting dance. Both organizations have a greater capacity to program dance should they choose, in a way that is satisfying and safe for the artists.

As a result of our partnerships, a broader audience was exposed to dance and had the opportunity to enjoy it as an audience as well as personally with our onstage classes or dialogues. The sheer number of audience and participants at Dragon Boat offers Crimson Coast Dance Society the possibility of an accidental audience turned ticket buyers. As our new season approaches we will watch for this impact result.

- **on the art practice,**

Artists had an opportunity to share their cultures deeply. Whether they presented historical, traditional, cultural dance as at *InFrinGinG Dance Festival* or their contemporary expression of their cultural heritage as at *InFrinGinG Increments*, an opportunity delve more deeply in discussion and experimentation through teaching took place alongside an opportunity to present particular dance genre to Nanaimo audiences for the very first time.

We also enjoyed presenting local artist, Genvieve Johnson in her Butoh dance, not only for its excellence and her articulate post show dialogue, also to stimulate a sense of pride and place in Nanaimo for the artists who live here.

- **on CCDS and participating artists**

We believe that we shared important insights into best practices for negotiating and for presenting dance with two local organizations who have not presented it in the past, yet who could benefit by the choice to do so in the future. They are aware that we are happy to be a resource, and are knowledgeable. Tremendous goodwill resulted between us and our partner organizations from our handling of these relationships, from our professionalism with regard to the technical components of dance presenting and crew and most importantly from the very successful results of a very enthusiastic and satisfied audience. This last benefit is directly related to the calibre of artist and programming.

In the short term our audiences and partner organizations benefited from the experience and recognized the benefit. In the long term, we have introduced the specialized requirements and respect for dance presenting and we have built partnership which will work in our favour and may include repeat partnerships.

- **on public impact and dissemination.**

This first venture working alongside other established Nanaimo Festivals presented us with opportunities to place dance as an art form before community members and visitors who might otherwise not have participated as audience members at our events. Particularly in the case of the July events at the Dragon Boat Festival, the performances at the main Festival venue in Maffeo Sutton Park created a lot of interest. We found audience members waiting for our shows to begin and participating from the beginning of the day to the end.

As a result of this and the other lessons learned in our co-operation with the Dragon Boat Festival, we are planning to repeat a similar format in 2014, and build on the successes from our 2013 Festival.



**M. Bob Kuhn,**  
Manager Recreation and Culture Services

Nanaimo Parks, Recreation and Culture  
500 Bowen Road  
Nanaimo, BC  
V9R 1Z7

*Dear M. Kuhn,*

L'Association des francophones de Nanaimo, would like to extend its gratitude to **The City of Nanaimo** for its kind support of the 2013 Maple Sugar Festival du Sucre d'Érable. The Festival was once again another success because of your generosity.

The numerous festivities that entertained thousands of visitors during our 2 1/2-day event could not have been made possible without your contribution as a **GOVERNEMENT PARTNER**. Joining us in thanking you are the Festival's volunteers and the many Canadian artists who graced the Festival stages. This community event has grown over the years and its success is measured by numerous supporters like you who enjoy bringing a special *joie de vivre* to our community every February at this world-class Nanaimo event.

We hope that our final reports meet your satisfaction. We welcome any further inquiries or suggestions that you may have by contacting Catharine Keown at (250) 729-2776 or by email at [catharine@francophonenanaimo.org](mailto:catharine@francophonenanaimo.org).

We look forward to your support of the 13<sup>th</sup> Annual Festival, which will take place from February 14 to 16, 2014!

Yours sincerely,

Catharine Keown  
Directrice générale/Executive Director

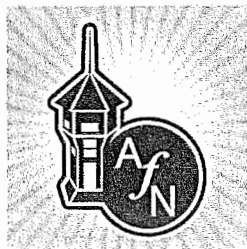
Enclosed: Souvenir Program



**L'Association des  
francophones de Nanaimo**  
À VOTRE SERVICE DEPUIS 1978 | SERVING THE COMMUNITY SINCE 1978

#50-1925 Bowen Road, Nanaimo, BC V9S 1H1  
Tél (Ph) : 250-729-2776 | Téléc (Fax) : 250-729-2777  
[afn@francophonenanaimo.org](mailto:afn@francophonenanaimo.org)  
[www.francophonenanaimo.org](http://www.francophonenanaimo.org)





# L'Association des francophones de Nanaimo

À VOTRE SERVICE DEPUIS 1978  
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## **CULTURAL OPERATING GRANT**

**FINAL REPORT 2012 - 2013**



# L'Association des francophones de Nanaimo

À VOTRE SERVICE DEPUIS 1978 - SERVING YOU SINCE 1978

L'Association des francophones de Nanaimo (AFN) continues to adhere thoroughly to the Global Development Plan of the Francophone Community of British Columbia 2009-2014. The objectives of our program of activities for 2012/2013 described in the Plan, address the following major activity sectors:

- Arts and Culture
- Social and Health Services
- Communications
- Education and Development
- Community Development
- Support

## Arts and Culture Sector

**Maple Sugar Festival du Sucre d'Érable 2013, 12th edition.** Throughout these two and half days, we had a continuous stream of talented musicians, dancers and performers whom delighted the crowds at our new location, the Beban Social Centre. Traditional French foods were served as well as the ever so popular, mouth-watering toffee on snow. As part of our ongoing sustainability goals, our enthusiastic volunteers demonstrated due diligence as they sorted recycling, waste, and compostable materials.

**St-Jean Baptiste Celebration, June 2012.** Every year this event takes place at a different location. We celebrate with a traditional bonfire, cake and live music which has always been a great success. This year the event was held at the Westwood Lake Campground so a night was spent camping for those who wished to stay.

**Corn Roast, September 2012.** This annual gathering of members and guests was held at the Westwood Lake Campground. We served hot dogs, hamburgers and scrumptious, delectable corn on the cob, **after our traditional corn shuck competition**, to over 40 participants, while enjoying our live entertainer.

**French Resources Fair, November 2012.** With the participation of "Oui for Kids" out of Victoria, L'AFN held this event during the parent/teacher interviews at Nanaimo District Secondary School. Many parents browsed our table while waiting to speak with their child's teachers. Purchases were made by many including the Schools library. We continued our resource fair at L'AFN's office for the remainder of the week to accommodate those who were unavailable to make it to the school.

**Christmas Celebration, December 2012.** Year after year this event is a great success, held in the gymnasium of the École Océane, this celebration brings an average of 90 participants. An afternoon full of crafts, games, entertainment, a visit from Santa Claus, followed with a succulent traditional French supper and door prizes.

## Communications Sector

The majority of our communication is made through our Electronic Newsletters sent to our members and the Francophone/Francophile population regularly. We have continued to maintain our Website throughout the year by extraordinary volunteer work. L'AFN also continues to promote activities via telephone, through schools, local newspapers, French/English radio, Shaw television, flyers and the Harbour Living website.

## Community Development Sector

**Library** – Purchased and received donations of books for children and adults, for use/loan by members (ongoing)

**Video Library** – Purchased new videos for adults and children for rent by members (ongoing)

**Virtual Library** – Internet access to members and public for books search and borrowing

**Support of the Francophone Seniors group of Nanaimo** – meet monthly (ongoing)

**Support of Réseau-Femmes group** – meet monthly (ongoing)

**Meet and Greet (5à7)** – Monthly social gatherings to promote use of the French language and Culture (ongoing)

**Movie Night** – Members and guests enjoy a French film and popcorn once a month (ongoing)

**Game Night** – Monthly gatherings that took place through August 2012 for members and friends to participate in games such as scrabble, crib and card in French

**French Culture Club** – weekly meetings through November 2012

**Presentation of a French film** – L'AFN in partnership with Québec Cinéma presented the movie *Alphée des étoiles* in French with English sub-titles to the community at the Avalon cinemas. (Annual)

**Participation at other Festivals in town**, such as the Multi-Cultural Festival and the African Heritage Society's *Arte de Carnivale*, through an interactive booth. (Annual)

**The AFN is a member of the following Provincial Francophone organisations:**

The Francophone Federation of BC, Francophone Foundation of BC, Francophone Cultural and Artistic Council of BC, and the Society of Economic Development of BC

**L'AFN also maintained memberships with the following local organizations:**

The Greater Nanaimo Chamber of Commerce, Volunteer Nanaimo, and the Port Theatre.



# L'Association des francophones de Nanaimo

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## Social Services and Health Sector

L'AFN continues to offer **translation services** to people requiring them; the demand for these services is ongoing.

L'AFN continues to distribute the F.F.C.B annual **French directory** and our **Newcomers Guide**, which we are in the process of updating. This guide offers vital information to ease integration into our community.

L'AFN continues to distribute multiple provincial and federal help guides such as the French version of the **BC Health Guide** and so many others to numerous to list here.

## Education and Development Sector

L'AFN offers the **Mini-Franco Fun** program on a weekly bases, in the library of l'École Océane. This activity is for parents and their children 0-5 years of age to participate in crafts, stories, songs and games while interacting or being introduced to the French language.

L'AFN held a week long summer circus camp in July/August 2012 at Pleasant Valley Elementary School where the participants learned the foundation of a circus through acrobatics, juggling and the basis to riding a unicycle and walking on stilts plus so much more.

L'AFN holds 3 levels of **French Courses** continuously throughout the year based on demand held in our office. Beginner, Intermediate and Advanced.

L'AFN has also helped parents throughout the year find French tutors for their children.

## Support Sector

### **Memberships:**

There is a continuous increase in memberships throughout the past couple of years and L'AFN is always looking to build partnerships to increase awareness of the French population in our region.

### **Operations:**

Executive Director – Catharine Keown

Administrative Assistant – Françoise Jomphe

Office Hours: Monday through Friday 10am to 4pm

### **Investments:**

L'AFN still has a balance of \$29,804.00 which guarantees us a line of credit and the remainder of monies, \$55,934.00 are in a guaranteed term deposits which offer the highest rate of interest possible under these conditions.

### **Financing generated by AFN activities:**

L'AFN continues to sell cultural products (music and videos) as well as Maple Sugar products.

Memberships and activity fees such as French Courses also contribute to our finances.

For our 2013 Maple Sugar Festival we received in-kind donations of approximately \$58,000.00

### **Volunteer Appreciation Night, March 2013:**

This community event commemorated the special moments we all shared throughout the year as well as the great community spirit of the City of Nanaimo and its region. Our volunteers enjoyed 2 games of bowling followed with pizza, a big thank you cake for dessert, and door prizes drawn randomly.

Each volunteer who requested a certificate was provided with a record of their volunteer hours worked, mainly for students to apply towards graduation requirements.

L'AFN continues to work tirelessly to obtain the maximum results from development opportunities brought forth throughout the year.

We owe a great deal of gratitude to the devoted members of the Board and all of our dedicated volunteers whom are the main source of where the success of our organization stems from.

Catharine Keown  
Executive Director

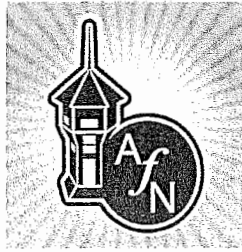


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2012-2013  
Expenses

		Total Expense	Canadian Heritage	City of Nanaimo	BC Gaming	L'AFN
Food purchases		87.48			14.80	72.68
Bar purchases		262.41				262.41
Cultural product purchases		4,048.19			350.00	3,698.19
Hydro- Electricity service		1,101.20	400.00	100.00	547.74	53.46
Fax and Phone services		1,558.22	700.00	100.00	698.81	59.41
Insurance		4,179.06	2,500.00	500.00	715.83	463.23
Alarm services		503.16	400.00	75.00		28.16
Office supplies		1,460.99	750.00	300.00	285.59	125.40
Photocopieuse		2,220.60	1,000.00	500.00	505.57	215.03
Mail and delivery		440.06	300.00		71.61	68.45
Legal and accounting fees		7,287.58	5,000.00	500.00	967.71	819.87
Banking fees		574.24				574.24
Line of credit interest		58.02				58.02
Rent		10,868.79	6,000.00	1,000.00	3,194.42	674.37
Spaces rental, venues for activities		-				
Maintenance fees		276.87	200.00		55.00	21.87
Memberships-Various organisations		729.09	600.00			129.09
Internet service		912.36	600.00	100.00	174.37	37.99
Artists		540.00	400.00	100.00		40.00
Salary + employee +Benefits		42,683.92	34,034.00	3,000.00		5,649.92
Contractuals		7,558.18	5,000.00	225.00		2,333.18
Travel expenses		1,512.04	1,000.00		38.50	473.54
Miscellaneous Workshops		90.19				90.19
Activities Registration		850.00	500.00			350.00
Marketing and publicity		2,568.76	1,000.00	500.00	282.36	786.40
Materials and accessories		349.61	200.00		79.42	70.19
Appreciation/ recognition gifts		1,546.86				1,546.86
Human resources- Volunteer time		3,203.93				3,203.93
		-				
<b>TOTAL</b>	<b>93,346 \$</b>	<b>97,471.81</b>	<b>60,584.00</b>	<b>7,000.00</b>	<b>7,981.73</b>	<b>21,906.08</b>
<b>NET REVENUE</b>						

Valéry Prévost, Coordonnatrice Culturelle et Communautaire par Intérim



# L'Association des francophones de Nanaimo

À VOTRE SERVICE DEPUIS 1978  
SERVING THE COMMUNITY SINCE 1978



## ARTS, CULTURAL AND FESTIVAL EVENTS GRANT

**FINAL REPORT 2012 - 2013**



## THE MAPLE SUGAR FESTIVAL DU SUCRE D'ÉRABLE 2013!

Once again, the Nanaimo area and its surrounding communities were invited to indulge their taste buds at the 2013 Maple Sugar Festival du Sucre d'Érable.

The 12<sup>th</sup> edition took place February 15<sup>th</sup>, 16<sup>th</sup> and 17<sup>th</sup> 2013, held once again at our new location, the **Beban Social Centre**. This venue continued to thrill audiences with its spacious surroundings and warm, comfortable interior setting, confirmed by the high attendance at our event (more than 3100 people).

Throughout two and half days, a continuous stream of talented musicians, dancers and performers delighted the crowds. Our headliners this year included **Guylaine Tanguay, La Ligue du Bonheur** and **Alouest**.

We served traditional French Canadian food and hosted our special Lumberjack Breakfast Sunday morning. **Grill It** joined the festivities this year to serve one of our popular traditional foods, Poutine. A favourite amongst most, our mouth-watering toffee on snow was available all weekend long for the avid enjoyment of children aged 2 to 92!

**Steve Marshall Ford Lincoln** participated in the festivities once more this year with professional performances, door prizes and balloonists. Their entertainment always adds to the festival's warm atmosphere as they greet patrons and enthused children in the lobby, at the Festivals entrance.

The Beban Social Centre accommodated a variety of over 30 merchants and community partners through our colourful **Market**.

Children's entertainers **The Maple Man, Ben La Barouette, Sand Nordthrup** and **Major Conrad Flapps** headlined the festivities in our **Family Centre**.

With regard to our ongoing sustainability goals, our enthusiastic volunteers demonstrated due diligence as they sorted recycling, waste, and compostable materials over the course of the weekend.

To ensure a successful event, a **Festival Sub-Committee** was formed, which was comprised of eight volunteers who met on a regular basis the several months before this event.

Contract employment opportunities were offered in the areas of Publicity, Sponsorships, Communications, Volunteer Coordination and Artistic Coordination which helped create this professionally presented event that met the high standards established in the previous editions of the Maple Sugar Festival du Sucre d'Érable.

The biggest contributors to the success of Vancouver Island's largest bilingual festival were its **devoted, hardworking volunteers**. L'AFN was blessed this year with over 100 volunteers (39 of whom were students from Nanaimo). They formed an amazing team that once again accomplished the goal of efficiently and seamlessly presenting this popular Central Vancouver Island community event.

## ATTENDANCE AND SATISFACTION SURVEY STATISTICS

TOTAL ATTENDEES: 2247 Adults, 932 Children

PEOPLE SURVEYED: 226 Adults, 114 Children





#### OVERALL PRESENTATION RATING:

Adults: 213 out of 226 represented

EXCELLENT: 38%; VERY GOOD: 40%; GOOD: 15%; SATISFIED: 6%; NOT SATISFIED: 1%

Children: 114 out of 114 represented

EXCELLENT: 90%; GOOD: 6%; NOT SATISFIED: 4%

### MEDIA COVERAGE 2013

The kick-off to our campaign started with a press release distributed to all of the Francophone Associations in British Columbia, all of our members as well as our community partners. This included an initial post on the **Facebook Group Page** for the Maple Sugar Festival du Sucre d'Érable. <http://www.facebook.com/groups/15644317138/>.

Three hundred and fifty copies of the **2013 Festival poster** were hand-delivered to Vancouver Island communities from Victoria to Campbell River and to all Francophone/French immersion schools in the Greater Nanaimo region. The poster was displayed in local grocery stores, shopping centres, and coffee shops, as well as in local recreational facilities.

We accessed free community announcement media to promote the Festival:

**HarbourLiving.ca**, **www.eventful.com**, **Radio-Canada C-B Yukon (television)**, **CHEK TV** on Vancouver Island, **Société radio communautaire de Victoria**, and **CHLY**. Interviews were broadcast by **Shaw TV Central Vancouver Island**, **The Wave**, **The Beach**, and the **Nanaimo Daily News**.

Through the generous sponsorship of the **Nanaimo Daily News**, we published our **Festival Souvenir Program**, which was distributed to more than 33,000 households throughout Vancouver Island.

The Festival purchased several advertisements in the **Nanaimo Daily News**, half-page ads were published January 17<sup>th</sup> and 31<sup>st</sup>, several eighth-page ads January 21<sup>st</sup>, 26<sup>th</sup>, February 2<sup>nd</sup>, 7<sup>th</sup>, 9<sup>th</sup>, and 14<sup>th</sup>, two ads in the **Harbour City Star** February 8<sup>th</sup> and 15<sup>th</sup>, as well as 4 additional ads in the **Nanaimo Bulletin** February 7<sup>th</sup>, 9<sup>th</sup>, 12<sup>th</sup> and 14<sup>th</sup>.

Throughout the month of February, the **Maple Sugar Festival du Sucre d'Érable** was highlighted on the front page of **Whats on Digest** with an article that continued inside the publication.

Our Festival sponsors and community partners were acknowledged in a post-Festival quarter-page advertisement in the **Nanaimo News Bulletin** in March 2013.

**Island Radio** - our Anglophone radio sponsor, **enthusiastically broadcasted promos of the Festival on The Wave, The Wolf, The Beach and The Lounge**. Each radio station promoted the Festival on its Community Calendar and website. **The Wave** and **The Wolf** repeated one live-liner multiple times per day on from February 4<sup>th</sup> to the 15<sup>th</sup>, Six live-liners per day were presented from February 4<sup>th</sup> through the 6<sup>th</sup>, February 7<sup>th</sup> and 8<sup>th</sup> each station presented 8 per day. Daily contests, giving listeners the opportunity to win tickets to the Festival, took place from February 7<sup>th</sup> to the 14<sup>th</sup>. **The Beach** and **The Lounge** broadcasted thirty live-liners from February 4<sup>th</sup> to the 16<sup>th</sup>, three daily promos were also broadcasted on these dates. Deejaays from **The Beach** and **The Lounge** also interviewed the Festival's Communications Coordinator about the event and Francophone Culture on Vancouver Island.

**CHEK NEWS** developed a **30-second commercial about the Maple Sugar Festival du Sucre d'Érable**. This spot aired for **30 days prior to the event**. A week-long listing on the **What's In Store** calendar with Gordie Tupper promoted the 2013 Festival. A news clip about the Festival was broadcasted during the Festival.





"Radio-Canada" - Our Francophone radio sponsor, produced and diffused a 15 second radio commercial as well as the production and broadcasting of a 30 second television commercial released January 25<sup>th</sup> through February 15<sup>th</sup>. Daily contests were held to give listeners the chance to win tickets to the Festival. Radio Canada joined us at the Festival this year with a Kiosk in our community market.

The 2013 Festival was promoted in the following tourist publication and website: **Van Dop Arts and Cultural Guide to British Columbia** and [www.art-bc.com](http://www.art-bc.com)

Three 4' x 8' signs were strategically placed on the Ministry Highways at key intersections in Nanaimo.

**New this year**, L'Association des francophones de Nanaimo held a kiosk at Woodgrove Centre to promote the Festival.

For 2 weeks from February 4<sup>th</sup> to the 17<sup>th</sup> an announcement was published in our local publication of Coffee News.

L'Association des francophones de Nanaimo acknowledged the following with announcements made by the Festivals DeeJay and in a multimedia presentation that repeated constantly throughout the 2013 edition of the Maple Sugar Festival du Sucre d'Érable:

- Government Partners
- Media Partners
- Community Partners
- Maple Leaf Partners
- Friends of the Festival
- Festival Volunteers

We are delighted with the success of our 2013 Festival. We were thrilled to see old and new friends demonstrate their *joie de vivre* and to be supported by new and returning sponsors, governments, media, and community partners. Thanks to their invaluable support, this fun-filled cultural event delighted young and young-at-heart visitors from all parts of Vancouver Island.

Thank you for believing in us and for your generous support.

Catharine Keown  
Executive Director



L'Association des  
francophones de Nanaimo  
VOTRE SERVICE DEPUIS 1978 | SERVING THE COMMUNITY SINCE 1978



[illegible]

## Maple Sugar Festival du Sucre d'Érable 2013

	Revenues	Expenses	Expenses	Expenses	Expenses	Expenses	Expenses
			AFN			(PAC)	Cultural Grant
		TOTAL	Other	PC-Projets	Gaming	F.D.C	City Nanaimo
Food purchases		4,576.58 \$	4,576.58 \$				
Bar purchases		0.00 \$					
Maple products purchases		3,644.13 \$	3,644.13 \$				
Accounting fees		0.00 \$					
Insurance and legal fees		1,402.42 \$	542.42 \$	250.00 \$	610.00 \$		
Office supplies		0.00 \$					
Mail & Deliveries		981.29 \$	981.29 \$				
Storage		0.00 \$					
Salary + employee + Benefits		0.00 \$					
Contractual + Honorarium		20,165.45 \$	11,603.45 \$	5,000.00 \$	2,400.00 \$		1,162.00 \$
Travel expenses		12,051.92 \$	2,931.91 \$	2,500.00 \$	3,812.43 \$	2,807.58 \$	
Artists & shows		23,334.57 \$	7,592.15 \$	8,000.00 \$	2,550.00 \$	5,192.42 \$	
Equipment rentals		2,598.60 \$		2,495.73 \$	102.87 \$		
Marketing et Publicity		12,616.56 \$	5,407.32 \$	1,754.27 \$	5,454.97 \$		
Spaces rental, venues for activities		6,754.26 \$	1,000.00 \$		4,254.26 \$		1,500.00 \$
Appreciation		717.35 \$	717.35 \$				
Materials et Accessories		2,681.33 \$	1,276.92 \$		1,404.41 \$		
Material,accessories,Food-Donations		810.00 \$	810.00 \$				
Marketing et Publicité - Donations		40,616.28 \$	40,616.28 \$				
Location équipement-Donations		784.00 \$	784.00 \$				
Human Resources-Volunteers time		12,605.00 \$	12,605.00 \$				
Professional services- Donations		2,112.50 \$	2,112.50 \$				
Maple Products - Donations		341.15 \$	341.15 \$				
Hotel/Travel- Donations		652.90 \$	652.90 \$				
	139,039.93 \$	149,446.29 \$	98,195.35 \$	20,000.00 \$	20,588.94 \$	8,000.00 \$	2,662.00 \$
		NET	10,406.36 \$				





Friends of Nanaimo Jazz Society  
205 Scarborough Place  
Nanaimo, B.C.  
V9T 5L3  
July 23, 2013

City of Nanaimo Cultural Committee  
Nanaimo Parks, Recreation and Culture  
2300 Bowen Road  
Nanaimo, B.C.  
V9T 3K7

To Whom It May Concern:

Regarding: Final Report to the Arts and Cultural Committee for Events Grant

On behalf of the *Friends of Nanaimo Jazz Society*, I would like to thank the City of Nanaimo Cultural Committee for supporting *Jazz Affair L.A. 2013* with a grant of \$1840.00. *Jazz Affair L.A.* was held May 30 and May 31, 2013 at Beban Park Social Centre drawing audience members from the island and lower mainland for a spectacular evening of Jazz. We are so grateful to have support of the City of Nanaimo Cultural Committee for this annual event.

*A Jazz Affair* is an annual fundraising event which offers live jazz all evening, and great food. Headliners this year included Steve Maddock, Jodi Proznick, Tilden Webb, Hans Verhoeven, and the Nanaimo Musicians' Association. Student bands and combos from Wellington and Kwalikum stepped onto the stage as well. Attendees participated in fundraising activities including a silent auction with over 100 business donations from our community.

Local businesses were most generous in offering support for sound equipment, food services, and reduced print costs. A team of seventy-five volunteers including parents of music students, teachers and students came together to create a wonderful event for the one hundred sixty-nine people in attendance. Please find attached a financial summary as prepared by Ms Lisa Desprez, treasurer.

Funds raised at this event support young musicians in our community. The *Friends of Nanaimo Jazz Society* offered Artists in Residence to provide workshops and clinics, individual lessons and performance opportunities for students. The *Society* also provided

two \$650.00 scholarships to Grade Twelve students pursuing post secondary music studies, five \$100.00 scholarships to Grade Eight students continuing to participate in band classes, and eight summer school scholarships for jazz students pursuing further studies.

We thank the City of Nanaimo Cultural Committee for supporting the mission of the Friends of Nanaimo Jazz Society- to foster the development of young jazz musicians in the City of Nanaimo. Your financial support brings our community together to honour our young musicians and over the years has brought Nanaimo Jazz to the international stage. We look forward to planning *A Jazz Affair 2014*.

Yours truly,

A handwritten signature in cursive script that reads "sandruski-collins".

Sharyn Andruski-Collins  
President

# FRIENDS OF NANAIMO JAZZ SOCIETY

JAZZ AFFAIR L.A. - May 31<sup>st</sup>, 2013

## Treasurer's Report:

2012 ACTUAL	REVENUE	2013 ACTUAL
\$5,448.70	Admission Ticket Sales	\$3,961.00
\$3,511.97	Concessions	\$2,811.68
\$3,272.19	Silent Auction	\$4,376.56
\$525.00	Program Advertising Sales	\$800.00
\$70.00	Donations	\$500.00
\$716.50	Gaming	\$495.00
\$1,600.00	City of Nanaimo Grant	\$1,840.00
\$15,144.36	TOTAL REVENUES	\$14,784.24

2012 ACTUAL	EXPENSES	2013 ACTUAL
\$1,813.89	Concession Supplies	\$1,320.65
\$1,461.56	Facility Rental	\$1,256.10
\$3,819.41	Performers	\$5,014.07
\$125.00	Permits	\$334.54
\$76.03	Advert/Acknowledgements	\$65.30
\$182.56	Program Printing	\$228.20
\$319.68	Decorations	\$531.68
\$7,798.13	TOTAL EXPENSES	\$8,750.54

\$7,346.23	NET	\$6,033.70
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