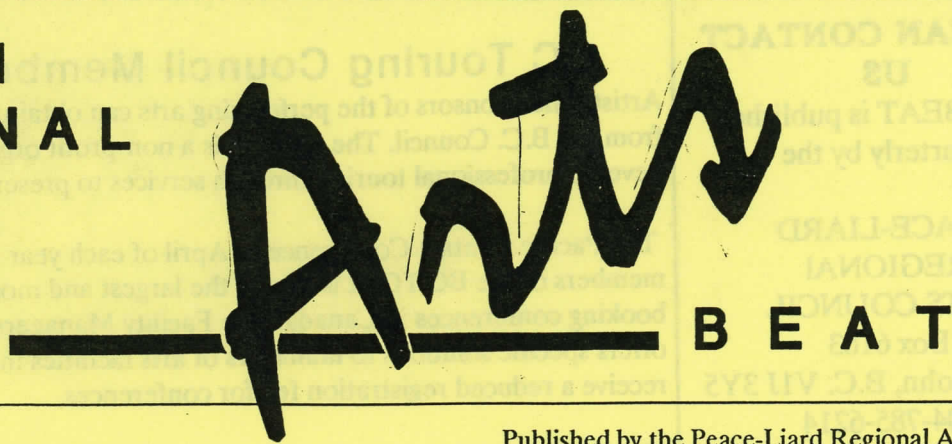


Peace-Liard REGIONAL

WINTER 1993



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CHANGING TRENDS IN SPONSORING A Touring Council Representative Speaks Out

WHO IS HE?

He has hosted hundreds of musicians, actors, and singers in his home in Northern B.C.. He has sponsored thousands of school touring performances. He won the first Best Sponsor Award of the Year from the BC Touring Council. He has supported arts in Northern B.C. for 25 years.

HE IS.....

Bob Bennetts: Principal of Duncan Cran Elementary School in Fort St. John; Coordinator of the Touring Performing Arts Program in School District #60; Past Chairman of the Assembly of B.C. Arts Councils; Past Chairman of the Peace-Liard Regional Arts Council; previous member of the B.C. Arts Board; Regional representative of the BC Touring Council.

In a recent interview, Bob Bennetts talked about the changing trends in touring performances. "I see the demand for artists changing from the classic performances to the more popular entertainment," he said. This development is not unique to small communities nor to British Columbia. As a director on the B.C. Touring Council, Bob feels that, "Concert societies and the BCTC may have to re-evaluate their leadership roles." Do concert societies sponsor what the community demands as entertainment or do they create awareness and growth by presenting what the community has not seen? Currently, many sponsoring organizations try to do both with varying degrees of effectiveness.

The Peace -Liard Regional Arts Council elected Bob to represent Northeastern B.C. on the B.C. Touring Council. Bob thinks that all regional arts councils should be coordinating their touring activities with the BCTC. The regional arts councils provide a

structure for communication which works well in the Peace Country. School Districts would benefit greatly by cooperating through the BCTC and regional arts councils.

The Touring Performing Arts Program in School District #60 has about 70 concerts each year in 19 schools for 5300 students. Over the past 15 years, Bob has assured the success of the program through personal commitment. Along with locating the funds, coordinating the school dates and arranging the performances, he often billets the performers at his own home. After weeks on the road, many performers have been rejuvenated with home-cooked meals and the relaxing atmosphere at Bob's "home away from home".

**FROM BOB'S BULLETIN BOARD:
It is not the whistle
that pulls the train.**

The newly opened North Peace Cultural Centre in Fort St. John has allowed schools to choose between two kinds of concerts. Children can be bussed to the theatre or performers can tour the schools for a show in each of the gymnasiums. Each school can choose either or both methods during a touring season.

On the subject of "block booking", Bob explained that the concept is enticing but does not work. Artists and managers have encouraged block booking but the benefits are not there for the sponsors. "The expected benefits are lower fees but, in effect, we end up scheduling more shows for a touring company manager who will not bring down

the fees," said Bob. The sponsors absorb huge communication costs and receive no financial return. Bob also added, "The selection criteria for artists vary from community to community and from year to year. "There is no selection process standard, and not all sponsors allow their Pacific Contact delegates to make the final selections. The Peace -Liard Regional Arts Council with 5 concert series seriously attempted to "block book" and the attempt failed.

Bob would like to see all sponsors in the Province keep their BCTC Representative informed of their concerns and successes. With a membership comprised of both sponsors and artists, the BCTC can address province-wide problems and look for emerging trends.

One of Bob's favorite sayings is "No problem is insurmountable. All we have to do is find the solution." Over the past one-quarter of a century Bob has helped to find the solutions to some of the problems in arts development in British Columbia. He puts full faith in the regional arts council movement because each town is too isolated to work independently for the necessary understanding required for growth in the arts.

INSIDE THIS ISSUE

THE PERILS OF SPONSORING
By Yvonne Elden
President of the Peace-Liard
Regional Arts Council

YOU CAN CONTACT US

ARTS BEAT is published quarterly by the

PEACE-LIARD
REGIONAL
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Representative

Sue Popesku 785-6214
Canadian Conference of the
Arts BC Representative

We welcome suggestions and concerns of a regional nature for future publications.

Next Issue
April 1993

BC Touring Council Membership Benefits

Artists and sponsors of the performing arts can obtain professional advice in touring from the B.C. Council. The Council is a non-profit organization established in 1976 to develop professional touring through services to presenters and artists.

The Pacific Contact Conference in April of each year is the feature service for members of the BC TC. It is one of the largest and most profitable performing arts booking conferences in Canada. The Facility Managers Conference held each Fall offers specific solutions to managers of arts facilities in B.C. Members of BCTC receive a reduced registration fee for conferences.

The BC TC keeps members up-to-date with their publications of the newsletter, information lists and the On Tour Catalogue which lists the available touring performers. Consultations for groups and individuals and research can ensure that touring artists booked are going to deliver and that cancellations are readily communicated to all presenters. With access to legal advice, the BCTC can allay unnecessary concerns and activate effective responses.

In 1993, workshops will be available on financial planning, cross cultural programming, audience development, marketing and other topics.

BCTC FACTS

1992 Membership
350 Members of which
30% are Artists
25% are Other Provinces
and from Abroad

Board of Directors
Elected from 7 Regions
14 Directors Total
of which
8 are professional
Facility Managers
2 are professional
Festival Managers
1 College presenter
1 School Presenter
1 School District
2 Arts Councils

Projected Budget
1993 \$500,000
BCTC is Currently Deficit Free

BC Touring Council
#500 68 Water Street
Vancouver, B.C. V6B
1A4
604-669-2800

Peace-Liard REGIONAL JURIED SHOW

DEADLINE FOR ENTRIES
February 14, 1993

SHOW PLACE AND TIME
Tumbler Ridge Community Centre
March 19-27

CHOSEN WORKS
15 artworks to Images and Objects XI
B.C. Festival of Arts
Trail, B.C. May 26-30

REGIONAL TOUR
Chosen works to tour Peace Region
April and May, 1993

CONTACT
Connie Gainor
242-4057

A PROJECT OF TUMBLER RIDGE ARTS COUNCIL,
PEACE-LIARD REGIONAL ARTS COUNCIL, THE
ASSEMBLY OF BC ARTS COUNCILS AND THE
PROVINCE OF BRITISH COLUMBIA.

Pointers for Sponsors of Performing Arts Programs

by Yvonne Elden

Only those who have chaired a presenting committee know how many hours of work and worry pour into the touring performance offerings in small communities far removed from the larger centres.

The cost in dollars are obvious and calculable in advance: Artists fees, advertising, tickets, facility rental, special wiring (if needed), hospitality, telephone. Budgets may also allow for attendance of one or more persons at Pacific Contact, the annual showcase of performing artists presented by the B.C. Touring Council in Vancouver during the first week of April. Revenue to meet the costs of a concert series must be raised through grants from Cultural Services Branch, donations by corporations or individuals, and special fundraising activities to subsidize the program. YES! SUBSIDIZE! Ticket sales alone do not begin to meet the costs.

The presenter's year begins in April when the sponsoring group's representative attends Pacific Contact. For four days there is a busy round of morning workshops which offer instruction and information in various aspects of presenting, and afternoon and evening showcase performances (15 minutes onstage) by hopeful performance individuals and groups. The representative visits the artists' trade show area often collecting brochures, information, touring plans of the artists along with other relevant information, and trades ideas with delegates from other communities.

Hurdle Number 1

The cost of attending Pacific Contact includes transportation to Vancouver, conference fee of approximately \$250 which includes meals, and accommodation. Upon returning home, the presenter should offer a proposed performance series slate to the sponsoring organization which will prioritize its selections and prepare a budget.

Hurdle Number 2

The representative's plan might be completely overturned by the folks at home unless the delegate has a clear mandate from the group. Consideration must be given to balancing the program by offering something to please all tastes and by spreading performances throughout the season. Application for a Cultural Services Branch grant of up to \$2300 must be submitted by May 31. Ticket prices for the season must be confirmed.

Hurdle Number 3

Finding time and the people power during the busy summer months and early September to complete preparations for the season is not easy.

After the season opens with a hospitality function, the presenting group continues to work arranging advertising and facilities for each concert.

Hurdle Number 4

The work load often lands on one or two people. Constant effort must be applied to recruit new workers for the series by creating incentives like free tickets or the opportunities to meet the artists. The volunteers must be treated well and must be appreciated.

Hurdle Number 5

Did the series cover the expenses by the end of the season? The more money a group fundraises, the better the quality of the series. With some funds available for the next year, decisions on better quality sound, space or advertising can be targeted.

Hurdle Number 6

How shall we raise the money? Canvass local businesses and corporations. Organize a special benefit concert outside the series. Get local advertising support to offset the cost of advertising. Be aware of other fundraising campaigns in the community so you time your efforts accordingly.

INDIVIDUAL ARTISTS
ORGANIZATIONS
FACILITIES

**Peace-River and Fort Nelson-Liard
Northern Arts Directory 1993**
Deadline for Submissions March 15, 1993

FREE ENTRY
PHONE
785-6214

FROM THE CANADIAN CONFERENCE OF THE ARTS:

SEND A MESSAGE-SIGN YOUR NAME

Canadian artists and cultural workers launched the Ties The Bind Project on January 19 in Ottawa to send a message to political leaders in Canada. The importance Canadians attach to a strong cultural community and the stability of financial support for those activities will be shown by the thousands of signatures on a huge map and accompanying petitions.

A mammoth map of Canada has been dispatched to 13 regions of Canada. The BC section alone is 17 x 10 feet. The map will remain in Vancouver for those who can sign it there. Petitions will be available in BC through arts organizations and the members of the Canadian Conference of the Arts until February 9, when it will join the other pieces back in Ottawa to be displayed on the outside wall of the National Arts Centre.

The project is in response to the announcement of another \$80 million spending reduction in grants and contributions to arts and cultural industries over the next two years. These cuts bring the total trimmed from cultural spending since 1984 to \$130 million. It is likely that several provincial governments will soon follow suit with cuts of a similar magnitude.

The Canadian Conference of the Arts is coordinating the map campaign with the intention of continuing to develop and express a strong Canadian cultural identity. Buttons will be available for \$1 to show further support.
CONTACT: Sue Popesku 785-6214

REGIONAL ARTS NEWS:

PROVINCIAL REGIONAL MEETING;
Regional arts councils throughout the Province will meet on February 6, in Vancouver to discuss development in regional arts policy and functions. Chairman of the Peace-Liard Regional Arts Council, Yvonne Elden will attend the meeting. Yvonne was at the initial meeting in March, 1992, when the 12 regional arts council met in Kelowna for the first time. She also contributed to the meeting in October when the regions met at the Assembly of BC Arts Councils at Fairmont Hot Springs. Since the discussions are in the early stages, Yvonne is prepared with ideas and suggestions from Peace-Liard Arts Councils on further development. The meeting is under the direction of the Assembly of BC Arts Councils.

NEW COORDINATOR:

The Peace-Liard Regional Arts Council has a coordinator for the first time since regional arts began in the Peace in 1980. She is Sue Popesku who has been involved in arts development in northern B.C. for 18 years. She is trained to give workshops in leadership, management, volunteer benefits, fundraising and more. These workshops are available through the Regional Arts Council.

ARTS DIRECTORY REPRINTED:

The Northern Arts Directory will be up-dated and reprinted after March 15, 1993. All artists, cultural workers and organizations can have a free entry by contacting the Regional Arts Council at 785-6214

PERFORMING ARTS SERIES

THE 1993 SEASON CONTINUES.....



DAWSON CREEK

FEBRUARY 8 THE SABELLA CONSORT
MARCH 15 HAMLET: THEATRE INCONNU
MAY 1 VANCOUVER SYMPHONY ORCH

CHETWYND

JANUARY 25 LENNY SOLOMON TRIO
FEBRUARY 10 THE SABELLA CONSORT
MARCH 8 JOYCE POLEY MUSIC AND FUN

FORT ST. JOHN

JANUARY 23 LENNY SOLOMON TRIO
FEBRUARY 6 TORONTO DANCE THEATRE
FEBRUARY 20 MISSOULA CHILDREN THEATRE

TUMBLER RIDGE

FEBRUARY 11 THE SABELLA CONSORT
MARCH 5 FIRST DRAFT
APRIL 20 JOYCE POLEY MUSIC AND FUN

FORT NELSON

JANUARY 24 LENNY SOLOMON TRIO
FEBRUARY 28 FIRST DRAFT

DAWSON CREEK 782-1528 *CHETWYND 788-2792 *FORT NELSON 774-2450* FORT ST. JOHN 785-1634*TUMBLER RIDGE 242-3742