

Thursday, July 6, 1995

# **NORTH PEACE CULTURAL CENTRE**

## *INFO BOOKLET*

compiled by:  
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General Manger

*Hi, welcome to the Cultural Centre. Here are a few facts and figures to help you get a handle on this place. Attached are some support documents regarding the number of people who came through the Centre last year, how many events we hosted and presented and the economic impact of the Centre.*

**Opened** - June 26, 1992

Owned and operated by the NORTH PEACE CULTURAL SOCIETY, a non-profit society incorporated in 1987. Constitutionally required to have a board made up of the following:

Mayor of Fort St. John

Mayor of Taylor

Elected Rep for Peace River Regional District B

" " " " " " " " C

Representative from Community Arts Council

" " " Peace Arts Gallery Society

" " " Theatre Users Group (a group representing

" " " Stage North, Northern Lights Choirs, and Northern Dance

" " " FSJ Public Library

The Cultural Society is solely responsible for programming and renting the theatre, all rooms, administering ArtSpace Classes and operating Peace Gallery North. The Library is our only tenant.

## **THE BUILDING**

The Centre is housed in what used to be the Bay Department store. It was purchased in 1987 with an Expo Legacy grant. The development of the Centre has been a 25 year project with a referendum in 1981 that was defeated by two votes in Taylor. Nothing much happened until the Expo legacy program. There was much split opinion regarding the Centre, although most negative voices have since been encouraged to visit the Centre and have liked what they see. There are still a few hold-outs. The whole colourful story is told in about 5 album/scrapbooks that are in the office.

Total sq ft of the building is about 40,000. The annual Budget is approx \$505,000.00 of which \$370,100.00 or 72% must be revenue generated from earned revenues or fundraising. The amount of real assistance we receive from the four municipalities is \$54,000.00. They will contribute up to \$100,000.00, but out of that we have to pay \$10,000.00 taxes and \$36,000.00 towards an equipment lease that was negotiated to complete the building. The funding formula is City of Fort St. John 50%, Taylor 12.5%, District B 25%, and District C 12.5%. We receive no federal or provincial funding. Except for the Gallery, and in these days of cutbacks this could change, our operations are not eligible for any grants or assistance except for the occasional employment grant.

## **FUNDRAISING**

For 1995, our fundraising goal to generate the following amounts:

Sponsorships (Performances, Gallery Openings)	\$12500
Private Donations	\$2500
Other Donations (corporate, in-kind)	\$4500
Events	\$10000

TOTAL \$29500

Fundraising is the only way we can present a balanced budget. As we need to fundraise simply to maintain the existing level of service, any expansion of our operations must be considered very carefully and must be on a cost-recovery basis.

## **FUNCTIONS**

In 1994, including the Library, over 55,000 made their way through the Cultural Centre. This is almost 4 times the population of Fort St. John and exceeds the total population of the area. The building is open an average of 12 hours per day, seven days a week. Since opening in 1992 we have hosted almost 400 theatre events, 13 Artspace sessions, over 40 Gallery openings, 28 performing arts events, and countless meetings.

### ***THEATRE***

The theatre is booked on average 2 nights per week. Each rental of the theatre requires coordination between the General Manager, Theatre Technician, Renter/artist and the House Manager. Legal contracts must be drawn up and, because we run the box office, settlements must be made promptly. The theatre is the largest single element of the complex containing state-of-the-art sound and lighting equipment that is complicated and expensive.

### ***PRESENTATIONS***

The Centre operates as a promoter/presenter bringing in up to 15 events per year, on a cost recovery basis, for the community to enjoy. These range from plays, classical music, dance and variety events. Box office and sponsorships must cover the costs of the entire season.

### ***RENTALS (non theatre)***

Room rentals have become our major source of earned revenue. We have hosted groups ranging from oil industry workers to quilters to native groups to abuse workshops. In 1995/96 Northern Lights College will be using the wet-craft room as a sort of satellite campus for their visual arts program. The building has become a true community centre and is operating at 80 to 90% capacity.

### ***ARTSPACE CLASSES***

We offer, on a cost-recovery basis, arts and leisure classes for the North Peace Community. With a very popular pre-school program and a growing and expanding adult leisure program, Artspace classes has expanded its operations and its revenues by 50% and has just about run out of room for any future programming. Due to its success, many Artspace classes are now being offered off-site as there is no more room at the Cultural Centre.

### **PEACE GALLERY NORTH**

As the owner/operator of the gallery, it is the Cultural Society's responsibility to ensure its success. The Centre is responsible for the hiring of key management staff, paying most bills and all operating costs.

### **TICKET AND INFO**

The Centre offers the community and arts groups a central location for all ticket sales and information dealing with local events.

### **OTHER SERVICES**

In addition to operating the Gallery, ArtSpace Classes, offering convention/conference facilities, programming the theatre and offering rental space and services to profit, non-profit and government groups, we also offer community information, run the bar service upstairs, and have active partnership programs with the School District.

### **The Cultural Centre is represented within the following organizations:**

BC Touring Council

BC Museums Association

PRAHTA

The FSJ and District Chamber of Commerce

CAPACOA (Canadian Arts Presenters Association)