

KHC Report to Members – June 06/May 07 Operations

1. (Status Quo) Lead Program Deliverables for 2006/07

In all “KICKS” programming niches, bookings/proposals met and/or surpassed the intended ‘status quo’ deliverables.

A. LIVE KICKS

- 8 Civic Centre concerts projected in agreement –15 delivered
- Audience attendance significantly higher than last year: average attendance is 150 with two concerts this year reaching 240 and 216 in audience attendance

B. EYE KICKS

- Art Gallery of Golden continues in last quarter with 3 more exhibits
- Special focus on youth with the YouthSpeaks show in May featuring works from GSS, GAS, NES, and LGES students.
- Golden Anniversary Exhibition project underway featuring profiles and portraits of Golden’s ‘founding’ or formative families. Colleen Palumbo, Bill Usher and Bill Pitcher. Exhibit to open late-June running to mid-July and available to Homecoming weekend crowds.

C. GIFT KICKS

- Christmas Craft Faire at the Rec Plex Nov. 17/18
 - More than 50 artists, crafters, artisans
 - New look and feel to the Faire with high satisfaction rate from both vendors and customers

D. FILM KICKS

- Banff Mountain Film Festival as projected Dec. 10
- Upcoming June 18 presentation of Higher Ground video – partnered with Wildsight

E. ICE KICKS

- 2 Opening & closing weekend Civic Centre concerts as projected
- Golden Anniversary “MasqueParade” activities on Feb. 9/10 featured a snow and fire pageant Down By The Bridge and parade to the Civic Centre for a night of all ages social dancing.
- Highlights:
 - 2 months of Work Shop activity. Month of January and early Feb. where more than 250 people came through the Snow King’s Work Shop to build lanterns, puppets and masques etc.
 - Estimated 500+ attendance at the bridge and parade to the CC
 - CC was overflowing with participants in this ‘old fashioned’ social dancing evening. Family friendly – no alcohol.
 - Significant representation from:
 - i. Families
 - ii. Youth contingent and young adults in their 20’s

- iii. More than 3 dozen family members from the Métis Association of Golden with invited provincial guests
- Media Coverage:
 - i. Local weekly coverage in Golden Star and on CKGR from late November on
 - ii. CBC Radio Daybreak South – BC interior
 - iii. CBC Radio All Points West – Provincial
 - iv. CTV Evening News – BC and Alberta
- Financial support from Arts Now 2010 Legacies Now; BC Hydro; BC Arts Council; and, Town of Golden Anniversary Funds
- KHC partnered with West Canada Films to video the community arts process of the event and activities. Short videos have been placed online for internet users during the process and have been accessed from around the world. KHC worked with West Canada Films and the Golden Anniversary Committee to produce a 27 minute HD video documentary that serves as an ‘ambassador’ for community life in Golden.

F. SUMMER KICKS '07

- Scheduling & booking confirmed for 5 Down By The Bridge (free) Concerts
- Funding from Town (\$7,500), KHMR (\$2,000) and CBT (\$2,500) to support KHC's commitment of \$15,000 projected budget

2. (Status Quo) Collaborative Programming with Community Partners

- SD6 - Schools In Community LIVE KICKS performances: 4 artists (Brisas del Palmar *(completed)*; Bill Dowey and the Blues Devils *(completed)*; Les Ms.; and, Ballet Kelowna; as projected for 06/07 schools concerts.
- LGES: KHC supported the production and marketing (posters and advertising) of the Lady Grey Players 90 minute musical
- KHC supported the marketing of the Golden Community Choir's annual spring concert with advertising and posters.
- Bacchus Books – ongoing partnership with Bacchus Books to present additional Café concerts (music, literature) in their new space throughout the year.
 - 4 concerts this winter/spring
- KHC partnered with the Métis Association to provide (gratis) 4 Métis fiddle and dance workshops with visiting artists Anne Lederman and Tom Leighton during MasqueParade activities
- Columbia Basin Trust:
 - KHC partnered on the “Climate Change” workshop at the end of January
- Town of Golden
 - Partnering and consulting with Town AKBLG committee to create and program entertainment components to AKBLG celebrations April 26/27, 2007
 - KHC produced a 60 minute Community Arts Gala on April 27

3. (Status Quo) Marketing and Promotion Activity

- KHC continues to enlarge the scope of it's marketing and promotional efforts

- Advertisements: FORCE, STAR, CKGR, Kootenay Carnival Magazine and (when appropriate) newspaper ads in Revelstoke and Invermere
- Beautiful and effective branded posters and flyers
- NEWS KICKS email newsletter to 470 subscribers (up from 367 in last report) three to four times a month
- Re-branded, up-to-date website at www.kickinghorseculture.ca
- Outreach to the Chamber, GAI, VIC and DMO hospitality providers to promote these events in their daily contact with tourists

4. Support to Community Partners

- ❖ Golden Anniversary 2007: KHC's Bill Usher sits on the organizing committee and on the Marketing & promotions sub-committee.
- ❖ AKBLG 2007: KHC's Bill Usher sits on the organizing committee
 - Gala show on April 27
- ❖ The David Thompson Bi-centennial celebrations of 2007
- ❖ 2010 Spirit of BC Committee: KHC's Bill Usher has assumed the Chair of this committee from Jon Wilsgard. There is not much enthusiasm for this committee from the nominal members: more volunteer work for those involved with not enough carrot.
- ❖ KHC partnered with the Town on the Town's application for 2010 Spirit Square funding. KHC's Bill Usher consulted with Planner Cleo Corbett on the writing of the application.

5. Civic Centre Operations

- ❖ As per Council's motion in October and again in January, (and after many delays as the Town and the Civic Centre Society review past business) KHC is finalizing negotiations with the Town on a new lease arrangement.
- ❖ In this new role, KHC will assume Operations Management of the Civic Centre and partner with the Town in the Town's role of managing the capital infrastructure development of the Civic Centre.
- ❖ KHC leveraged 160 hours of volunteer labour and \$3000 in materials (Louisiana Pacific) to add an apron extension to the Civic Centre stage – valued at \$8,000
- ❖ KHC has been awarded a grant from the Columbia Basin Trust Community Initiatives for \$36,000 to purchase and install theatrical lights and curtains into the Civic Centre

6. Membership:

- ❖ 06/07 Membership base surpassed previous annual high of 150 in first month (September). Membership in November was over 400. As of this date: 610.

ADDENDUM:**Key growth developments of the past year:**

1. **Local government support \$60,000 plus/annum.** Both levels of local government recognized and applauded KHC's important cultural development role in the community and each voted unanimously to continue to direct \$30,000 in matching funds - \$60,000 total - to help support the sustainable growth of the Society.
2. KHC's annual **Membership** has skyrocketed this year from 75 in 04/05, 180 in 05/06 to 610 in 06/07. This represents an enthusiastic response by community members to the value of KHC's programming *i.e.* **7% of the regional community is a paid-up member of the arts council!**
3. KHC initiated a **Champions** sponsor role this past year for local small business at \$500 per Champion per event. All 15 Champion spots were grabbed up within two weeks of issue last September.
4. Programming dramatically increased this past year:
 - a. **KHC created a summer long festival of music and arts:** The summer of 2006, KHC rolled out five free **SUMMER KICKS Down by the Bridge** concerts. Presented in the plaza in front of the town's timber frame covered bridge, each concert drew an average of 400 locals and tourists. It's important to note that these events inspired the Town's application for a BC Spirit Square planning application which KHC partnered.
 - b. **KHC created ICE KICKS MasqueParade:** KHC leveraged support from 2010 Legacies Arts Now, BC Arts Council, BC Hydro, and the Town of Golden to create a 3 month long community animation to create the **Golden Anniversary MasqueParade**. The **"Return to the Snow King's Castle"** fire and ice pageant mobilized more than 500 participants, including a few dozen youth working alongside seniors during the animation process
 - i. Plans are underway for next February's carnival called **"The Snow King Goes Bollywood"**. KHC will partner with Golden's Indo-Canadian community to present a pageant that features Punjabi music and dancing.
 - c. **KHC opened Art Gallery of Golden:** Responding to a long term dream of the community to establish an art gallery, KHC seized the opportunity last November to move into an empty storefront on 'main street' to create the **Art Gallery of Golden (AGOG)**. Renovations by volunteers were complete for the opening of the first exhibit in February '07.
 - i. AGOG projects 8 exhibits annually and is presently receiving an average of 300 visitors per exhibit, which is expected to dramatically increase once the summer season starts.
 - ii. Aspiring to the vision of a public art gallery and using all available space for the presentation of high quality art (thereby foregoing 'gift shop' sales), AGOG will fulfill the professional development of many local and regional visual artists. This laudatory vision places a higher burden on KHC to develop other revenues to support AGOG's 'non-commercial' programming.
5. **The Town of Golden entrusted operations management of the Golden Civic Centre to KHC:** KHC promoted the agenda to "rebirth" the Golden Civic Centre as a landmark heritage cultural centre for the benefit of the community. The Town has subsequently convened an "action" committee comprised of the Town's CAO, a Town Councilor, and KHC's E.D., to consult and propose a strategic plan for this "rebirth".

- a. **KHC has fundraised \$37,000** towards purchasing lights, curtains and a sound system to improve KHC's programming at the Civic Centre. *A request for the balance of \$10,000 is included in this application as a minor capital request.*
 - b. KHC is presently in discussion with the **Columbia Basin Trust** to lever CBT funds to match the Town's capital reserves for infrastructure improvements to the Civic Centre. Our operational sustainability positions us to act entrepreneurially to improve our community's cultural capacity.
6. **Centre for Sustainability support program:** KHC aspires to strengthen our understanding of the roles and responsibilities of a non-profit Society and the challenges of Governance, Policy implementation and Strategic Planning. Directors recognize the crucial need for the Society to find the necessary systems, resources and staffing to set the Society on a sustainable footing.
- Given the success of the Organization Assessment process (2005), KHC again tapped in to the Centre for Sustainability's ArtsPod funding to support Board Development training for our volunteers and staff. This training will also be shared with Directors and staff of 5 other leading non-profits in the health, economic and community resource sectors of Golden.
- The training consists of a number of half-day sessions with Keith Seel, Executive Director of the Non-Profit Institute of Mount Royal College in Calgary. The training sessions start on May 28 and June 4, 2007 and continue again this fall.
7. **Golden Anniversary celebrations:** During 2007, the Town of Golden is celebrating its 50th anniversary as a municipality. KHC has been a member of the Golden Anniversary Planning Committee since summer of 2006. The Planning Committee has engaged KHC to produce and implement various cultural events, and by the end of 2007 is projected to contribute more than \$20,000 in programming funds to support these events.
8. **AKBLG Conference, April 2007:** As noted in the support letter from Christina Benty, Chair of the Association of Kootenay Boundary Local Governments (AKBLG) Conference held in Golden this past April, KHC played a major role, not only on the Organizing Committee, but in the thematic delivery of the Keynotes, panel discussions and Gala programming. This conference was attended by the Premier, numerous MLAs, Mayors and Councilors.
- a. The AKBLG Organizing Committee chose the theme of the conference "Create Your Sense of Place" and drew upon recent developments in Golden like KHC's arts and culture development and the tourism industry's Destination Marketing organization as practical examples of a community creating a "sense of place." AKBLG directed \$5,000 to KHC for cultural programming at the conference (local Golden artists) and hospitality gifts provided by local artisans.

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