

August 12, 2024

To: Mayor and Council Members, City of Prince George (by email)

Re: City of Prince George Multi-Year Arts Funding

Dear Mayor Yu and City of Prince George Council Members,

We are writing on behalf of the four arts organizations who currently receive multi-year funding undersigned agreements with the City of Prince George, and who were recently moved out of the MyPG funding stream. These organizations are the Prince George Symphony Orchestra, Theatre NorthWest, Prince George Folkfest Society, and The Community Arts Council of Prince George & District.

The Boards of Directors of our four organizations have all recently passed a resolution requesting an increase of funding for the groups, with an additional \$200,000 being invested into the funding envelope starting in 2025. Copies of the signed resolutions are attached.

We believe that arts and culture are an integral part of the well-being of a community. The Canadian Association for the Performing Arts (CAPCOA) recently compiled statistics from various surveys that emphasize the importance of the Arts to the well-being of all Canadian citizens. They constantly do research and recently provided the following statistics ([Performing Arts Statistics - Canadian Association for the Performing Arts \(capacoa.ca\)](https://www.capacoa.ca)):

- Nine in ten Canadians believe they get **personal benefits** out of attending professional performing arts. Most perceive the main benefit to be the entertainment experience of it (84%), but other benefits are recognized, such as emotional, spiritual or intellectual stimulation, an opportunity to experience something new, providing exposure to different cultures, and providing an opportunity to socialize.
- 2 in 3 Canadians (65%) believe that **the community as whole benefits more** or as much as individual attendees from the presentation of the performing arts.
- Canadians believe that the presentation of **performing arts brings energy and vitality to communities**, improves quality of life and well-being of residents, makes communities more creative and fosters a stronger sense of pride and identity.
- 95% of Canadians believe that arts experiences are a valuable way of bringing together people from different languages and cultural traditions.
- 95% of Canadians believe that arts are an important way of helping people think and work creatively.
- 94% of Canadians believe that arts and culture make a community a better place to live.
- 92% of Canadians believe that exposure to arts and culture is important to individual well-being.
- 89% of Canadians believe that the arts and culture help us express and define what it means to be Canadian.

- 86% of Canadians believe that the arts and cultural activities are important to a community's economic well-being.
- In general, arts goers have better health, higher volunteer rates, and stronger satisfaction with life.
- Adults who attend live arts performances, art museums or art galleries are far more likely than non-attendees to vote [38% more, in the case of live arts attendees], volunteer, or take part in community events.
- Participation in the arts, especially as audience, predicts civic engagement, tolerance and altruism.

All arts groups are committed to making art and culture accessible to everyone in the community, but we believe these four professional arts organizations in particular are uniquely positioned to use our resources to provide incentives for participation such as reduced ticket prices, many free-to-attend events and special considerations such as "Relaxed Performances" geared towards audience members who benefit from a less restrictive audience environment. These incentives are part of our mandates of inclusion, equity, diversity and accessibility to the entire community. This increase in secure funding will show that council are committed to making the arts and culture a central part of Prince George life for the foreseeable future.

Sincerely,



Ken Hall, Executive Director, Prince George Symphony Orchestra,
ken@pgso.com



Sue Judge, Executive Director, Prince George Folkfest Society,
suejudge@live.ca



Marnie Hamagami, Artistic Producer, Theatre NorthWest,
ap@theatrenorthwest.com



Eli Klasner, Executive Director, CAC,
executive@studio2880.com

CC (by email):

Walter Babicz, City Manager
 Kris Dalio, Director of Finance
 Andy Beesley, Director of Civic Facilities & Events
 Sarah Brown, Civic Initiatives & Partnerships
 Debbie Haywood, Manager – Event Services

Resolution to Request an Increase to the Prince George Arts Groups' Multi-Year Funding

- *Whereas the following Prince George arts organizations, Theatre NorthWest, the Community Arts Council of Prince George & District, the Prince George Symphony Orchestra and the Prince George Folkfest Society, receive annual core funding from the City of Prince George by way of multi-year funding agreements.*
- *Whereas the four organizations are currently in the final year of a three-year agreement with the City of Prince George.*
- *Whereas City of Prince George Council and Administration have recognized the need for a structured approach to drafting legal agreements with, budgeting for and, ultimately and necessarily, funding arts organizations.*
- *And whereas the scope of operations and operating budgets at the four arts organizations have nearly doubled in the past decade, while the arts organizations have not received a commensurate increase in funding.*

Now, therefore be it resolved that the Prince George Symphony Orchestra:

1. Requests that City of Prince George increase the funding for the first year of the new multi-year agreements with the four arts organizations, effective January 2025, and do so as part of the regularly undertaken budget planning process.
2. Requests that the funding be increased by the amount of \$200,000 to be allocated proportionately between the four organizations.
3. Requests that the City of Prince George commit to identifying the funding as a permanent item in the City's operating budget, distinct from the City's grant programs.

Date of Approval: JULY 31 / 2024



Signature of Board President



Signature of Board Treasurer

Resolution to Request an Increase to the Prince George Arts Groups' Multi-Year Funding

- *Whereas the four main arts organization of Prince George, namely Theatre NorthWest, the Community Arts Council of Prince George & District, the Prince George Symphony Orchestra and the Prince George Folkfest Society, receive annual core funding by way of multi-year funding agreements.*
- *Whereas the four organizations are currently in the final year of a three-year agreement.*
- *Whereas the Boards of the four organizations, and City of Prince George Council and Administration have recognized the need for a structured approach to fund, budget for and structure legal agreements pertaining to the funding.*
- *And whereas the organizations have not received an appropriate increase in funding in over a decade, while the scope of operations and operating budgets of the four organizations have nearly doubled.*

Now, therefore be it resolved that Theatre NorthWest:

1. Requests that City of Prince George Administration increase the funding for the first year of the new multi-year agreements, effective January 2025, and do so as part of the regularly undertaken budget planning process, for approval by City Council.
2. Requests that the funding be increased by the amount of \$200,000, to be allocated proportionately between the four organizations.
3. Requests that the City of Prince George commit to identifying the funding as a permanent item in the City's operating budget, distinct from the City's grant programs.

Date of Approval: July 25, 2024



Signature of Board President



Signature of Board Secretary

Prince George Folkfest Society Board Resolution

Presented via email July 30, 2024

Responded with "Yes" vote by: Elissa Meiklem (Board Chair), Aidyl Jago (Treasurer), Rob Watt (Vice Chair), Elizabeth Eakin (Secretary), and Directors-at-large – Bob Fillier, Meaghan Howard-Gibbon, Leah Lampert, Dwight Scott-Wolfe, John Ortynsky, and Glen Goudy

Resolution to Request an Increase to the Prince George Arts Groups' Multi-Year Funding

- *Whereas the following Prince George arts organizations, Theatre NorthWest, the Community Arts Council of Prince George & District, the Prince George Symphony Orchestra and the Prince George Folkfest Society, receive annual core funding from the City of Prince George by way of multi-year funding agreements.*
- *Whereas the four organizations are currently in the final year of a three-year agreement with the City of Prince George.*
- *Whereas City of Prince George Council and Administration have recognized the need for a structured approach to fund, budget for and structure legal agreements pertaining to funding these arts organizations.*
- *And whereas the scope of operations and operating budgets at the four arts organizations have nearly doubled in the past decade, the arts organizations have not received a commensurate increase in funding.*


Now, therefore be it resolved that Prince George Folkfest Society:

1. Requests that the City of Prince George increase the funding for the first year of the new multi-year agreements with the four arts organizations, effective January 2025, and do so as part of the regularly undertaken budget planning process.
2. Requests that the funding be increased by the amount of \$200,000, to be allocated proportionately between the four organizations.
3. Requests that the City of Prince George commit to identifying the funding as a permanent item in the City's operating budget, distinct from the City's grant programs.

Confirmed to be accurate and submitted to Society Record by:

 Aug 2/24

Elissa Meiklem
Board Chair

 August 2/2024

Elizabeth Eakin
Secretary

Resolution to Request an Increase to the Prince George Arts Groups' Multi-Year Funding

- *Whereas following Prince George arts organizations, Theatre NorthWest, the Community Arts Council of Prince George & District, the Prince George Symphony Orchestra and the Prince George Folkfest Society, receive annual core funding from the City of Prince George by way of multi-year funding agreements.*
- *Whereas the four organizations are currently in the final year of a three-year agreement with the City of Prince George.*
- *Whereas City of Prince George Council and Administration have recognized the need for a structured approach to fund, budget for and structure legal agreements pertaining to the funding these arts organizations.*
- *And whereas the scope of operations and operating budgets at the four arts organizations have nearly doubled in the past decade, the arts organizations have not received a commensurate increase in funding.*

Now, therefore be it resolved that the Prince George and District Community Arts Council:

1. Requests that City of Prince George increase the funding for the first year of the new multi-year agreements with the four arts organizations, effective January 2025, and do so as part of the regularly undertaken budget planning process.
2. Requests that the funding be increased by the amount of \$200,000, to be allocated proportionately between the four organizations.
3. Requests that the City of Prince George commit to identifying the funding as a permanent item in the City's operating budget, distinct from the City's grant programs.

Date of Approval: July 21, 2024



Signature of Board President



Signature of Board Secretary