

# BEYOND VAN GOGH

*The Immersive Experience*

Funding Request to the Finance & Audit Committee  
City of Nanaimo — 2026

Port Theatre · Nanaimo Museum ·  
Vancouver Island Conference Centre · Tourism Nanaimo



# A First-of-Its-Kind Opportunity for Nanaimo

**Beyond Van Gogh: The Immersive Experience** is a world-class projection art exhibit featuring over 300 Van Gogh masterworks — including *The Starry Night*, *Irises*, and *Sunflowers* — brought to life at human scale.

## 300+ Paintings

Projected onto 3D shapes at scale — a multi-sensory art experience unlike anything on Vancouver Island

## 1,000 Guests/Day

High-capacity venue at the Vancouver Island Conference Centre, purpose-built for this scale

*Guided by senses — not just knowledge — visitors are completely immersed, making art accessible to all ages and backgrounds.*



# Economic Impact & Return on Investment

**\$5M–\$6M**

Projected economic impact  
in 7 weeks of operation

**25,000–30,  
000**

Visitors expected from  
Vancouver Island, Lower Mainland &  
Washington State

**1,000/day**

Exhibit capacity —  
supporting local hospitality, dining & retail

**7 Weeks**

Run duration driving  
sustained visitor traffic

**Multi-Millio  
n**

Marketing impressions  
across a 6-month regional campaign

**Future  
Value**

Surplus seeded for  
future exhibits — growing Nanaimo's  
cultural economy — Professional  
Development

**Every \$1 invested by the City generates an estimated \$50–\$60 in community economic activity.**

# Regional Reach & Tourism Attraction

Beyond Van Gogh draws visitors who stay, spend, and return — positioning Nanaimo as a destination for cultural tourism.

## Vancouver & Lower Mainland

Primary draw market — ferry and flight arrivals

## Victoria & South Vancouver Island

Day-trip and overnight visitors

## Rest of Vancouver Island

Regional tourism activation across the Island

## Washington State (USA)

International visitors extending their BC trip

*Tourism Nanaimo's 6-month campaign spans digital, social, and traditional media — delivering millions of impressions before a single ticket is scanned.*

# A Co-Investment Partnership Built for Success

Four established Nanaimo organizations have already committed \$295,000+ — the City's contribution completes the model.

Port Theatre	Artistic leadership & programming	<i>Initial capital investment \$75,000</i>
Nanaimo Museum	Cultural interpretation & education	<i>Initial capital investment \$75,000</i>
VICC	Physical space, logistics & operations	<i>Initial capital investment \$75,000 In-kind \$100,000</i>
Tourism Nanaimo	Regional marketing campaign (cash & in-kind)	<i>Marketing investment (MRDT dollars) \$50,000 – In-kind \$20,000</i>
<b>City of Nanaimo</b>	Requested: \$100,000 grant	Community access & education fund

**Combined private investment: \$395,000+ | City grant requested: \$100,000**

# Community & Social Benefits



## Education & Youth Access

School District participation and Summer Camp programming; reduced barriers for students, youth, and families



## Accessible to All

Reduced ticket pricing for seniors, students & families; targeted programs for first-time arts audiences, and potential participation in the Leisure Economic Access Pass (LEAP) program



## Cultural Reputation

Elevates Nanaimo as a recognized cultural centre on Vancouver Island and within BC



## Sustainable Foundation

Project surplus, if any, seeded as future funding for ongoing exhibits — a self-renewing cultural model

## The Request

# \$100,000

Grant Request from the City of Nanaimo



- ① Education programs and affordable access for families and children
- ② Reducing participation barriers for youth, non-profits & first-time arts audiences
- ③ School District student and Recreation Summer Camp participation

*Four partners. One community. A landmark cultural moment for Nanaimo.*