

Nanaimo Performing Arts Guild Business Plan Workshop

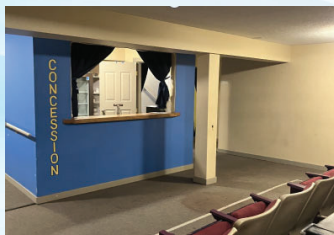


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Introduction

Building a Business Plan

The OV is a multi-use space offering affordable creative spaces, entertainment, and events. The OV includes a main theatre and box office, main dressing rooms, lower floor rehearsal hall, lower dressing room, and lower kitchen



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Nanaimo Performing Arts Guild Overview:

The purpose of the Nanaimo Performing Arts Guild (The Guild) is:

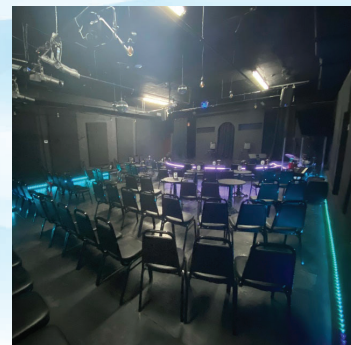
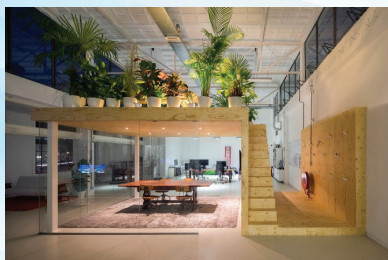
- To support, encourage and celebrate the continued presentation of performing arts activities at the OV Arts Centre;
- To increase public understanding/appreciation of the performing arts community;



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Nanaimo Performing Arts Guild Overview:

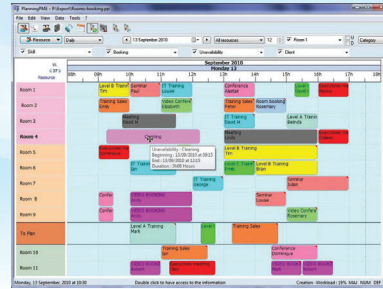
- To collaborate on strategic and operational improvements to the OV by providing input, advice, and guidance on topics relevant to facility operation and community use and enjoyment;
- To advise as required on the future creation of additional small multi-use performance spaces in the City of Nanaimo.



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Logistics and operations

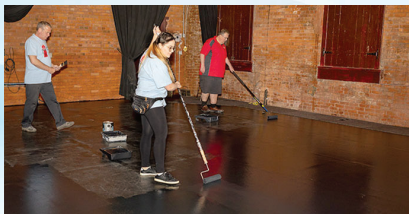
- OV Arts Centre bookings are managed through the City's Allocations team.
- The building is maintained by the City's Facilities team.
- The Manager of Culture and Special Events is the key staff liaison for the facility and the Manager, Civic Facilities is the key contact for facility issues.



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Logistics and operations

- The Guild has hired a contract Site Liaison to liaise with City staff and user groups and to provide oversight and support for rentals.
- The Manager, Civic Facilities has arranged for Contract custodial services for the OV. The custodian's key contacts are the Manager, Civic Facilities and the Site Liaison.



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Nanaimo Performing Arts Guild Responsibilities:

The Guild is responsible for:

- Developing recommendations concerning the ongoing **maintenance** and **operational needs** of the Old Victoria Arts Centre, and on current and future space-related supports for the performing arts community;

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Nanaimo Performing Arts Guild Responsibilities:



- Collaborating with the City of Nanaimo to prepare maintenance and operating **budgets** for the Old Victoria Arts Centre;
- Overseeing the day-to-day **operation** of the Old Victoria Arts Centre;

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Current OV user groups:

- The OV is regularly rented by local cultural organizations (theatre and performing arts organizations) and by individuals. It is used for everything from rehearsal space to one-day events to multi-day productions.



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Programs and Services:

- The OV is a City-owned rentable facility. There are not currently any City programs operating out of the facility. Programs and services are as provided by user groups.



Desired User Groups:

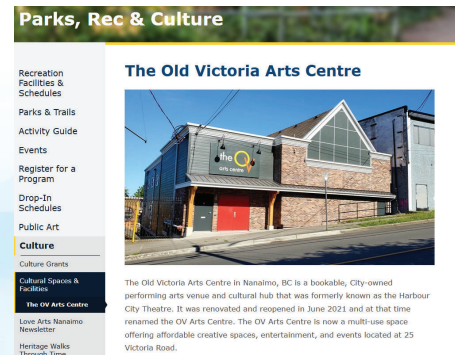
- The Guild has stated they want to encourage a diverse range groups and individuals to book the space for events and activities.

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Marketing and Community Engagement:

Guild members have expressed interest in:

- Updating the Old Victoria Arts Centre information on the City's website (complete)
- Promoting the Old Victoria Arts Centre on social media.
- Creating an Open House series or City event series (perhaps promoted/registered through the Activity Guide) to introduce the OV to a broader audience and to promote local cultural groups.



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Financial Considerations:

- A Rick Hanson accessibility audit is currently in progress.
- Funding is available to repaint and re-floor the facility in 2025
- Staffing – Site Liaison



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2025 Achievements:

- Establishing the Guild and Guild orientation!
- Establishing the Contract Site Liaison position
- Determining the need for a business plan, communications/engagement plan and identifying/prioritizing desired facility improvements
- Holding this Special Meeting of the Guild to develop a business plan.



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2025 Challenges:

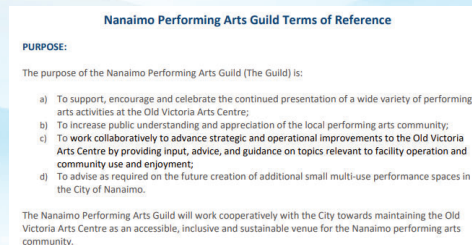
- Engagement with the performing arts community
- Building a work plan and setting priorities
- Learning together as we collaborate to create opportunities.

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Draft Work Plan

The work plan, when finalized, will link back to the Guild's terms of reference and also to the Culture policies within City Plan – the guiding document for Council and all City departments.

The work plan will help the Guild support, encourage and celebrate the continued presentation of a wide variety of performing arts activities at the OV Arts Centre.



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Connection to City Plan Policies

The Guild business plan and work plan will have many connections to City Plan's Culture policies! Here are some examples:

C4.5.2 – Establish flexible and innovative cultural facilities that anticipate and enable a wide range of cultural programs and can accommodate a variety of production, exhibition and performance experiences;

C4.5.3 – Make arts and culture visible and accessible throughout the city, in each of the designated Urban Centres, with a special focus on Downtown;



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Connection to City Plan policies

C4.5.5 Provide spaces for arts and culture programming within City owned facilities;

C4.5.9 Maintain existing cultural infrastructure and support planning for enhanced facilities;

C4.5.10 Recognize and promote the role that culture and the creative sector play in the community with respect to community identity and quality of life;



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Connection to City Plan Policies

C4.5.12 – Collaborate with partners to identify cultural planning and development opportunities;

C4.5.15 – Work with partners to establish creative hubs that provide a range of spaces and resources to support artists and arts organizations.



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DRAFT WORK PLAN: NANAIMO PERFORMING ARTS GUILD 2024 - 2026

Topic	Overview
Increase public use and enjoyment of the OV Arts Centre as a performing arts space	<ul style="list-style-type: none">• Draft, finalize and initiate a Nanaimo Performing Arts Guild business plan with priority actions in the following areas:<ul style="list-style-type: none">◦ Communications plan◦ Recommendations for staffing/site support◦ In collaboration with Culture staff, plan a series of open house/performance opportunities at the OV Arts Centre to increase awareness and use of the facility.

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DRAFT WORK PLAN: NANAIMO PERFORMING ARTS GUILD 2024 - 2026

Work collaboratively to advance strategic and operational improvements to the Old Victoria Arts Centre	<ul style="list-style-type: none">• Develop recommendations concerning the ongoing maintenance and operational needs of the Old Victoria Arts Centre, connected to both the facility accessibility audit and to user group experience.
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DRAFT WORK PLAN: NANAIMO PERFORMING ARTS GUILD 2024 - 2026

Resource	<ul style="list-style-type: none">• Advise as required on the future creation of additional small multi-use performance spaces in the City of Nanaimo.• Receive presentations to advance awareness & share knowledge
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DRAFT WORK PLAN: NANAIMO PERFORMING ARTS GUILD 2024 - 2026

Items referred by Culture & Events, Facilities and/or OV Arts Centre Site Liaison	<ul style="list-style-type: none">• Review & provide recommendations on issues and projects brought forward by staff.
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Questions?

Let's get started. . .



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